

## IP Hotline

July 30, 2021

### SUCCESS FOR RED BULL AS DELHI HIGH COURT GRANTS INJUNCTION AGAINST USE OF RED HORSE MARK AND LABEL

This article first appeared on *WTR Daily*, part of *World Trademark Review*, in June 2021. For further information, please go to [www.worldtrademarkreview.com](http://www.worldtrademarkreview.com).



#### SUMMARY

In this article published in *WTR Daily*, we write on the order of the Delhi High Court in *Red Bull AG v Bakewell Biscuits Private Limited*. The dispute concerned the use of the mark RED HORSE and a RED HORSE label including a blue/silver trapezoid, which Red Bull AG alleged was identical and/or deceptively similar to its registered RED BULL marks. The Court granted an *ex parte* interim injunction to Red Bull AG against Bakewell Biscuits Private Limited restraining the latter from using the impugned marks or any other mark which was deceptively similar to Red Bull AG's trademarks until the next hearing date.

For complete article, please click [here](#).

— Aniruddha Majumdar & Abhishek Senthilnathan  
You can direct your queries or comments to the authors

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