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Trade Mark Infringement

MAYANK MATHUR¹

ABSTRACT

Today's global marketplace presents a major danger to brand owners from trade mark infringement in terms of law, business, and reputation. This abstract gives a general review of trade mark infringement, examining its definition, essential components, and possible repercussions for both violators and owners of intellectual property rights.

When a registered trade mark or a mark that is confusingly similar to it is used without authorization, it is referred to as trade mark infringement. The key components of trade mark infringement are examined in the abstract, including the need for a legitimate, registered mark, the potential of confusion, and the use of the mark in commerce.

Trademark infringement can have serious repercussions for both the violator and the brand owner. In some jurisdictions, violators may be subject to legal action, which may include injunctions, damages, an accounting of profits, and potential criminal penalties. In addition, reputational harm can result from unfavourable press coverage of illegal activity, which can undermine consumer loyalty and trust. However, trade mark owners may incur financial losses as a result of diminished brand value, diminished market share, and diminished competitive advantage. Brand owners can take preventive steps to safeguard their trade marks, such as conducting thorough searches, registering their marks, and vigilantly scanning the market for suspected infringements. For limiting damages and maintaining the integrity of the system, early detection and punishment of violations are essential.

The abstract also discusses new issues facing society in the digital age, including online trademark infringement, counterfeiting, and the expansion of social media platforms as possible sites for infringement. It emphasises how crucial it is to modify legislative frameworks and enforcement practises in order to effectively counter these changing dangers.

In summary, trade mark infringement puts brand owners at serious risk, needing vigorous enforcement and protection measures. In order to promote a fair and competitive marketplace and protect intellectual property rights, it is essential for both businesses and consumers to understand the legal and commercial ramifications of trade mark infringement.

Keywords: *Infringement, Trade Mark, Secrets.*

¹ Author is a student at Reva University, Bangalore, India.

I. INTRODUCTION

In accordance with Section 29 of the Trademarks Act of 1999, infringement of a trademark is defined as the use of a mark which is identical to or misleadingly comparable to the trademark in relation to the services or products for which the trademark is registered by a person who is not the registered proprietor. It is basically the unauthorised use of the exclusive rights associated with a trademark that has been registered without the owner's or licensees' consent.

The courts have frequently considered that the public's views are muddled as a result of the resemblance of two marks and the sorts of goods and services.

It may unfairly benefit from the well-earned prestige of the protected trademark. This must be shown that the infringing trademark is resembles to or similar to the registered trademark in order over a claim of trademark infringement against a person to be successful.

II. WHEN DOES SOMEONE COMMIT A TRADEMARK INFRINGEMENT?

The following situations indicate infringement of a registered trademark:

- When the mark in dispute is utilised in connection with identical or confusingly identical goods or services as the registered trademark;
- When using a mark that is identical or comparable could lead consumers to mistakenly believe that it's a trademark that has been registered,
- When the trademark that has been registered is used in combination with a trade name or business organisation that offers the products and services with which the trademark is registered.
- Whenever the trademark appears in ads and as a result, it profits unjustly, breaches rules of ethics, or damages the registered brand's prestige and distinctive qualities.
- When the trademark that is registered is utilised without the appropriate permission of the registered proprietor in components intended for the packaging, labelling, or business paper of other items.

(A) A person is deemed to have applied for a trademark improperly under Section 103 in the following circumstances:

Whenever a trademark has been fraudulently registered; whenever a trademark has been incorrectly employed to describe products or services; creates, owns, or disposes of any equipment with the intent of misrepresenting a trademark; inaccurately states the identify of the country or location where the products originated, or the name and address of the person who

is in charge of their manufacture; the good's applicable or necessary indicator of origin is changed or tampered with.

Falsification related infringement of trademarks is punished by a minimum imprisonment sentence of six months, a maximum of three years, and a minimum fine of 50,000 rupees, with a maximum fine of two lakh rupees.

If the alleged perpetrator has not engaged in such falsification as determined by the following criteria:

There was no legitimate reasons for doubt of the trademark's legitimacy at the time the claimed offence was committed, and all practicable safeguards had been taken to prevent the execution of such a fabrication.

That his actions had been innocent Upon request from the prosecutor, such pertinent records on the method and source of acquisition of the items

III. WHAT KIND OF LEGAL ACTION AND REMEDIES CAN BE USED TO STOP TRADEMARK INFRINGEMENT

If the trademark is unlawfully infringed both civil and criminal proceedings may be initiated. A complaint regarding a crime may be submitted by the party who is complaining. The Trademark Act of 1999 recognises infringement of a trademark as an offence with cognizable consequences, meaning that the infringers may be directly penalised after filing a police report. Even the judiciary have the legal right to undertake raids and seizures on their own. On the other side, similar violations may also be the subject of a civil lawsuit. Based upon whether the trademark in question is registered, pending, or unregistered, a lawsuit may be filed. There is no time restriction for launching a lawsuit because trademark infringement is a continuing infraction.

When the violations are effectively verified, the court of competent jurisdiction may grant the following remedies:

- an obligation or resistance against the use of a trademark;
- Suitable Damages;
- Transferring accounts and profits;

The appointment of a local director by the specific tribunal for detention or securing of violating material and accounts. In order to preserve the owner's property interest, the court may even go so far as to issue injunctions and order the customs authorities to stop the shipment or disposal

of the infringing item; a request for the issuance of a temporary or ad interim ex-parte injunction under CPC Order 39 Rule 1 & 2. Ex parte or after notice are typically used for interim orders.

IV. WHAT IN INDIA DOES NOT CONSTITUTE TRADEMARK INFRINGEMENT?

The Act governing trademarks of 1999 explains in Section 30 the situations in which it is prohibited to claim that the trademark has been infringed. The alleged infringer may utilise these terms as defences in lawsuits alleging infringement of trademarks in order to avoid culpability. These circumstances include:

- If anyone uses the trademark legitimately in business or commercial affairs, and when their employing it is not damaging the trademark's image or uniqueness; or when they are not trying to gain an unfair competitive advantage.
- Whenever a registered trademark is used to determine an item's kind, level of quality, quantity, purpose, price, regional origin, the time it was produced, the date it was rendered, or any other attribute of a good or service.
- Usage of a mark which isn't covered by the registration- Once trademarks are registered, they come with certain situations in which they are subject to limitations and conditions.
- If the alleged infringement falls within certain parameters, it cannot be considered as a case of trademark violation.
- Implied authorization When a registered trademark is being used in violation of its original owner's permission and that owner has not already withdrawn or destroyed the usage, it cannot be stated that the use is unlawful.

Trademark usage in connection with components and accessories Use of trademarks that are similar or identical to one another

V. CONCLUSION

When someone uses a trademark without authorization for the same or similar goods or services that is identical or confusingly similar to another party's registered trademark, this is known as trademark infringement. Customers may become confused as a result, which could damage the trademark owner's reputation.

Owners of trademarks are entitled to legal protection for their marks and may pursue legal action against infringers. Injunctions, monetary fines, and an accounting of profits are all possible remedies for trademark infringement.

Before using a new trademark, firms should undertake a thorough trademark search to ensure

they are not violating the rights of third parties. In order to avoid the expense and unpredictability of litigation, a company should obtain legal counsel and explore negotiating a settlement if it receives a cease and desist letter alleging trademark infringement.

VI. REFERENCES

- Section 2(1)(zb), Trademarks Act, 1999.
- <http://www.legalservicesindia.com/article/article/trademark-infringement-and-remedies-1740-1.html>
- <https://www.justia.com/intellectual-property/sitemap/>
