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CENTRiiK'S NEWSLETTER

OCTOBER 2020

AMUL BLOCKS FRAUDULENT USE OF THE BRAND ONLINE

In an ongoing decision by the Delhi High Court, Gujarat Co-Operative Milk Marketing Federation Ltd. ("GCMMF"), the owner of India's well known dairy brand 'Amul', got ideal orders against different parties that endeavored to utilize the Amul brand name fraudulently. The case was documented after a few complaints were gotten about sites that fused the Amul name and logos in their domain names and on their websites, and hoodwinked customers into storing cash, in return for extending employment opportunities, vendors and distributorships from GCMMF.

GCMMF reacted by documenting a complaint with the Cybercrime Cell, and furthermore recorded a trademark infringement suit under the Delhi High Court. The Court passed a sweeping request controlling the enlistment centers of such spaces from making any further deal or enrollment of any area names highlighting the Amul brand name. The order likewise called for admittance to these infringement sites to be obstructed.

Citation: I.A. 7456/2020 in CS(COMM) 350/2020

PEPSICO LOSES 'MOUNTAIN DEW' TO PACKAGED DRINKING WATER MAKER MAGFAST

In an ongoing decision by the Hyderabad City Civil Court, MagFast Beverages, a Hyderabad based refreshment maker, has made sure about a favourable order against American food and refreshment goliath PepsiCo, permitting MagFast to utilize the 'Mountain Dew' brand name according to its packaged drinking water. In the year 2000, MagFast Beverages dispatched its own packaged drinking water under the brand 'Mountain Dew'. In this manner, PepsiCo presented its soda under a similar name in 2003, and proceeded to record a suit under the watchful eye of the Delhi High Court against MagFast refreshments, charging encroachment of PepsiCo's 'Mountain Dew' brand name. After an application was made by MagFast to the Supreme Court, the case was moved to the Hyderabad City Civil Court, which in the end held that PepsiCo was not qualified for utilize the 'Mountain Dew' brand name in India, as MagFast Beverages was the earlier client of the imprint. PepsiCo, nonetheless, cases to be the enrolled owner of the imprint in India, and expects to offer the request for the Hyderabad City Civil Court.

Citation: Syed Ghaziuddin vs Pepsico Inc: 2005 (30) PTC 448 IPAB]

TROUBLE FOR SONY'S PS5 LAUNCH IN INDIA

Innovation monster Sony has as of late experienced obstacles in dispatching its most recent gaming console, the Playstation 5 ("PS5"), in India. With the overall dispatch date approaching, the dispatch date for the Playstation 5 in India has been postponed, because of a prior brand name petitioning for the word PS5. The application has been recorded in 2019 by a Delhi inhabitant named Hitesh Aswani, which has consequently been contradicted by Sony. Sony has likewise petitioned for the assurance of PS5 word and logo mark prior this year in February, which intriguingly has been opposed by Mr. Hitesh too. Starting at now the opposition has been recorded distinctly for the word mark, since the logo mark is yet in the meeting stage. It will be intriguing to perceive what Sony's subsequent stages for its item dispatch in India will be given the current status of its brand name applications.

UNCLE BEN' S TRADEMARK REVAMP IN THE WAKE OF BLACK LIVES MATTER MOVEMENT

US based food producer Mars Food, the organization behind the popular rice brand "Uncle Ben's", has chosen to rebrand its original logo subsequent to confronting generalizing allegations in the wake of the Black Lives Matter development that occurred not long ago. The first logo, which has been being used since the year 1946, highlighted the image of an old African-American man close by the 'Uncle Ben's' imprint. Notwithstanding, because of specific disparities and cliché deductions that could be produced using the logo, the organization has chosen to transform it, and will currently give similar items under its new imprint, 'Ben's Original'. The new logo will be turned out to the general population from 2021 onwards.

E-CIGARETTE GIANT SMOORE SECURES VICTORY IN TRADEMARK INFRINGEMENT SUIT

Shenzhen Smoore Technology, the Chinese producer of the acclaimed e-cigarette brand 'Vapresso', has as of late got a triumph in a trademark infringement suit more than 100 merchants. The request was passed against elements that delivered fake merchandise, by misusing and passing off the products under the Vapresso brand name. The suit was recorded by Smoore in October in the New York Federal Court, as an aspect of its enormous scope against falsifying program in the United States. All the counterfeiting parties were discovered to encroach on Smoore's brand name by offering products utilizing the Vapresso brand name on different stages. The Court forced punishment of USD 50,000 for every infringer, and furthermore moved a portion of the solidified resources of the defaulting parties, which completely added up to a USD 5.4 Million in support of Smoore.

AMAZON WARNS ECHELON FITNESS OVER NEW 'PRIME' BIKE

Echelon Fitness, a US based fitness equipment manufacturer was as of late taught by Amazon to quit offering one of its items available to be purchased on the Amazon commercial center. The item being referred to was Echelon's new 'EX-Prime Smart Connect' practice bicycle, which was showcased as being created "in a joint effort with Amazon". The utilization of Amazon's image name in the advertising of the item, and the altogether lower \$500 cost of the bicycle, prompted a fall in the offer cost of specific

contenders of Echelon Fitness, as merchants foreseen Amazon's invasion into the home exercise industry. Amazon gave a notification to Echelon Fitness, to eliminate the products and re-brand them without the Amazon name, and furthermore instantly gave an official statement expressing that there is no affiliation at all between the brands.

MANIPUR'S TAMENGLONG ORANGE SOON TO GET GI TAGS

One of India's states, Manipur is good to go to put another Geographical Indication (GI) in its kitty after the fruitful enlistment of its dark rice. The GI Registry has as of late promoted in its diary the Manipur's Tamenglong Orange, recorded by the Department of Horticulture and Soil Conservation, Government of Manipur. Tamenglong Orange is types of mandarin gathering and is filled in the Tamenglong area. The oranges are known for their very much mixed pleasantness and acidic taste. The GI will continue towards enrollment if no resistance is documented against it.

info@centriik.com | www.centriik.com