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COURT OF RECORD

Battle of Brands

‘Mochi’ Declared a Well-Known Trademark in India

Sheikh Rayees • November 28, 2024

PUBLISHED REPORT

In a significant decision, the Bombay High Court ruled in favor of Metro Brands Ltd., declaring its 'Mochi' trademark a "well-known mark" under Indian trademark law. This comes amidst a legal dispute with Nice Shoes LLP, which had been marketing products under the label 'DESIMOCHI.' The court, led by a single judge, ordered an interim injunction against Nice Shoes, prohibiting the use of the contested mark and directing the transfer...

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