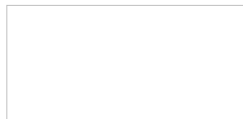


## IP Hotline

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

#### DISCLAIMER

The contents of this hotline should not be construed as legal opinion. View detailed disclaimer.

This Hotline provides general information existing at the time of preparation. The Hotline is intended as a news update and Nishith Desai Associates neither assumes nor accepts any responsibility for any loss arising to any person acting or refraining from acting as a result of any material contained in this Hotline. It is recommended that professional advice be taken based on the specific facts and circumstances. This Hotline does not substitute the need to refer to the original pronouncements.

This is not a Spam mail. You have received this mail because you have either requested for it or someone must have suggested your name. Since India has no anti-spamming law, we refer to the US directive, which states that a mail cannot be considered Spam if it contains the sender's contact information, which this mail does. In case this mail doesn't concern you, please unsubscribe from mailing list.

## Research Papers

### The Tour d'Horizon of Data Law Implications of Digital Twins

May 29, 2025

### Global Capability Centers

May 27, 2025

### Fintech

May 05, 2025

## Research Articles

### 2025 Watchlist: Life Sciences Sector India

April 04, 2025

### Re-Evaluating Press Note 3 Of 2020: Should India's Land Borders Still Define Foreign Investment Boundaries?

February 04, 2025

### INDIA 2025: The Emerging Powerhouse for Private Equity and M&A Deals

January 15, 2025

## Audio

### CCI's Deal Value Test

February 22, 2025

### Securities Market Regulator's Continued Quest Against "Unfiltered" Financial Advice

December 18, 2024

### Digital Lending - Part 1 - What's New with NBFC P2Ps

November 19, 2024

## NDA Connect

Connect with us at events, conferences and seminars.

## NDA Hotline

[Click here to view Hotline archives.](#)

## Video

### Vyapak Desai speaking on the danger of deepfakes | Legally Speaking with Tarun Nangia | NewsX

April 01, 2025

**SIAC 2025 Rules: Key changes &  
Implications**

February 18, 2025

---