



## CENTRIiK'S NEWSLETTER

### **ADIDAS TO LAUNCH SUSTAINABLE SHOES WITH ALLBIRDS**

Global sportswear giant Adidas has partnered with New Zealand-American footwear company Allbirds, to create an environment friendly shoe line. The companies have claimed that the sustainable shoe will have the lowest ever carbon footprint recorded for a sport performance shoe. The brands aim to use innovative manufacturing and supply chain processes to create a low-impact, high-performance sneaker. The typical carbon footprint for a pair of synthetic running shoes produces between 11.3kg and 16.7kg of CO<sub>2</sub>. For their new collaboration, Adidas and Allbirds aim to create a sports shoe limited to a 2kg carbon footprint.

### **FITBIT GRABS A DECEPTIVE DOMAIN**

Fitbit ("Complainant"), a provider of health and fitness devices, wearable trackers, and smart watches, filed a domain name dispute complaint with the WIPO Arbitration and Mediation Center against who is Guard Inc, Panama ("Respondent") for registering the confusingly similar domain [www.fitbitxstore.com](http://www.fitbitxstore.com). Fitbit, founded in 2007, owns several U.S. and foreign trademark registrations for the mark FITBIT and its primary domain, [www.fitbit.com](http://www.fitbit.com). The disputed domain was registered in 2019, but nothing is known of the Respondent. It was contended that without any authorization or license, the disputed domain resolves to a website that implies to be the Complainant's official online store. The impugned domain also used the Complainant's trademarks, product images, and advertising with claims to sell Fitbit products at a significant discount. The Complainant further contended that the domain name was a clear case of typo squatting designed to divert traffic from the Complainant's website to the

Respondent's website. The Respondent did not submit any response. The Panel found that the domain was used to impersonate the Complainant and the Respondent had no rights or legitimate interests in the domain. Therefore, the disputed domain www.fitbitxstore.com was ordered to be transferred to the Complainant.

## **KASHMIRI SAFFRON BAGS GI TAG**

Much renowned Kashmir Saffron has been granted GI registration by the Geographical Indication (GI) Registry in May, 2020. Kashmir Saffron, one of the prized and costliest spices, is cultivated in the Karewa (highlands) of Jammu and Kashmir. The saffron cultivation is said to have been introduced by the central Asian immigrants around 1st Century B.C. The unique characteristics of the Kashmir Saffron are longer and thicker stigmas, natural deep-red color, high aroma, chemical free processing, bitter flavor and high quantity of crocin (coloring strength). It is also the only variety of saffron in the world grown at an altitude of 1600 m to 1800 m above sea level which adds to its uniqueness. The application was filed by The Agriculture Production Department J & K in December 2018.

## **INDIAN MARKET FLOODED WITH FAKE BRANDED MASKS**

One of the several precautions that we have been asked to take, with regard to the COVID-19 pandemic, is to wear masks when we go out and interact with people. Unfortunately, some people have seen this as an opportunity to make money by duping people into buying fake masks with logos and trademarks of brands like, Nike, Amul, Swiggy, Tommy Hilfiger, Adidas, including some characters from the Disney and Marvel Universe. Some of these companies have addressed the matter by taking legal action. Tommy Hilfiger, has filed cases in the Delhi High Court against two manufacturers in Tamil Nadu for printing masks with its brand logo and name and received an ad-interim injunction from the court.

## **TWITTER REMOVES TRUMP CAMPAIGN'S GEORGE FLOYD TWEETS**

Two of US President, Donald Trump's re-election campaign profiles on Twitter, namely, Team Trump and Trump War Room, had posted a video clip that paid tribute to George Floyd. The video consisted of a

speech that was narrated by the President Trump. Soon after these videos were posted Twitter had to flag them for copyright infringement due to complaints received under the Digital Millennium Copyright Act (DMCA).

This complaint was reviewed by the Harvard University's Lumen Database, which is a third-party research group that provides its services to Twitter, to handle cease and desist letters. These tweets were later re-tweeted by Trump and his son Donald Trump, Jr., but eventually the videos attached in the tweets were disabled in response to the complaint.

## GENERAL IP UPDATED

The High Court of Delhi issued an order on 17th June 2020 stating that the public notice issued by Indian Patent Office (IPO) on 18th May 2020 stands withdrawn. According to the latest public notice issued by the IPO, all timelines for the completion of various acts or proceedings, filing of any reply or document, payment of fees, etc. falling after 15.03.2020, shall be the date as decided by the Hon'ble Court. The UK IP Office (UKIPO) has announced it will be bringing its 'interrupted days period will be ending on 29 July 2020. The move means that the first "normal day of operation" at the UKIPO will be when all interrupted day deadlines expire from 30 July 2020.

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