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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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JUDGEMENTS

Delhi High Court Overturns Philips Decree Against DVD Player Assemblers

The press release analyses a landmark Delhi High Court decision in *KK Bansal & Ors. v. Koninklijke Philips Electronics NV*, which significantly clarifies the enforcement of Standard Essential Patents (SEPs) in India. The Court overturned an earlier royalty award in favour of Philips, holding that the company failed to establish the essentiality of its patent, prove infringement through admissible evidence, or justify FRAND-based royalty claims.

Its judgement recognised the doctrine of international patent exhaustion under Section 107A(b) of the Patents Act, ruling that lawful purchase of patented components extinguished Philips' enforcement rights. The judgment strengthens evidentiary standards, limits overbroad SEP assertions, and provides greater certainty for technology implementers and manufacturers

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When the Jar Itself Is the Trademark: Upstream Supply Chain Liability in IP Infringement

The press release analyses the Delhi High Court's ruling in *Ferrero SPA & Ors. v. Abhimanyu Prakash & Ors.*, a significant decision on the protection of shape marks and trademark infringement in India. The dispute arose from the manufacture and sale of empty glass jars closely resembling Ferrero's registered NUTELLA jar shape.

The Court held that trademark liability can extend beyond sellers of counterfeit goods to upstream manufacturers who knowingly facilitate infringement through the supply chain. Relying on documentary evidence and the defendants' own references to the products as "Nutella jars," the Court found conscious infringement rather than innocent conduct.

While granting a permanent injunction and directing delivery of seized goods, the Court declined speculative damages, emphasising proportionality, evidentiary discipline, and accountability in intellectual property enforcement.

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INSIGHTS

Metaverse and Virtual Assets Emerging IP issues in the metaverse, including AR/VR, virtual goods, and trademark protection

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Metaverse and Virtual Assets
Emerging IP issues in the
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protection



The article explores emerging IPR challenges in the metaverse and examines how existing Indian IP laws apply to virtual environments powered by AR, VR, NFTs, and digital assets. It highlights concerns of unauthorised use of trademarks, copyrighted works, virtual goods, avatar identities, and celebrity likenesses in immersive digital spaces.

The piece explains that although the metaverse operates in a virtual ecosystem, the underlying IPR remain legally enforceable. It further discusses difficulties in identifying infringers, enforcing rights across decentralised platforms, and addressing jurisdictional issues in borderless digital environments - and the need for proactive IP protection strategies and evolving legal frameworks to address rapidly developing technologies and virtual commerce.

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Protecting Climate Innovations Using Green Tech & Clean Energy Patents

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Protecting Climate
Innovations Using Green
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Patents



The article examines the importance of green technology and clean energy patents and explains how innovations in renewable energy, battery systems, hydrogen technologies, carbon capture, waste management, and energy efficiency can be protected through India's patent framework.

The piece highlights that strong IP protection encourages research, investment, commercialisation, and technology transfer while safeguarding innovators against unauthorised use. It also discusses India's expedited examination process for green patents, ownership issues arising from collaborative research, and the balance between exclusive rights and wider access to climate technologies. The article underscores the need for strategic patent protection to accelerate climate-focused innovation and growth.

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FIRM BULLETIN

CIJ Annual Business Summit 2026

Ms. Jyotsna Chaturvedi, Head - Corporate Practice, Ms. Akshi Seem, Associate Partner - Intellectual Property Rights and Mr. Ketan Joshi, Associate Partner attended the CIJ Annual Business Summit 2026 held in New Delhi.

The event brought together policymakers, industry leaders, and business stakeholders to discuss India's economic growth, technological transformation, global competitiveness, sustainability, and the evolving business landscape. The summit provided a platform for dialogue on the opportunities and challenges shaping India's future growth and development.



Ms. Akshi Seem, Associate Partner, conducted an insightful knowledge-sharing session on the topic "**Protection and Commercialisation of IP Internationally**". With active participation from interns, the discussion was engaging, practical, and highly informative, offering valuable perspectives on safeguarding intellectual property across jurisdictions, navigating challenges in global commercialisation, and understanding key considerations around enforcement, licensing, and cross-border IP strategies.



FIRM BULLETIN

Maheshwari & Co. Advises a leading Pharmaceutical Company on Trademark Protection and Enforcement in India

We are pleased to share that MAHESHWARI & CO. advised a leading pharmaceutical company on the selection and adoption of multiple brand names, with a focus on securing robust intellectual property protection for every product launched by the client in the Indian market space.

Our mandate included conducting trademark clearance assessments, filing trademark applications, and developing enforcement strategies to safeguard the client's brand portfolio. As part of our IP Portfolio Management Services, we will also assist the client in protecting and enforcing the trademark rights against unauthorised use of identical or deceptively similar marks by third-parties, helping preserve the client's brand value, market reputation, and consumer trust.



Maheshwari & Co. Assists in Registration of Patent for a Leading Company in the Renewable Energy Sector

MAHESHWARI & CO. is also advised a leading company in the renewable energy sector on the protection of its innovations in India through a comprehensive patent strategy, including the filing of patent applications to safeguard its innovative AI data centre technologies.

Our mandate includes conducting prior art searches to assess patentability, assisting in the filing of patent applications before the Indian Patent Office, creation of specification, claims and supporting drawings into a patent-ready technical application. We are also engaged in drafting detailed specifications and comprehensive provisional claims to ensure robust protection of the client's technological advancements and to strengthen their long-term intellectual property portfolio.





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