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Delhi High Court Grants 'Well-Known' Status to Peter England in Trademark Ruling

Sheikh Rayees • February 10, 2025

PUBLISHED REPORT

The Delhi High Court has officially recognized 'Peter England' as a well-known trademark, solidifying its status as one of India's most recognizable menswear brands. The ruling came in response to a trademark infringement case involving Aditya Birla Fashion and Retail Limited, the company that owns the brand, against an entity found to be using the name unlawfully. The Court acknowledged the brand's widespread presence, citing its 380 outlets across 180...

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