



# DELHI HIGH COURT BRINGS 25-YEAR “CELEBRATIONS” TRADEMARK DISPUTE TO A WHOLESOME CLOSE

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In a remarkable conclusion to one of India’s longest-running trademark disputes, the order authored by Justice Sanjeev Narula of the Hon’ble High Court of Delhi, earlier this month, brought final closure to the 25-year litigation between two titans of the confectionery world – Mars and Cadbury (now Mondelez) over the mark “CELEBRATIONS.” [CS(COMM) 409/2018]

The matter, which had extended beyond the courtroom, with both parties expanded roots in the Indian Trade Marks Registry through multiple cross oppositions and rectifications, were also resolved before the Hon’ble Court, which was submitted to be the full and final mutual settlement between the parties. The Hon’ble Court decreed the suit while recording these terms as a definitive and conclusive resolution to the long-standing controversy.

What makes this resolution particularly meaningful is not only the conclusion of a prolonged rivalry over the standout reputation held by the parties but also the goodwill gesture that followed. In a symbolic act reflecting upon the contested word ‘CELEBRATIONS’, both companies voluntarily undertook to distribute assortments of their confectionery products or nutritionally balanced alternatives with an aggregate worth of INR 5 lakhs each to schools across Delhi, under the supervision of the Directorate of Education and the Delhi State Legal Services Authority. The Hon’ble Court expressly commended this act of cooperation and public spirit, observing that “true celebration lies not in triumph over another, but in generosity towards others.”

The order is also noteworthy for its clarity and tone, blending judicial precision with humane perspective by recognizing that even the fiercest commercial contests can conclude in harmony when goodwill prevails.

The parties’ respective global in-house IP teams played a pivotal role in achieving this resolution by proactively initiating settlement talks and negotiating the essential terms directly with each other.

Commenting on the outcome, Bence Bozóki, Senior IP Counsel, Mars Inc., remarked:

*“This order is by far the most wholesome legal document I have ever read in my life. It is a beautiful conclusion of an important legal battle.”*

Such orders are a reminder that even the most hard-fought rivalries can find resolution when guided by the maturity of brand owners. It also goes on to show how Indian IP jurisprudence is evolving into



a culture of responsible enforcement.

Advocates [Pravin Anand](#), and [Vaishali Mittal](#) represented Mars Inc. and were ably assisted by [Siddhant Chamola](#) and Shivang Sharma.

Advocate Nancy Roy appeared for Cadbury.



## KEY CONTACTS



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