



FORD declared a "well-known trademark" in India July 31, 2008

On July 9, 2008, the Indian Trade Marks Registry ruled in favor of Ford Motor Company in an opposition brought by Ford against an application filed by Bhuvaneshwari Foundry, an Indian company, to register the trademark FORD for a number of goods, including diesel engines and pumps. Pattishall attorneys Janet Marvel and Sanjiv Sarwate, working closely with Indian counsel, presented substantial evidence of Ford's extensive worldwide use of the FORD mark. Based on the evidence presented, the Registry held that the FORD mark had a "considerable reputation and goodwill both nationally [in India] and internationally," and was therefore a "well-known mark" in India.

Deputy Registrar of Trademarks of India, Opp. No. AMD56686.

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