

News

The IP office certified Starbucks, NDTV, and Economic Times to be well-known trademarks.

Matrix Cosmec Private Limited and T.T. (RIKHAB CHAND JAIN) were also listed as well-known trademarks in the notification.



According to the IP office, Starbucks, NDTV, and Economic Times are well-known trademarks.

The Intellectual Property Office recently designated five brands to be well-known trademarks based on petitions submitted by the brands' holding companies: Starbucks, New Delhi Television (NDTV), and Economic Times.

Matrix Cosmec Private Limited and T.T. (RIKHAB CHAND JAIN) were also listed as well-known trademarks in the notification.

On April 14, the announcement was published in the weekly trademarks magazine.

According to 124(4) of the Trade Marks, Rules 2017, the Trade Marks at Sr. Nos. 01 to 05 were previously published in the Trade Mark Journal. Either no objections were raised by anyone, or if they were, they were later withdrawn. Given the foregoing, it has been determined to add the following marks to the list of well-known trademarks in accordance with the regulations," the declaration stated.

Under intellectual property law, well-known trademarks constitute a unique category that offers brands with a high level of reputation and market recognition more protection. Well-known trademarks enjoy greater protection across a variety of industries, even ones in which the brand may not already operate, in contrast to ordinary trademarks, which typically provide protection within particular product or service categories.

By prohibiting the use of identical marks, even for unrelated goods and services, this designation provides protection against dilution, misrepresentation, and undue advantage by third parties. The award recognizes businesses' significant investments in establishing consumer trust and brand equity.

Under Rule 124 of the Trade Marks Rules, 2017, a trademark in India can be designated as "well-known" through an organized process. The Registrar of Trade Marks must receive a request from applicants and supporting documentation attesting to the mark's broad recognition.

The assessment comprises the following factors:

- length of time, scope, and region of use;
- market awareness and standing;
- value attached to the mark;
- documentation of effective enforcement measures;
- acknowledged as well-known by authorities or courts.

After initial review, the proposed well-known marks are published in the Trade Mark Journal

for public notification. This creates a window of opportunity for anyone to oppose to the designation. The trademark may be added to the list of well-known marks by the Registrar if no objections are raised or if objections are later dropped.

India has recognized many well-known trademarks in a variety of industries over the years. Several notable instances are as follows:

- tech behemoths like Apple, Microsoft, and Google;
- automobile manufacturers such as Mercedes-Benz, Toyota, and Honda;
- consumer goods firms including Nestle, Pepsi, and Coca-Cola;
- chains of hotels such as ITC and Taj Hotels;
- financial organizations such as State Bank of India, HDFC, and ICICI;
- online retailers like Flipkart and Amazon.