

Govt braces for fight over 'khadi'

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New Delhi: Hit by trademark infringement in Europe, the Khadi and Village Industries Commission (KVIC) has moved to quickly register "khadi" as a "wordmark" to check against further violation. In addition, it has sought legal opinion to seek geographical indications that will give 'khadi' the same status as Darjeeling tea, champagne and Kolhapuri chappals, which will check against "counterfeiting" of a product that is intrinsic to the subcontinent.

A wordmark will not just prevent anyone else from using the "khadi" trademark but even check against using a prefix or suffix to the brand. KVIC has also sought protection for several other brands such as Sarvodaya, Khadi India and Khadi Bharat, while also registering various logos.

On November 4, **TOI** had reported about the Intellectual Property Right (IPR) infringement. While the Indian Trademark Office has already given an "identity number" to



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"khadi", KVIC is all set to file for an international trademark to protect its brand in the US, Canada, the European Union, the CIS countries and South America, sources told **TOI**. "We are seeking trademarks in these regions as they are the major areas of export for KVIC," said a government source. It can take up to 18 months to get an international trademark under the Madrid Protocol.

At the same time, the government has moved in to stop a German company from using the "khadi" brand. It has approached the the EU trademark office to prevent what it terms an "IPR violation".