

Infringement And Defenses – Famous Marks

“MOCHINO/ MICHONOS” Trademarks

Moonsahdow S.p.A vs. Turkish Patent Institute and Karaca Çanta ve Kundura Ticaret ve Sanayi A.Ş.

In the action instituted against the Turkish Patent Institute upon its refusal to favorably consider the opposition raised by the plaintiff to the registration of the trademark MICHONOS on ground of similarity of their worldwide well-known trademark MOSCHINO, the court retained that the words MOSCHINO and MICHONOS composed each of eight identical letters are similar and that the sequence in which the same letters are used to compose the words does not eliminate the similarity between said trademarks especially considering that the plaintiff’s trademark MOSCHINO is a well-known trademark. The court therefore ordered the withdrawal of the decision which refused to favorably consider the plaintiff’s opposition and the cancellation of the trademark registration for MICHONOS.