



Legal Network International

IP and trade mark news – February 2026

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



India

On February 05, 2026, United Breweries Limited acquired recognition for the first sound mark under Class 33 (alcoholic beverages excluding beer) for the iconic Kingfisher brand jingle, “Oo La La Le O.” This registration safeguards the sound linked to Kingfisher since 1996.

Decades of steady, uninterrupted use convinced the Registry to grant this sound mark. This milestone underscores that non-traditional trademarks can gain protection in regulated sectors when distinctiveness and brand goodwill are firmly demonstrated.



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France

In a decision dated 20 January 2026, the French Supreme Court clarified the legal framework governing the advertising of alcoholic beverages under Article L. 3323-4 of the French Public Health Code.

The Court ruled that the packaging of alcoholic beverages is not subject to the same restrictions as advertising content. However, its reproduction in an advertisement must comply with the information listed in the Public Health Code, such as alcohol content, origin, designation and composition.

The Court also held that a beverage's trade name constitutes its 'designation' and may therefore appear in advertising. Accordingly, marketing a beer under the name 'Levrette' does not constitute unlawful advertising.

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Sweden

The Swedish Government has given the Swedish Intellectual Property Office and the Swedish innovation agency (Vinnova) a mandate to carry out knowledge-raising initiatives and to strengthen the strategic management of intellectual property assets in Sweden. The aim of the initiative is to further strengthen Sweden's position as one of the world's leading nations for innovation.

In 2025, Sweden was ranked as the most innovative member state in the EU, according to the European Innovation Scoreboard.

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