

# News

---

**Delhi High Court rulings Meesho will remove goods that violate the Jockey trademark.**



According to Jockey, it discovered trademark-violating imitations after an internet search in January of this year.

## **Delhi HC, Meesho, and Jockey logos**

Recently, the Delhi High Court issued an interim judgment compelling Meesho, an Indian e-commerce platform, to remove product listings that were confusingly identical to those of Jockey, an American clothing and undergarment manufacturer.

Judge Jyoti Singh concluded in the May 29 ruling that Jockey had shown a prima facie case that the companies selling the imitation goods had violated its trademark.

"The contested marks are used by **the defendants for identical products and are prima facie deceptively similar to JOCKEY, the Plaintiff's registered trademark (Jockey).**" **The Court held that there is a** possibility of confusion because the consumer base and trade routes are widespread.

### **Jyoti Singh, the judge**

After discovering in January that its items were being marketed on **Meesho and other websites under confusingly similar names like "JOYKE," "JOYEBEE," "JOYESS," and "JOJOKE,"** Jockey filed a complaint with the court. Additionally, one infringing company was in the process of registering a trademark for an allegedly infringing mark, according to its private inquiry.

It claimed that the infringing business ignored its letter requesting that the use be stopped. Additionally, it claimed that Meesho refused to remove the infringing goods listings from its website without a court order compelling it to do so.

The Court granted an ex parte interim injunction prohibiting the entities from producing, marketing, or selling their goods under names that infringe upon Jockey's trademark based on Jockey's representations.

**Additionally, within 36 hours of receiving the Court's decision, Meesho was instructed to block the URLs on its website that offered such infringing products for sale.**

Additionally, the Court ordered Meesho to furnish the KYC information, registration addresses, cellphone numbers, UPI data, transaction records, and IP logs of the entities that were infringing within four weeks of the order's date.

The subject will be heard again on September 24.

**Jockey was represented by advocates Saif Khan, Shobhit Agrawal, and Diya Viswanath.**