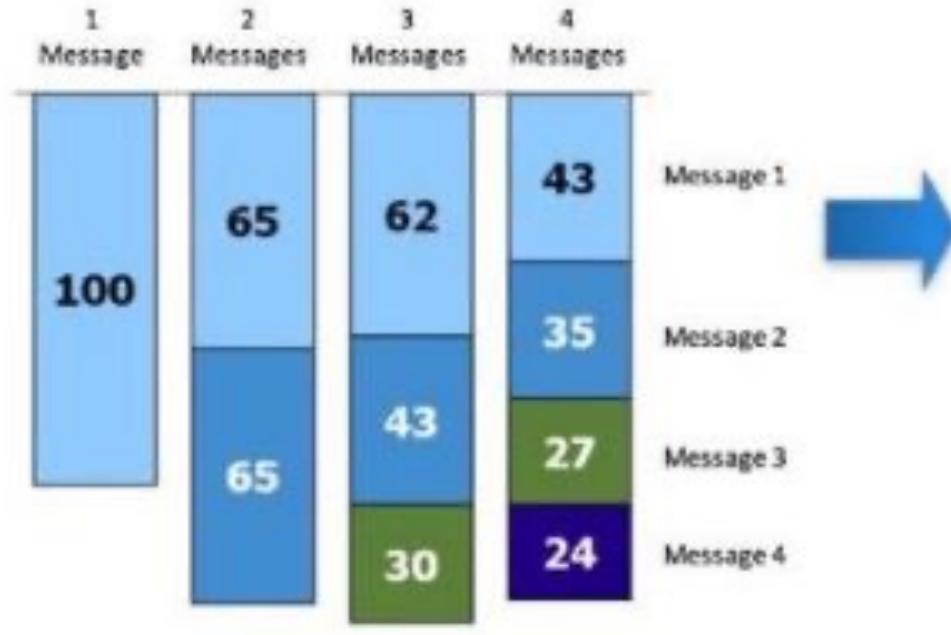


RK DEWAN MASTER PRESENTATION

FLOW OPTIONS

PRESENTED BY MX ADVERTISING

THE MORE MESSAGES YOU TRY AND COMMUNICATE THE LOWER THE LIKELIHOOD OF COMMUNICATING ANY SINGLE MESSAGE



The Link™ database shows that the more messages an ad attempts to communicate the lower the likelihood of any single message actually being communicated.

Source: Millward Brown

Here's a fun fact

*To make RKD's client-facing communication more effective, we recommend choosing **any one** of the 3 suggested positionings, for the Master Presentation.*

ROUTE 1

RKD was founded by Raj Kumar Dewan in 1942.

*In 77 years, it has grown to become India's leading IP
practice with*

strategically located local & overseas offices

a team of over 150 legal experts

a network of associates in 125 countries

*and an overflowing shelf of awards and recognitions from
global legal institutions.*

*Over time, RKD has built a dynamic LEGACY of delivering
insightful IP advice and services to clients.*

Humility

Mentorship

Truth

some qualities of

LEGACY

Courtesy

Prudence

Perseverance

Loyalty

Honour

Justice

Strength

THE

RKD

LEGACY

Loyalty

- *To the cause of IP creation and protection*
- *To promote the effective enforcement of IP*

Mentorship

- *Training young IP lawyers on the team*
- *Conducting IP workshops & seminars*
- *Lecturing at colleges*

Courtesy

- *Highly responsive*
- *Providing easy-to-understand explanation of issues*

Perseverance

- *Adaptability to changing IP landscapes*

Prudence

- *In-depth knowledge of the law*

Strength

- *Ability to provide winning solutions in all IP verticals*

Humility

- *Conveying a respect for clients & colleagues by forging lasting relationships*

Honour

- *Transparency & honesty in all dealings*

Truth

- *Practical & relevant advice, always*

*With such a legacy,
what kind of a personality
does brand RKD have?*

PERSONA - KNIGHT



PERSONALITY - KING ARTHUR

King Arthur was a legendary British leader who, according to medieval histories and romances, led the defence of Britain against Saxon invaders in the late 5th and early 6th centuries.

In some legends, he is a military leader, credited with defending the British Isles from Saxon invaders from Europe. In others, he is a king, his royalty bestowed upon him when he pulled a sword out of a stone.

During the late fifth century, he fought in many battles and was rumored to be invincible. A number of poems describe his prowess as a warrior.

*If this is our personality,
how should we present ourselves?*

MASTER PPT FLOW CHART

The language of the whole PPT
alludes to the RKD Legacy

Title Slide Recommendation

RKD: Protecting Value, Creating Value

1. ABOUT US

all 4 slides currently in the reworked
detailed Master Presentation

2. SERVICES

Only the 'Versatile and Visionary' slide with a box added
saying 'Corporate Services'

3. SUCCESS STORIES

No more than 3 stories in Problem-Solution-Result format.
Preferably no more than one line for Problem,
Solution & Result each.

4. ACHIEVEMENTS

- No more than 5 prominent Awards and 5 Memberships.
Both to be laid out on one slide.
- Second slide features Testimonials.

5. WHY CHOOSE RKD?

all 5 slides currently in the reworked
detailed Master Presentation

6. CLIENTS

A slide filled with company logos to show the work done.
No mention of industry verticals.

7. TEAM

One slide with
- 3 big thumbnails of founder family with names
- Approximately 8 small thumbnails of faces from
each office and team

8. CONTACT US

Website URL and one contact email

9. THANK YOU

The last standalone slide, with no other information.

ROUTE 2

*Intellectual property firm RKD has won precedent-setting trials
and verdicts for India's mega-corporates.*

Its bouquet of IP services spans 9 verticals, in over 30 domains.

*RKD handles large volumes of IP prosecution and litigation matters.
And delivers a client-centric, cost-effective and innovative solution
on each case.*

*Over time, RKD's PERFORMANCE has set the tone for IP litigation in
the country.*

Accuracy

Preparedness

Humility

Strategy

some qualities of

Speed

PERFORMANCE

Focus

Commitment

Innovation

Confidence

Quality

Speed

- *Highly responsive*
- *Quick to listen to feedback*

Accuracy

- *Attention to detail*
- *Providing easy-to-understand explanation of issues*

Strategy

- *Ability to formulate winning India-centric IP strategies*

Focus

- *Successful application of in-depth law knowledge to individual cases*

Innovative

- *Achieving pioneering verdicts and settlements*

Preparedness

- *Adaptability to changing IP landscapes*

Commitment

- *To the cause of IP creation and protection*
- *To promote the effective enforcement of IP*

RKD

PERFORMANCE

Confident

- *Ability to provide winning solutions in all IP verticals*

Humility

- *Conveying a respect for clients & colleagues by forging lasting relationships*
- *Transparency & honesty in all dealings*

Quality

- *Ethical standards of practice*
- *Updated on latest IP developments*

With this level of performance,

what kind of a personality

does brand RKD have?

PERSONA - SPRINTER



Jamaican Usain Bolt is an Olympic legend who has been called “the fastest man alive” for smashing world records and winning 9 gold medals as a reigning champion at the 2008, 2012 and 2016 Summer Games.

Bolt is an 11-time world champion. He holds the world records in races for 100 meters, at 9.58 seconds, and 200-meters, at 19.19 seconds, both of which he made at the 2009 Berlin World Athletics Championships.

PERSONALITY - USAIN BOLT

*If this is our personality,
how should we present ourselves?*

MASTER PPT FLOW CHART

The language of the whole PPT
alludes to RKD's Performance

Title Slide Recommendation

RKD: An IP Firm, with a Difference

1. ABOUT US

all 4 slides currently in the reworked
detailed Master Presentation

2. SERVICES

- The 'Versatile and Visionary' slide with an added box saying 'Corporate Services'
- The 'Additional Services' slide

3. SUCCESS STORIES

No more than 5 stories in Problem-Solution-Result format.
Preferably no more than one line for Problem,
Solution & Result each.

4. ACHIEVEMENTS

- No more than 5 prominent Awards and 5 Memberships.
Both to be laid out on one slide.
- Second slide features Testimonials.

5. PERFORMANCE INDICATORS

- all 4 slides currently in the reworked detailed
Master Presentation, but with much better infographics

6. CLIENTS

A slide filled with company logos to show the work done.
No mention of industry verticals.

7. TEAM

One slide with

- 3 big thumbnails of founder family with names
- Approximately 8 small thumbnails of faces from each office and team

8. WHY CHOOSE RKD?

all 5 slides currently in the reworked
detailed Master Presentation

9. CONTACT US

Website URL and one contact email

10. THANK YOU

The last standalone slide, with no other information.

ROUTE 3

Intellectual property firm RKD has established an award-winning IP practice through deep domain expertise in various IP verticals, across niche industry sectors in several geographies.

*RKD speaks a universal language of IP, making it accessible to
clients*

companies

government and academic institutions

various professional & trade bodies

judiciaries

law students

global IP entities and

the curious layman.

*Over 7 decades, RKD's overarching FLEXIBILITY has shaped it
into a prominent IP leader.*

Not only in India, but also beyond the country's borders.

Variability

Speed

Adaptability

some qualities of

FLEXIBILITY

Openness

Commitment

Stretch

Humility

Speed

- *Highly responsive*
- *Quick to listen to feedback*

Stretch

- *Ability to provide winning solutions across all IP verticals*
- *Well-cultivated, worldwide reach*

Variability

- *Successful application of in-depth law knowledge to individual cases*

Humility

- *Conveying a respect for clients & colleagues by forging lasting relationships*
- *Transparency & honesty in all dealings*

RKD

FLEXIBILITY

Adaptability

- *To changing IP landscapes*

Openness

- *Updated on latest IP developments*

Commitment

- *To the cause of IP creation and protection*
- *To promote the effective enforcement of IP*

*With such professional flexibility,
what kind of a personality
does brand RKD have?*

PERSONA – HYBRID MARTIAL ARTIST



PERSONALITY – JASMINE SIMHALAN

Simhalan is an expert in various methods of physical movement. She is an instructor in Silambam and a Gurukkal in Kalaripayattu.

She is also a performer and choreographer based in the United Kingdom and India. Simhalan has been a part of physical theatre and Indian contemporary form of dance, theatre and martial art forms for the past twenty years.

*If this is our personality,
how should we present ourselves?*

MASTER PPT FLOW CHART

The language of the whole PPT
alludes to RKD's Flexibility

Title Slide Recommendation

RKD: Legal Solutions for Every Kind of Idea

1. ABOUT US

all 4 slides currently in the reworked
detailed Master Presentation

2. SERVICES

- The 'Versatile and Visionary' slide with an added box saying 'Corporate Services'
- The 'Additional Services' slide

No more than 3 important bullets below each heading,
saying... 'and more'

3. WHY CHOOSE RKD?

all 5 slides currently in the reworked
detailed Master Presentation

4. SUCCESS STORIES

No more than 3 stories in Problem-Solution-Result format.
Preferably no more than one line for Problem,
Solution & Result each.

5. ACHIEVEMENTS

- No more than 5 prominent Awards and 5 Memberships.
Both to be laid out on one slide.
- Second slide features Testimonials.

6. CLIENTS

A slide filled with company logos to show the work done.
Mention industry verticals.

7. TEAM

One slide with

- 3 big thumbnails of founder family with names
- Approximately 8 small thumbnails of faces from
each office and team

8. CONTACT US

Website URL and one contact email

9. THANK YOU

The last standalone slide, with no other information.

Thank you