Delhi High Court Order in Allied Blenders & Distillers

Thought Leadership • August 22, 2015

Abhilasha Nautiyal and Shrawan Chopra cull out the salience of the Delhi High Court decision holding the marks 'Officer's Special' and 'Collector's Choice' as likely to be confused with Allied Blenders and Distiller's mark 'Officer's Choice' for whisky.

1. Principles for determining likelihood of confusion between competing trademarks
2. Likelihood of confusion when marks have the same or similar meaning
3. Storage and retrieval of ideas from memory
4. Impact of different trade dress when the marks are semantically similar
5. Principles of copyright

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