

Intellectual Property
Newsletter

The IP Odyssey

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TRADEMARK TAPESTRY

DELHI HIGH COURT PROTECTS SADHGURU'S PERSONALITY RIGHTS FROM AI MISUSE

In a landmark interim order dated June 2, 2025, the Delhi High Court granted protection to the personality rights of spiritual leader Sadhguru. The Plaintiffs approached the Court after discovering that various rogue websites and YouTube channels were using AI tools to create and circulate manipulated content mimicking Sadhguru's voice, image, appearance, and speech style—some falsely portraying him as endorsing financial schemes. Recognizing the serious risk of reputational harm and public deception, the Court restrained the defendants and unknown parties from exploiting Sadhguru's persona and issued a "dynamic+ injunction" enabling future takedowns without additional orders. It also directed the Ministry of Electronics & IT and major platforms like YouTube and Instagram to suspend infringing accounts and disclose the details of their operators. The order marks a significant step in affirming and enforcing digital personality rights in the face of AI-driven misuse.

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DELHI HIGH COURT DISMISSES PLEA OF 'PRO-EASE' AGAINST 'PRUEASE' IN TRADEMARK INFRINGEMENT CASE.

The Appellant sought an interim injunction against the use of the mark 'PRUEASE' by the respondent, alleging deceptive similarity with its registered mark 'PRO-EASE'. The plaintiff argued potential market confusion and likelihood of expansion into the pharmaceutical sector. The High Court of Delhi held that the respective product, sanitary products and medicinal remedies operated in distinct markets with separate trade channels. Determining that confusion was unlikely and the respondent's adoption of the mark was bonafide, the appeal was dismissed.

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BOMBAY HIGH COURT REJECTS TIKTOK'S PLEA FOR WELL-KNOWN MARK STATUS CITING NATIONAL BAN

Bombay High Court dismissed TikTok's petition seeking recognition as a well-known trademark under Rule 124, upholding the Registrar's decision to consider the app's ongoing government-imposed ban in India. The Court held that the factors under Section 11(6) of the Trade Marks Act are illustrative, allowing the Registrar discretion. While acknowledging TikTok's

valid trademark registration, the Court ruled that well-known status could not be granted due to unresolved national security concerns linked to the ban.

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DELHI HIGH COURT DIVISION BENCH PARTIALLY LIFTS INJUNCTION AGAINST INDIAMART IN PUMA TRADEMARK CASE.

The Division Bench of the Delhi High Court set aside an earlier order restraining IndiaMART from using "PUMA" in its seller registration menu, holding it did not amount to trademark infringement. However, the Court directed IndiaMART to remove infringing listings upon notice and strengthen its due diligence. Reversing the Single Judge's view, the Bench ruled that IndiaMART retains protection as an intermediary under Section 79 of the IT Act, finding no evidence of active involvement in the infringement.

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DELHI HIGH COURT GRANTS INTERIM RELIEF TO MOKOBARA IN TRADEMARK CASE.

In an ex-parte order dated May 30, 2025, the Delhi High Court restrained 'Ventex Germany' from manufacturing or selling luggage under the 'Greenland' brand, finding a prima facie case of design imitation of Mokobara's suitcases. Justice Amit Bansal noted similarities in shape, ridges, colour, piping, and signature yellow-checked lining. The matter is listed for further hearing on October 10, 2025.

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DELHI HIGH COURT GRANTS AMUL VICTORY IN TRADEMARK INFRINGEMENT CASE AGAINST ITALIAN BRAND AMULETI.

The Delhi High Court granted an ex-parte injunction in favour of Amul, restraining the Italian company Terre Primitiva from using the mark 'Amuleti', which the Court found deceptively similar to 'Amul' in name, script, and trade dress. Justice Mini Pushkarna held that such imitation caused irreparable harm to Amul's goodwill. The defendant was ordered to take down the infringing content, and Meta was directed to block related social media accounts.

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TRADEMARK TAPESTRY

DELHI HIGH COURT UPHOLDS INJUNCTION AGAINST NEWGEN IT TECHNOLOGIES IN TRADEMARK DISPUTE WITH NEWGEN SOFTWARE.

The Delhi High Court upheld an injunction restraining Newgen IT Technologies Ltd. from using the 'NEWGEN' mark, reaffirming that trademark rights acknowledged contractually remain binding even after the business relationship ends. The Appellant,

formerly in association with the Respondent between July 2023 and September 2024, adopted the 'NEWGEN' mark post-termination, prompting the Respondent—who has used the mark since 1992—to seek injunctive relief. The Division Bench dismissed the appeals, holding that the Appellant could not claim bona fide use after having earlier recognized the Respondent's right.

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DELHI COURT ISSUES NOTICE TO YOUTUBER MOHAK MANGAL AND GOOGLE IN ANI'S IP INFRINGEMENT SUIT

A Delhi Commercial Court has issued notices to YouTuber Mohak Mangal and Google LLC in response to a suit filed by Asian News International (ANI) alleging copyright and trademark infringement. ANI claims that Mangal used its proprietary video content in his YouTube videos without obtaining prior authorization. While ANI sought interim relief for continued takedown of the impugned content, the Court declined to grant such relief at this stage. District Judge (Commercial Court) Balwant Rai Bansal has listed the matter for the next hearing on July 26, 2025.

This legal action marks the second proceeding initiated by ANI against Mangal. In a separate defamation case before the Delhi High Court, ANI accused Mangal of tarnishing its reputation by describing the agency's copyright enforcement and licensing practices as "extortionate." In that matter, Mangal agreed to remove the contested remarks from his video, and the High Court recorded this consent on May 29, 2025.

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COMMENTS INVITED ON THE DRAFT COPYRIGHT (AMENDMENT) RULES, 2025 – SUBMIT BY 4TH JULY.

On June 4, 2025, the Department for Promotion of Industry and Internal Trade (DPIIT) released the Draft Copyright (Amendment) Rules, 2025, proposing the insertion of Rule 83(A) into the Copyright Rules, 2013. The proposed amendment mandates that all licensors of literary works, musical works, and sound recordings must establish a dedicated online payment system for receiving license fees related to public communication of their works.

The draft specifically requires that all license fee payments be made exclusively through this digital system prohibiting the use of cash, cheques, instalments, or any offline modes of payment. This move is aimed at ensuring transparency, traceability, and efficiency in copyright licensing transactions. Stakeholders have been invited to submit their comments and suggestions on the draft rules by July 4, 2025.

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SUPREME COURT DISMISSES CHALLENGE TO RULE 29(4) OF THE COPYRIGHT RULES

The Supreme Court has dismissed a constitutional challenge to Rule 29(4) of the Copyright Rules, 2013, which requires broadcasters to provide detailed particulars in prior notices when invoking statutory licences under Section 31D of the Copyright Act. The rule specifies information such as broadcaster details, territorial coverage, programme specifics, work identification, author/performer names, time slot, and royalty arrangements. The Court, in a March order by Justices Oka and Bhuyan, found no constitutional infirmity in the rule and allowed the petition filed by Next Radio Ltd. and others to be withdrawn. This decision upholds the requirement for transparency and compliance in statutory licence claims.

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DELHI HIGH COURT GRANTS DYNAMIC+ INJUNCTIONS TO CULVER MAX ENTERTAINMENT IN COPYRIGHT CASES

The Delhi High Court has granted two significant dynamic+ injunctions to Culver Max Entertainment (formerly Sony Pictures Networks India) in separate copyright infringement suits. The orders were aimed at tackling rampant online piracy of its audiovisual and sports content.

In the first case, the Court directed the immediate blocking of 114 rogue websites illegally streaming Culver Max's films, web series, and TV shows. In the second, it restrained 36 websites from infringing the broadcaster's exclusive sports telecast rights. The dynamic+ nature of these injunctions allows Culver Max to seek real-time blocking of new infringing websites without needing separate court orders for each instance. These orders mark a crucial step forward in combating digital piracy and strengthening enforcement of copyright in the online space.

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BOMBAY HIGH COURT UPHOLDS PERPETUAL COPYRIGHT ASSIGNMENT TO SAREGAMA

In *Rupali Shah v. Adani Wilmar Ltd. & Anr.*, the Bombay High Court on June 11, 2025, upheld the validity of perpetual copyright assignments executed by late filmmaker O.P. Ralhan in favor of Saregama. The Court ruled that the 1967 agreement's broad language permitted exploitation across all media, including digital formats.

The plaintiff's argument that the rights were limited to physical formats was dismissed as unsupported by pleadings.

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'EEGA' PRODUCER ACCUSES MALAYALAM FILM 'LOVELY' OF COPYRIGHT INFRINGEMENT OVER HOUSEFLY CHARACTER

Hyderabad-based production house Vaaraahi Chalana Chitram has issued a copyright infringement notice against the Malayalam film *Lovely*, alleging that it has visually and narratively replicated the iconic housefly protagonist from their 2012 multilingual hit *Eega*. In a press release, the company claimed that *Lovely* unlawfully reproduced and exploited the distinctive elements of the housefly character central to *Eega*'s storyline.

In response, the makers of *Lovely* denied the allegations and expressed readiness to contest the claims through legal channels. They assert that their film presents an original narrative about a young dreamer who can communicate with a housefly, and does not copy *Eega*.

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PATENT PULSE

PATENT INFRINGEMENT INJUNCTION CONTINUES AGAINST AGRICULTURAL PRODUCT.

SML Ltd. filed a suit alleging that the defendants'

product "Aladdin" infringed its patented agricultural composition (Claims 11 and 12). The Court had earlier granted an ex-parte ad-interim injunction, which it now confirmed.

PATENT PULSE

The matter is scheduled for further proceedings on 10 July 2025 for issue framing.

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NOKIA INTENSIFIES VIDEO CODEC PATENT ENFORCEMENT AGAINST ACER & HISENSE IN INDIA

Nokia has escalated its patent enforcement efforts by filing infringement proceedings in the Delhi High Court against Acer and Hisense, asserting two video-coding patents. This marks Nokia's latest expansion of global litigation, following earlier lawsuits in Germany, the Unified Patent Court, and the United States under standard-essential patent frameworks.

Notably, Nokia did not initiate proceedings against ASUS in India, likely reflecting more amicable licensing discussions with ASUS compared to Acer and Hisense. This differential treatment suggests Nokia's intent to apply measured pressure through litigation while allowing room for resolution via licensing talks.

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INDIA SCALES UP PATENT PROCESSING TO RECORD LEVELS IN FY 2024-25

India has significantly enhanced its patent processing capacity, resulting in a record number of patent grants in the financial year 2024-25. According to official data, the Indian Patent Office granted 33,504 patents during this period, the highest annual total to date. This follows a substantial rise in filings, with nearly 110,000 patent applications submitted.

The government has attributed this growth to ongoing reforms, increased manpower, and digitalization efforts aimed at reducing pendency and streamlining the examination process. Plans are underway to further scale the Patent Office's capacity to handle up to 2.5 lakh patent applications annually, signaling India's commitment to fostering innovation and strengthening its intellectual property ecosystem.

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DISNEY AND UNIVERSAL FILE LANDMARK COPYRIGHT SUIT AGAINST MIDJOURNEY OVER AI-GENERATED CONTENT

On June 11, 2025, entertainment giants Disney and Universal jointly filed a copyright infringement lawsuit against generative AI company Midjourney in the U.S. District Court for the Central District of California. The studios allege that Midjourney unlawfully used copyrighted characters including Darth Vader, Elsa, the Minions, Shrek, and Homer Simpson as part of its AI model training data, without obtaining necessary permissions.

This action represents the first major lawsuit by Hollywood's leading studios targeting the training

practices of generative AI tools. The outcome could significantly impact how AI companies' source creative content and may set foundational legal boundaries for the use of copyrighted works in machine learning and image-generation technologies.

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GETTY IMAGES SUES STABILITY AI IN UK OVER ALLEGED COPYRIGHT INFRINGEMENT AND DATA SCRAPING

Getty Images has brought a copyright lawsuit against Stability AI in the United Kingdom's High Court, accusing the company of systematically scraping millions of copyrighted images including those

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bearing watermarks from its licensed database to train the Stable Diffusion model without authorization. Getty argues that Stability AI has “brazenly infringed” its intellectual property and failed to obtain necessary licenses, thereby undermining creator rights under UK copyright law.

The case commenced with opening arguments and is expected to continue through late June 2025. Getty contends that AI developers cannot rely on broad fair use or fair dealing claims to avoid legal obligations. Stability AI, meanwhile, denies liability, stating that its model was trained outside the UK and asserting that its practices align with innovation and fair dealing principles. The proceedings could establish a pivotal precedent concerning the legality of unlicensed data use in AI model training, with implications for copyright enforcement, international jurisdiction, and potential legislative reform.

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EMINEM’S PUBLISHER FILES \$109 MILLION COPYRIGHT LAWSUIT AGAINST META

Eminem’s publishing company, Eight Mile Style, has filed a \$110 million lawsuit against Meta, alleging unauthorized use of 243 Eminem songs across Facebook and Instagram features like Reels. Filed in Tennessee federal court, the complaint accuses Meta of ignoring licensing requirements and unlawfully distributing music. The company argues Meta failed to complete licensing talks from 2020. Meta responded that it respects copyrights and had attempted good-faith negotiations. The lawsuit seeks statutory damages and a permanent injunction.

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MERCK SECURES USPTO REVIEW, GAINING UPPER HAND IN FIGHT OVER INJECTABLE KEYTRUDA PATENTS

Merck recently persuaded a U.S. Patent and Trademark Office panel to review several Halozyme patents. These patents—covering specialized enzymes (Mdase) are central to Halozyme’s claims over the injectable form of its cancer therapy, Keytruda. A favourable decision reduces the likelihood that Halozyme will prevail in its challenge, weakening its effort to block Merck’s subcutaneous (SC) version of the drug.

The dispute arises as Merck aims to launch a subcutaneous version of Keytruda—designed for

quicker, outpatient administration and projected to help sustain Keytruda’s massive sales post-2028 patent expiry. Halozyme had previously filed a lawsuit alleging Merck’s SC Keytruda infringes its MDASE enzyme patents. Merck had also filed post-grant reviews against seven of Halozyme’s patent claims. The PTO’s agreement to re-examine these patents marks a critical win for Merck as it seeks to protect its flagship product franchise.

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FEDERAL CIRCUIT UPHOLDS PTAB’S INVALIDITY RULING ON AGILENT’S CRISPR PATENTS

The U.S. Court of Appeals for the Federal Circuit affirmed a Patent Trial and Appeal Board (PTAB) decision invalidating two Agilent Technologies patents U.S. Patent Nos. 10,337,001 and 10,900,034 covering chemically modified synthetic CRISPR-Cas systems. The Court agreed that the PTAB had adequately shown the patents’ claims were unpatentable due to obviousness, and found no legal errors in the PTAB’s reasoning. This precedential ruling reinforces robust scrutiny of CRISPR-related patent claims.

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ET THE ECONOMIC TIMES **ANM GLOBAL**
Advocates & Legal Consultants

Can YouTube pull 'sitaares' Netflix, Hotstar to 'zameen' as Aamir Khan tests new biz model?



Anushree Rauta
Equity Partner &
Head of M&E practice

In a recent article by The Economic Times, Anushree Rauta, Head of Media & Entertainment Practice at ANM Global, shared her perspective on the economics driving these choices. She noted that digital rights continue to form a substantial part of a film's revenue recovery, often accounting for a majority share.

Anushree Rauta, Equity Partner and Head of Media & Entertainment practice at ANM Global, shared her insights on the regulatory gaps and raised important questions around the scope and clarity of the draft in MediaNama's recently published article discussing the implications of the draft Copyright (Amendment) Rules, 2025, particularly the mandate on digital payments for license fees.

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Why We Are Concerned About Draft Copyright (Amendment) Rules 2025 Mandate On Digital Payments for License Fees



Anushree Rauta
Equity Partner &
Head of M&E practice

FIRM HIGHLIGHTS



Delhi High Court Grants Dynamic+ Injunction orders To Culver Max Entertainment In Two Landmark Copyright Infringement Cases

ANM Global successfully represented Culver Max Entertainment in securing landmark Dynamic+ injunctions from the Delhi High Court in two major copyright infringement cases, setting key precedents in the fight against online piracy.

ANM Global successfully represented AEROLITE INDUSTRIES and @Hi-fi Industries before the Hon'ble Bombay High Court in a trademark and copyright infringement case involving counterfeit electrical goods being sold under pirated "Hi-Fi" labels.

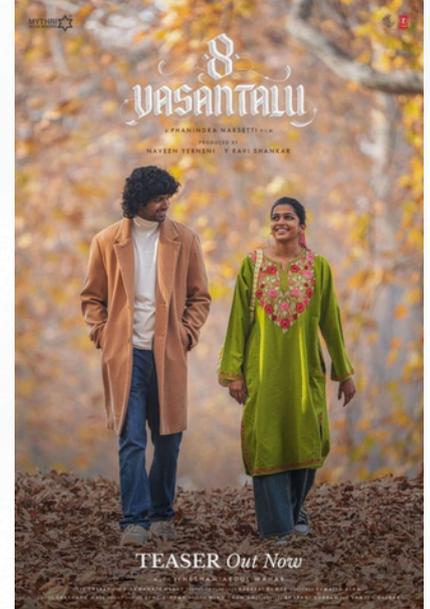
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ANM Global acted as legal counsel to GSharp Media, advising on the structuring and negotiation of the agreement and providing robust legal and transactional support. The team ensured regulatory alignment, commercial clarity and a strategically sound framework for all stakeholders.

REPRESENTATIONS

ANM Global is ecstatic to have represented Mythri Movie Makers on this film, providing comprehensive legal support across various aspects of its production and distribution, from drafting and negotiating production agreements to advising on complex revenue and exploitation deals.



ANM Global was pleased to represent GSharp Media in facilitating a key deal for Hoopr Smash with leading label Merchant Records, founded by the renowned composer duo Salim-Sulaiman. We provided full-spectrum legal and transactional support to enable a seamless and strategic partnership.



ANM Global successfully represented RK Duggal Studios Private Limited (RKD Studios) in the acquisition and exploitation of dubbing rights for Maargan in all world languages, excluding South Indian languages.



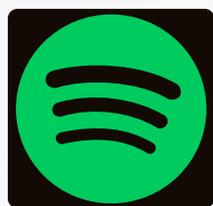
AWARDS



TRADE MARK STAR 2025

Mr. Rahul Dhote, Partner at ANM Global, has been recognised as a 'Trade Mark Star 2025' by IP STARS (Managing IP's rankings publication).

This recognition is a testament to Rahul's consistent dedication, in-depth expertise, and client-focused approach in the field of intellectual property, particularly in trademark law. It further reinforces ANM Global's standing as a leading firm in IP practice.



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