

# MH Foods takes Vadilal to court over American Dry Fruits



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**MANOJ THAKKAR**  
DIRECTOR, MH FOODS

Meghna Maiti

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MH Foods, owners of the trademark American Dry Fruits, has filed a lawsuit with the City Civil Court, Ahmedabad, against ice-cream maker Vadilal Industries to prevent it from using the trademark for its range of ice cream.

MH Foods contends that Vadilal has not changed its trademark despite repeated warnings. Advocate of MH Foods, Avesh Kayser of Kayser & Company, said: "We had sent a notice to Vadilal and they asked for a period of six months. However, since they failed to take any corrective steps, we have filed a suit against them." MH Foods claimed it has exclusive intellectual property rights to the name 'American Dry Fruits' since it has been selling dry fruits, sweets and namkeens since 1932.

"Last year, Amul was forced to stop using the brand name after MH Foods legally challenged the co-operative. Vadilal is now insisting that the brand name is a generic name, which is not true. We have been maintaining that dry fruits is a generic name, but not American Dry Fruits, which is such a well-known brand," MH Foods director Manoj Thakkar said.

Vadilal officials were unavailable for comment. Vadilal's advocate Zahid K Shaikh declined to comment before the hearing on Wednesday.