



## **Prithiviraj Senthil Nathan**

### **PARTNER**

King Stubb & Kasiva, Advocates & Attorneys  
211, Alpha Wing, 2<sup>nd</sup> Floor, Raheja Towers- 177, Anna Salai,  
Chennai -600002

Email - [prithivi@ksandk.com](mailto:prithivi@ksandk.com)  
Direct - +91 882 680 5955

### **Professional Summary:**

Prithivi primarily focuses on technology-driven M&A, cross- border IP asset transfers, and structuring complex licensing arrangements, protection, commercialisation, and enforcement of IP rights, often in high-value corporate transactions involving private equity funds, multinational companies, and innovative start-ups in the technology and e-commerce sectors. Through high-value corporate transactions, he consistently delivers solutions that align legal precision with business objectives—ensuring maximum value extraction and risk mitigation in rapidly evolving markets.

### **Representative Clients :**

Amazon | Flipkart | Swiggy | L&T-SuFin | Trimas | Quanta Services | Digital Management, LLC | OnMobile Global Limited | CanBank Ventures | Crestron Electronics | Veoneer Group

### **Relevant Recent Experience:**

- Advised a Swedish multinational and its Indian subsidiary in the acquisition of digital and intellectual property assets, including structuring, negotiations, regulatory approvals, and due diligence.
- Acted for a UK-based company acquiring an Indian e-commerce company, advising on the transfer and licensing of proprietary technology, brand assets, and customer data in compliance with Indian laws.
- Advised a US-based acquirer on purchasing an SAP Silver Partner in the digital commerce space, involving software licensing, IP ownership verification, and technology transfer agreements.

### **Areas of Practice:**

IPR

Dispute Resolution

Litigation

Arbitration

Corporate and  
Commercial Advisory

### **Education:**

BA.LL.B (Hons), School  
of Excellence in Law,  
Chennai

LLM, Transactional  
Intellectual Property,  
Queen Mary, University of  
London

### **Affiliations:**

Bar Council of Tamil Nadu  
& Puducherry

- Structured and negotiated e-commerce and technology-related agreements, including software development, hosting, outsourcing, OEM distribution, bundling arrangements, and online service provider agreements.
- Counselling clients on IP protection strategies for e-commerce, content platforms, mobile applications, and payment gateways, including domain name disputes and enforcement.
- Advised a leading VC fund on IP and technology considerations in managing the Electronic Development Fund, focused on investments in electronics system design, nanoelectronics, and IT companies.
- Advised number of MNCs in registering their respective IPs across the globe.