



MINIONS (and logo) Has Been Recognized as a Well-Known Mark in Nepal

On December 11, 2025, the Department of Industry (“DOI”), which acts as the intellectual property office in Nepal, handed down a decision in favor of the opposition filed by Universal City Studio LLC (“Universal Studio”), a company registered in United States of America recognizing its “MINIONS (and logo)” mark to be a well-known mark in Nepal.

Natura Foods and Beverages Pvt. Ltd. (“Natura Food”), a company incorporated in Nepal filed an application at the DOI seeking the registration of the “OH.. MAZING PUFFS (and logo)” trademark in Class 33. Natura Food's proposed trademark incorporated the “MINIONS” character, which has been prominently featured in various films and videos produced by Universal Studio under different titles.

Universal Studio opposed Natura Food’s application, contending that the proposed trademark incorporated the “MINIONS” character which is confusingly similar to its well-known and globally registered trademark “MINIONS (and logo)”. Natura Food, on the other hand, argued that its proposed trademark “OH.. MAZING PUFFS (and logo)”, was distinct from the Universal Studio’s registered trademark “MINIONS (and logo)”.

The DOI, however, accepted the claims of Universal Studio and rejected Natura Food’s application for registration of “OH.. MAZING PUFFS (and logo)” trademark, holding that:

- The trademark “MINIONS (and logo)” of the Universal Studio, has gained the status of well-known mark internationally.
- In view of the prevailing trademark laws, including Sections 2(c), 16(2), and 18(1) of the Patent, Design, and Trademark Act, 2022 (1965 A.D.) (“PDTA”), Articles 3, 6bis, 10(1), and 10ter of the Paris Convention for the Protection of Industrial Property, 1883 A.D., the prior decisions of the DOI, and the principles laid down by the Supreme Court of Nepal, the Universal Studio’s well-known mark “MINIONS (and logo)” is entitled to protection.
- Natura Food sought to register the trademark “OH.. MAZING PUFFS (and logo)”, which substantially resembles Universal Studio’s registered trademark “MINIONS (and logo)”, adversely affecting the goodwill and reputation associated with the Universal Studio and its “MINIONS (and logo)” trademark.

Through the decision, the DOI has reaffirmed its established position that a well-known mark is entitled to protection, thereby safeguarding the rights of the lawful owner.

Universal Studio was represented by Pradhan & Associates at the DOI.

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