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Hippo" Clash

Court Halts Lookalike Trademark Use in Interim Ruling

Sheikh Rayees • November 19, 2024

PUBLISHED REPORT

The Delhi High Court has issued an interim injunction favoring Hippo Homes, a home improvement retailer, in a trademark dispute with a competing entity accused of using deceptively similar branding. Justice Mini Pushkarna, presiding over the case, restrained AR Metal Works, operated by Azhar Ahmed, from using "Hippo Marks" or any closely resembling identifier until further court proceedings. Additionally, the order required the immediate removal of any such branding from...

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