

CENTRiiK

Centre of Intrinsic & Intellectual Knowledge



CENTRiiK'S NEWSLETTER

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L'OREAL TRADEMARK FACES OPPOSITION FROM MARSHMELLO

L'Oreal, the world's largest cosmetic company has found itself in the midst of an opposition battle over the trademark 'The Mello Brand'. Electronic music artist Marshmello has filed a notice of opposition with the US Trademark Trial and Appellate Board (TTAB) against the mark, which has filed by L'Oreal for make-up preparations. The electronic music producer has alleged in the notice that L'Oreal is using a mark which is relatable and phonetically similar to his name. Although Marshmello's existing trademarks do not cover beauty products, the opposition notice states that the use of a similar mark by the beauty manufacturer infringes on the artist's turf for expansion into different products. L'Oreal has until the 7th of December to respond to the opposition.

INSTAGRAM FILES OPPOSITION AGAINST THE MARK "INSTAKARMA"

Popular social media platform, Instagram, recently filed a notice of opposition against the mark 'INSTAKARMA' filed by R3 Media Corporation, a media network company, for the use of the mark in

connection with mobile applications. Instagram has claimed in the opposition, which has been filed with the US Trademark Trial and Appellate Board (TTAB), that its own mark ‘INSTAGRAM’ has been in use since 2010, and therefore, Instagram has amassed a stellar reputation and a large user base. The use of the mark INSTAKARMA will dilute Instagram’s mark, and create confusion among the consumers about an affiliation between the two companies. R3 Media will now have to respond with their Counter Statement and defend their application.

SHREDDING PRODUCTS MANUFACTURER FOUND ENGAGING IN REVERSE DOMAIN NAME HIJACKING

An Italian shredding products manufacturer, Elcoman Srl, recently filed a cybersquatting dispute under the Uniform Domain Name Dispute Resolution Policy (UDRP) before the World Intellectual Property Organization (WIPO), against Marc Ellis, the owner of the domain name Kobra.com. Elcoman Srl sold its paper shredding products under the mark ‘Kobra’ and had registered several trademarks for the same as well. The WIPO Panelist, in its decision stated Elcoman has not provided any evidence which shows that the domain name Kobra.com was registered in bad faith. On the other hand, the domain has been continuously used by Marc since 2002. Therefore, the claim of cybersquatting was denied, and Elcoman Srl was found indulging in reverse domain name hijacking instead.

TELIA RUMAL GRANTED GI TAG

Puttapaka Telia Rumla, commonly known as Telia Rumal has been granted a Geographical Indication Tag (GI). Telia Rumal is a unique tie and dye technique that uses oil for the treatment of the yarn that helps it retain softness and has a distinct smell of gingelly oil. Telia Rumal originated in Chirala, Andhra Pradesh and was patronized by the Nizam’s of Hyderabad. The application for the GI has been filed by The Consortium of Puttapaka Handloom Cluster –IHDS

PHONETICALLY GENERIC TRADEMARK PROTECTABLE?

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.

WIPO LAUNCHES NEW PATENT INFORMATION TOOL CALLED WIPO INSPIRE

The World Intellectual Property Organization (WIPO) launched a new patent information tool last week, aimed at providing free access to comprehensive reports on patent databases. The new tool – WIPO Index of Specialized Patent Information Reports (INSPIRE) brings information from four databases in a single place for the benefit of innovators, service providers, patent offices and other stakeholders. As per the official notification, the tool offers “easy-to-use functionalities” for new as well as expert patent information users. WIPO INSPIRE includes an interactive world database coverage map that allows users to establish the extent of the patent databases coverage of a specific jurisdiction.

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