

Gufic Biosciences wins trademark infringement suit against Estee Lauder in India

Wednesday, August 11, 2010 17:45 IST

Our Bureau, Mumbai

The Mumbai-based bioscience company, Gufic Biosciences Ltd, announced here that it has won a favourable decision from the division bench of the Delhi High Court on a trademark infringement litigation against the US-based cosmetic major Estee Lauder on a product, Skincliniq Stretch Nil.

According to a release from Gufic, the bench comprising of Justice Badar Durez Ahmed and Veena Birbal in their verdict stated that Gufic's use of the word 'Cliniq' in its product Skincliniq Stretch Nil is not identical or deceptive to Estee Lauder's 'Clinique' brand. The bench also noted that there is such a major price difference between the two products that is no room for confusion for a consumer to differentiate between Gufic's product and Clinique of Estee Lauder.

Jayesh Choksi, CMD Gufic Biosciences said, "This decision of the HC will set an example for the MNC's who look at arm twisting the Indian Companies to gain the control of their businesses or to share their profits".

Gufic's 100-ml lotion costs about Rs 245 compared to Rs 1,200 and Rs 1,950 for 15-ml and 75-ml respectively for Estee Lauder's lotion. In 2008, New York based Cosmetic Major Estee Lauder was successful in securing an exparte injunction order from the same court, which prevented Gufic from using the word Cliniq while selling its brand, which is a stretch mark minimizing lotion.

Gufic operates in different verticals of biosciences spectrum and has major consumer brands - Skincliniq Stretch Nil, Shapers and Roll-On.