

BID TO PRESERVE CENTREPIECE OF INDIA'S FREEDOM STRUGGLE

Govt Battles with German Co Over Khadi Trademark

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New Delhi: After turmeric and neem, it's the turn of khadi. The government is preparing for a trademark battle over the handspun fabric that was made a centerpiece of India's freedom struggle by Mahatma Gandhi against Germany's Khadi Naturprodukte.

The government has objected to the German company's attempt to use the khadi trademark for selling a range of Indian-origin products, including shampoos, soaps and oils in European markets.

The Khadi & Village Industries Commission (KVIC), an arm of the ministry of micro, small & medium enterprises, has sought cancellation of the trademark given to the company by Belgium-headquartered Office for Harmonization in Internal Markets, an organisation responsible for trademark and design registration in EU.

The Department of Industrial Policy and Promotion has urged KVIC to register the khadi brand for its range of products in the US and the EU, government officials told ET.

"We will put all our force and strength to try and ensure that this trademark is cancelled," a DIPP official said.

The German firm hadn't responded to ET queries on the matter as of press time but says on its website that "Khadi is a unique brand for the European market and only exclusively available with us."

Products listed on its website include shampoos, soaps and oils which overlap with what KVIC sells under a similar brand, but the current list doesn't include fabric. "Our online shop is constantly evolving and we are adding new products as we continue to develop them following strict guidelines," according to the German company.

Patent expert Shamnad Basheer said, "If KVIC or the government

can prove conclusively in the EU that its range of products have been selling in that market under the 'khadi' trademark for significantly more years and consumers there clearly associate those products with its brand, it can make a case against a later entrant, the German company in this case."

For the last few years, KVIC has been trying to establish its footprint overseas and was granted the status of an export promotion council last year. **While the Indian government has been successful in warding off bio-piracy threats by nixing attempts by multinationals to patent the uses of turmeric and neem among many others,** experts believe this time the task is more challenging as it involves a trademark, is more complex and may prove more difficult to defend.

"The other criteria we need to see is the class of products for which the trademark has been granted to the German company," Basheer said.

INDIA HAS A BATTLE ON ITS HANDS

GERMAN FANCY FOR KHADI

German company **Khadi Naturprodukte** is selling herbal products under Khadi range in Europe

The govt has objected to the use the 'khadi' trademark by German company

Khadi & Village Industries Commission (KVIC) has sought cancellation of the trademark

DIPP has asked **KVIC** to register the 'khadi' brand for its range of products in the US & EU

India has already **thwarted** attempts to appropriate neem and turmeric traditional knowledge



DIFFICULT CASE

- Experts say India has a battle on its hands
- Trademark, is more complex and may prove more difficult to defend