

CHIVAS REGAL Has Been Recognized as a Well-Known Mark in Nepal

On January 26, 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 Chivas Holdings IP Limited (“Chivas Holdings”), a company registered in Scotland recognizing its **“CHIVAS REGAL”** mark to be a well-known mark in Nepal. The written text of the decision has been released recently.

Chivas Holdings registered the **“CHIVAS REGAL 12YO 2009 (and logo)”** and other related marks in class 33 in Nepal. Golden Globe Liquors Pvt. Ltd (“Golden Globe”), a company incorporated in Nepal filed an application at the DOI seeking to register **“JOLLY PRINCE (and logo)”** mark in class 33. Chivas Holdings opposed Golden Globe’s application, contending that the proposed **“JOLLY PRINCE (and logo)”** mark is deceptively similar to the **“CHIVAS REGAL 12YO 2009 (and logo)”** mark and is likely to cause confusion to the public.

Accepting Chivas Holdings’ claims and rejecting Golden Globe’s application for registration of **“JOLLY PRINCE (and logo)”** mark, the DOI made the following determination:

- The shape and design of **“JOLLY PRINCE (and logo)”** closely resemble the registered

“CHIVAS REGAL 12YO 2009 (and logo)” mark owned by Chivas Holdings.

- The registration of **“JOLLY PRINCE (and logo)”** mark proposed by Golden Globe is *prima facie* likely to mislead consumers and may adversely affect the reputation and goodwill earned by Chivas Holdings.
- **“CHIVAS REGAL”** has been registered in Nepal since 2012 A.D., and due to the continuous and extensive use of the **“CHIVAS REGAL”** labels bearing the marks **“CHIVAS REGAL”** and other related marks, it is recognized globally as a well-known mark.
- Chivas Holdings holds the exclusive right over **“CHIVAS REGAL”** mark and other marks appearing on the **“CHIVAS REGAL”** label.

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.

Chivas Holdings was represented by Pradhan & Associates at the DOI.

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