



## Mother Dairy trademark and logo declared well-known

News & Updates • February 13, 2017

Mother Dairy was granted a permanent injunction against defendants using a mark and a trade dress bearing close similarity to its own. Declaring the Mother Dairy trade mark and logo well-known, the court concluded the defendants were clearly intent on taking unfair advantage of the brand and passing-off their products as those of Mother Dairy's. The defendants, selling Vinay Milk, had employed a blue logo with white lettering and packaging which blatantly copied Mother Dairy's protected and registered marks. In an earlier order, the Delhi High Court had granted an *ad interim ex parte* injunction from using or marketing their products under a logo and brand which was similar to that of Mother Dairy. In its latest hearing, the judge expressed his displeasure over the "dis-interest shown by the defendants in defending the impugned acts", with not even a written statement being filed by them. *Mother Dairy Fruit & Vegetable Pvt.Ltd. v. S.K. Raheem & anr.; before the Delhi High Court; 24 December 2016*

