



Legal Network International

IP and trade mark news – July 2025

A monthly update on global IP and trademark news from the member firms of the Legal Network International (LNI).



India

A Public Interest Litigation (PIL) has been filed before the Bombay High Court to protect the Geographical Indication (GI) rights associated with traditional Kolhapuri chappals (footwear), handcrafted in Maharashtra and Karnataka. The PIL claims that luxury fashion powerhouse Prada has presented sandals in its Spring-Summer 2026 collection that closely resemble India's GI-protected footwear. Since 2009, Kolhapuri chappals have held GI status, and the striking similarity of Prada's footwear has prompted legal proceedings on grounds of unauthorized use, cultural misappropriation, and commercial exploitation. The petition seeks compensation to be awarded to the artisans and calls for an injunction preventing Prada from marketing, selling, or profiting from the contested footwear. Furthermore, the PIL is listed to be heard before the Hon'ble High Court on 16.07.2025 where it was held by the Hon'ble High Court that the PIL stood dismissed.



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Mexico

The Director of the Mexican Institute of Industrial Property (IMPI), Santiago Nieto Castillo, stated that it is unfortunate that Mexico, as the 12th largest economy in the world, ranks 73rd in innovation standards and metrics.

Of the patents registered in Mexico, 94% are owned by foreign entities or individuals, and only 6% are owned by Mexican entities or individuals. For this reason, IMPI announced a national competition with a prize of 250,000 Mexican pesos (\$13,346.30 USD). The selection process, will involve international experts and support from the Ministry of Science and the Patent Office, which will analyze the innovations submitted in 11 categories before the awards ceremony in December.).



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France

On May 22nd, 2025, the Paris Judicial Court ruled that contests constitute unlawful advertising when participation is conditioned upon the purchase of a significant quantity of alcoholic beverages - in this case, 12 bottles of beer - even in the absence of promotional imagery or valorizing terms. The Court emphasized that advertising for alcoholic beverages is only legal if it strictly adheres to the objective and informative content authorized by French law. Ultimately, the Court awarded €20,000 in damages, taking into account "the importance and reach of the advertising campaign, as shown by the promotional contest participation conditions submitted by ITM," and based on a bailiff's report submitted by the claimant.

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On 2 July 2025, the General Court of the European Union annulled the EUIPO's decision that had declared Ferrari's "Testarossa" trademark invalid for non-use. According to the EUIPO, Ferrari had not made genuine use of the trademark between 2010 and 2015 for automobiles, spare parts, accessories, and scale models. However, the Court found that the use was valid even when carried out by third parties, such as authorized dealers and distributors, provided it occurred with Ferrari's implied consent and within the framework of official certification services.

The same reasoning was applied to spare parts and accessories, which were distributed under Ferrari's control. Regarding scale models, the Court clarified that the use of the trademark is lawful when it serves to indicate the fidelity of the models to the original vehicle, and many of these products bore the label "official product under license from Ferrari."

In conclusion, Ferrari successfully demonstrated that it had never abandoned the 'Testarossa' trademark, with its ongoing control and certification of related activities - even when carried out by third parties - further confirming the trademark's continued validity.

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