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Toyota India Denied Exclusive Rights To Prius



The Delhi High Court has dismissed Toyota's petition seeking exclusive rights over the '[Prius](#)' trademark in India. The Japanese major filed against Prius Auto Industries from using the similar trademark. However Toyota failed to produce evidence against Prius Auto Industries, which has grown into a big supplier to companies such as General Motors, Mahindra and Hyundai. The judge raised question as to why Toyota woke up six years after Prius Auto Industries got its trademark registered and started its sales.

The court also dismissed Toyota's plea which stated that the buyer of its spare parts would get confused with the products of the Prius Auto Industries and would be deceived into believing that what so ever it was purchasing, are from the Toyota. The court said a Toyota vehicle purchaser is of high income group whereas spare parts are of a low-medium price range. Thus making giving Toyota another blow after the recent recall woes.

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