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INTELLECTUAL PROPERTY RIGHTS

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MAHESHWARI AND CO. is a full service Law Firm that represents its clients in a number of complex and high value transactions. The Firm has a special expertise in Intellectual Property Laws covering trademarks, copyright, design, patent and GI filing, prosecution, enforcement and litigation.

The firm's IP practice offers comprehensive, end-to-end legal solutions that span the entire business cycle of an IP — from the earliest stages of ideation and development, through regulatory compliance and market entry, to the protection, management, and enforcement of IP rights.

MAHESHWARI & CO.'s clientele extends across a wide spectrum of industries, including Media, Entertainment & Gaming, Pharmaceuticals & Life Sciences, Software & Technology, Telecommunications, FMCG, and several other innovation-driven sectors, enabling the firm to combine deep sectoral expertise with robust legal strategies tailored to each client's needs



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FIRM RECOGNITIONS

MAHESHWARI & Co. Recognised as “Law Firm of the Year (Above 10 Years)” at Gavel Glory Awards 2026



MAHESHWARI & Co., Advocates & Legal Consultants has been recognised as the “Law Firm of the Year (Above 10 Years)” at the prestigious Gavel Glory Awards, held during the Law Conclave organised by Parul University, Vadodara, in association with Gavel Glory. This recognition reflects the firm’s continued commitment to legal excellence, integrity, and client service, as well as the trust placed in us by our clients, colleagues, and stakeholders over the years.

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MAHESHWARI & CO. Recognised as "Best Law Firm of the Year" for Sports & Gaming by India Business Law Journal

MAHESHWARI & CO. is honoured to be recognized as the “Best Law Firm of the Year” for Sports & Gaming by India Business Law Journal. We strive each day to uphold this honour bestowed upon us and continue to deliver advisory in a rapidly evolving sports and gaming regulatory landscape.

We extend our sincere gratitude to IBLJ for this recognition, and to our clients, colleagues, and well-wishers for their continued trust and support.

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JUDGEMENTS

Dynamic Injunctions Against Rogue Websites: Delhi HC Reins in Post-Decree Enforcement

The press release analyses a significant Delhi High Court decision in **Mahindra & Mahindra Ltd. v. Diksha Sharma**, which examines the scope of dynamic injunctions against rogue websites involved in trademark infringement.

While the Court granted a permanent injunction restraining the unauthorised use of the well-known "MAHINDRA" trademark and directed the blocking of infringing websites, it declined to extend the dynamic injunction mechanism beyond the final disposal of the suit, holding that it lacked the statutory authority to supervise post-decree enforcement.

The judgment highlights the limitations of the existing procedural framework in addressing evolving online infringement and calls for legislative reforms to the Code of Civil Procedure and the Information Technology regime.

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Delhi High Court Strengthens Patent Enforcement and Clarifies Standards for Infringement and Damages

The press release analyses a landmark Delhi High Court decision in **Communication Components Antenna Inc. v. Rosenberger Hochfrequenztechnik**, which reinforces the standards governing patent validity, infringement, and damages in India.

The Court upheld the validity of the plaintiff's patent, granted a permanent injunction, awarded a validity certificate under Section 113 of the Patents Act, and directed the defendants to pay approximately ₹152.32 crore in damages along with a 20% royalty on future infringing sales.

The judgment introduces the "Dartboard Model" to discourage unfocused prior art challenges, endorses the use of technical simulations such as MATLAB to establish infringement where the accused product is withheld, and clarifies the principles for awarding royalty-based damages in specialised markets; and strengthens India's patent enforcement framework by promoting rigorous evidentiary standards.

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INSIGHTS

Who Owns the Runway? AI-Generated Fashion Design and the Authorship Vacuum in Indian Copyright Law

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Who Owns the Runway? AI-Generated Fashion Design and the Authorship Vacuum in Indian Copyright Law



The article examines the growing intersection of artificial intelligence and the fashion industry, focusing on the copyright implications of AI-generated fashion designs under Indian law. It analyses whether creations produced using generative AI can qualify for copyright protection, considering the statutory requirement of human authorship under the Copyright Act, 1957.

The piece highlights the legal uncertainty surrounding ownership of AI-assisted works, the distinction between human and machine creativity, and the implications for designers, brands, and technology developers. It further discusses the risks of infringement arising from AI training datasets and output similarities, underscoring the need for clearer regulatory guidance and evolving intellectual property frameworks to balance innovation, creativity, and legal protection in the rapidly transforming fashion industry.

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Geographical Indications (GI) and Product Origin Marks: Protecting 'Made in India' in Global Trade

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Geographical Indications (GI) and Product Origin Marks: Protecting 'Made in India' in Global Trade



The article explores the legal and commercial significance of Geographical Indications (GIs) in India, examining how GI protection preserves the authenticity, reputation, and cultural heritage of region-specific products. It analyses the legal framework protecting GI and highlights the economic benefits of obtaining GIs.

The piece further discusses key challenges, including lengthy registration procedures, weak enforcement mechanisms, digital infringement, and cross-border protection. It underscores the need for stronger enforcement, greater stakeholder awareness, and coordinated policy measures to ensure effective protection and global recognition of India's unique geographical indications.

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FIRM BULLETIN

Maheshwari & Co. Successfully Advises Leading Liquor Company on IP Enforcement in India

We are pleased to share that MAHESHWARI & CO. advised a leading liquor company on the registration of multiple brand names, with a focus on securing comprehensive intellectual property protection for each product launched by the client in the Indian market.

The scope of work included conducting trademark clearance searches, assessing registrability, filing trademark applications, and prosecuting them through to registration, ensuring a seamless and efficient protection strategy for the client's expanding brand portfolio.

As part of our IP Portfolio Management Services, we also advised the client on the protection and enforcement of its trademarks and trade dress against unauthorised use by third parties. Our strategic approach is aimed at preserving the client's brand value, safeguarding its market reputation, and maintaining consumer trust through proactive intellectual property enforcement.

Intern Session on Practical Steps for Building a Strong and Registrable Brand Name



We recently conducted an insightful session for our interns on “Practical Steps for Adopting a Strong Brand Name”, led by Ms. Akshi Seem, Associate Partner.

The session discussed the legal and commercial factors that one needs to keep in mind while creating a brand name for themselves, especially when it comes to ensuring its uniqueness and making sure that the same can be registered as well as how the brand name can be strategically positioned.



THANK YOU FOR READING !

We will be back in your inbox next month with more updates. Till then, follow us on LinkedIn to get regular updates

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