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Trademark Tussle

‘CHUTIYARAM’ Applicant Fights Back, Slams Media Trial and Language Bias

Sheikh Rayees • March 22, 2025

PUBLISHED REPORT

The battle over a controversial trademark has taken an unexpected turn, as the applicant behind ‘CHUTIYARAM’ fires back at what she calls a media-fuelled takedown and systemic disdain for Hindi and other vernacular languages. Sadhna Goswami, who had applied to register the term under Class 30 of the Trade Marks Act, is challenging the Trademark Registry’s abrupt about-face. Initially accepted, the trademark was later yanked back with officials citing a...

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