

Date: 1-June-2024

News Coverage of Press Release

“PENALTY INCREASED FOR FRAUDULENT USE OF STARTBUCKS MARKS”

Fraudulent use of Int'l trademark

CAT dismisses appeal filed by M/s Options

RECORDER REPORT

ISLAMABAD: The Competition Appellate Tribunal (CAT) has dismissed the appeal filed by M/s Options International (SMC-Pvt) Limited, a Pakistani company penalized by the Competition Commission of Pakistan (CCP) for the fraudulent use of the international coffee chain STARBUCKS' branding in its restaurants. In its decision, the CAT increased the penalty from the originally imposed Rs. 5 million to Rs. 6 million.

STARBUCKS, a globally recognized chain of coffee-houses registered in the State of Washington, lodged a formal complaint that the Lahore-based restaurant, Options International, was selling "Starbuck Coffee" while fraudulently using "STARBUCKS MARKS," in their branding thereby deceiving consumers and harming its business inter-

ests. STARBUCKS clarified that it had not opened any franchise in Pakistan.

The CCP's enquiry concluded that Options International had prima facie violated Section 10 of the Competition Act by disseminating false and misleading information, deceiving consumers, and harming the business interests of the complainant. During the enquiry, Options admitted the violation.

During proceedings, CCP passed an interim order on STARBUCKS' request, directing Options International to stop using the labelling and packaging bearing the STARBUCKS trade name and logo without authorization.

In its final order, CCP's bench noted that although Options had stopped using STARBUCKS MARKS and committed to complying with its directions, yet the unauthorized use of the

STARBUCKS MARKS spanned a substantial period. Consequently, the bench imposed a penalty of Rs. 5 million on the company. Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of the STARBUCKS MARKS.

Options International filed an appeal against the CCP's order before the CAT, which dismissed the appeal and increased the penalty amount on the basis that Options continued using the trademark even after filing commitment before the CCP. This decision underscores the CCP's commitment to curb deceptive marketing practices through fraudulent use of trademark, firm name, or product labelling or packaging of a local or foreign business concern.

Pakistani company penalised for fraudulent use of Starbucks' branding

■ Competition Appellate Tribunal increases penalty from Rs5m to Rs6m

PROFIT
NEWS DESK

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In its final order, CCP's bench noted that although Options had stopped using Starbucks marks and committed to complying with its directions, the unauthorised use of the Starbucks marks spanned a substantial period. Consequently, the bench penalised Rs. 5 million on the company.

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Penalty increased for fraudulent use of Starbucks Marks

F.P. Report

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1-June-2024

Online

Penalty increased for fraudulent use of starbucks marks

31/05/2024

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Lahore-based Cafe Fined Rs. 6 Million For Copying Starbucks Logo

By ProPK Staff | Published May 31, 2024 | 8:17 pm



The Competition Appellate Tribunal (CAT) has dismissed the appeal filed by M/s Options International (SMC-Pvt.) Limited, a Pakistani company penalized by the Competition Commission of Pakistan (CCP) for the fraudulent use of the international coffee chain Starbucks branding in its restaurants.

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<https://propakistani.pk/2024/05/31/lahore-based-cafe-fined-rs-6-million-for-copying-starbucks-logo/>

1-June-2024

Online

Penalty increased for fraudulent use of STARBUCKS marks.

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<https://www.telecoalert.com/2024/05/31/penalty-increased-for-fraudulent-use-of-starbucks-marks/>



1-June-2024

Online

Pakistani company fined for fake Starbucks hit with higher penalty

June 01, 2024 (MLN): The Competition Appellate Tribunal (CAT) has dismissed the appeal filed by Options International (SMC-Pvt.) Limited, a Pakistani company penalized by the Competition Commission of Pakistan (CCP) for the fraudulent use of the international coffee chain STARBUCKS' branding in its restaurants.

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In its final order, CCP's bench noted that although Options had stopped using STARBUCKS MARKS and committed to complying with its directions.

Yet, the unauthorized use of the STARBUCKS MARKS spanned a substantial period. Consequently, the bench penalized Rs5 million on the company.

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This decision underscores the CCP's commitment to curb deceptive marketing practices through fraudulent use of trademark, firm name, or product labeling or packaging of a local or foreign business concern.

<https://mettisglobal.news/pakistani-company-fined-for-fake-starbucks-hit-with-higher-penalty/>

1-June-2024

Online

Fraudulent use of international trademark: Lahore cafe fined Rs 60 Lakh for fake Starbucks branding



The Competition Appellate Tribunal (CAT) has dismissed the appeal filed by M/s Options International (SMC-Pvt.) Limited, a Pakistani company penalized by the Competition Commission of Pakistan (CCP) for the fraudulent use of the international coffee chain Starbucks branding in its restaurants.

In its decision, the tribunal increased the penalty from the originally imposed Rs. 5 million to Rs. 6 million.

Starbucks, a chain of coffee shops with headquarters in Seattle, filed a lawsuit against a Pakistani restaurant for exploiting Starbucks trademarks in its branding and selling “Starbucks Coffee” without authorization.

The food giant claimed that the cafe in Lahore was deceiving customers and hurting its company. The business declared that it hasn't established a franchise in Pakistan.

After conducting an investigation, CCP found that Options International had violated Section 10 of the Competition Act by disseminating false and misleading information, misleading customers, and undermining Starbucks' commercial objectives.

Options International acknowledged the infraction during the investigation. At Starbucks' request, CCP also ordered a temporary injunction telling Options International not to use the Starbucks trade name and logo on labels or packaging without permission.

Options International had already challenged CCP's ruling in the Competition Tribunal. The Tribunal rejected the appeal and upped the fine on the grounds that Options had persisted in using the trademark after signing a contract with CCP.

<https://dailyausaf.com/en/pakistan/fraudulent-use-of-international-trademark-lahore-cafe-fined-rs-60-lakh-for-fake-starbucks-branding/>

1-June-2024

Online

BUSINESS

PAKISTAN

Lahore Cafe slapped with Rs60lac fine for fake Starbucks branding



ISLAMABAD – The Competition Appellate Tribunal (CAT) slapped Rs6 million fine on Lahore-based restaurant, Options International, for fraudulently selling Starbucks branding in the country.

The specialized forum turned down the appeal submitted by M/s Options International (SMC-Pvt.) Limited, for illegally using Starbucks branding in its establishments.

In its verdict, Competition Appellate Tribunal (CAT) raised the penalty from the initial Rs. 50lacs to Rs60lacs.

Starbucks, the Seattle-based coffeehouse chain, started legal tussle against Pakistani eatery for fraudulently selling “Starbucks Coffee” and using Starbucks trademarks in its branding.

The food giant accused Lahore-based cafe of misleading consumers and damaging its business interests. The company confirmed that it had not opened any franchise in Pakistan.

CCP’s probe determined that Options International breached Section 10 of the Competition Act by spreading false and misleading information, deceiving consumers, and harming Starbucks’ business interests.

During the investigation, Options International admitted to the violation. CCP also issued an interim order, at Starbucks’s request, instructing Options International to cease using the labeling and packaging with the Starbucks trade name and logo without authorization.

Earlier, Options International appealed CCP’s decision to Competition Tribunal, which dismissed the appeal and increased the penalty, citing that Options continued using the trademark even after committing to the CCP.

1-June-2024

Online

Lahore cafe fined 60 lac for using Starbucks branding

By **Mirror Web** - June 1, 2024



The Competition Appellate Tribunal (CAT) fined Options International, a restaurant in Lahore, Rs6 million for unlawfully using Starbucks branding in the country.

Despite Options International appealing against the verdict, CAT upheld the decision and raised the penalty from Rs. 50 million to Rs60 million.

Starbucks initiated legal action against the Lahore-based eatery for selling "Starbucks Coffee" without authorization and using Starbucks trademarks in its branding, alleging that it misled consumers and harmed its business interests.

The investigation by the Competition Commission of Pakistan (CCP) found Options International guilty of violating Section 10 of the Competition Act by disseminating false information, deceiving consumers, and damaging Starbucks' business interests.

Options International admitted to the violation during the investigation.

Additionally, CCP issued an interim order, upon Starbucks' request, instructing Options International to stop using labeling and packaging with the Starbucks trade name and logo without authorization.

Despite Options International appealing CCP's decision to the Competition Tribunal, the appeal was dismissed, and the penalty was increased, as Options continued using the trademark even after committing to CCP.

<https://minutemirror.com.pk/lahore-cafe-fined-60-lac-for-using-starbucks-branding-235586/>



1-June-2024

Online



corpwire • Follow



corpwire The Competition Appellate Tribunal (CAT) has fined Options International, a restaurant based in Lahore, Rs6 million for illegally using Starbucks branding. Despite an appeal by Options International (SMC-Pvt.) Limited, the tribunal rejected it, citing the unauthorized use of Starbucks branding at its locations. CAT increased the original penalty from Rs. 50 lakhs to Rs. 60 lakhs in its decision. Starbucks, the famous coffeehouse chain from Seattle, sued the Pakistani restaurant for fraudulently selling "Starbucks Coffee" and using its trademarks. The company accused the Lahore establishment of misleading consumers and damaging its business interests, stating that it had not approved any franchises in Pakistan.

#Lahore #Cafe



<https://www.instagram.com/corpwire/p/C7rS5FYCKHI/>

1-June-2024

Online

Rs. 6 Million Fine Imposed on Lahore Cafe for Using Starbucks Logo



By Momina June 1, 2024

The Competition Appellate Tribunal has fined Options International, a restaurant based in Lahore, Rs. 6 million for illegally using Starbucks branding in Pakistan. This decision follows a legal battle initiated by Starbucks, the famous coffeehouse chain from Seattle.

Options International (SMC-Pvt.) Limited appealed against the fine, but the specialized tribunal rejected their appeal. The CAT cited the unlawful use of Starbucks branding throughout the restaurant's operations as the reason for their decision. In fact, the tribunal increased the original penalty from Rs. 50 lakhs to Rs. 60 lakhs, underscoring the severity of the violation.

The conflict began when Starbucks discovered that Options International was fraudulently selling "Starbucks Coffee" and using Starbucks trademarks without permission. Starbucks, known worldwide for its coffee and café experience, took legal action against the Pakistani restaurant, accusing it of misleading consumers and damaging Starbucks' business interests. Starbucks firmly stated that it had not authorized any franchises or partnerships in Pakistan.

The tribunal's ruling highlights the importance of intellectual property rights and the legal consequences of misusing well-known trademarks. By increasing the fine, the CAT sent a clear message about the seriousness of the infringement. The decision aims to deter other businesses from engaging in similar practices and to protect consumers from being misled.

The case has drawn significant attention, with many discussing the broader implications for intellectual property rights in Pakistan. This ruling emphasizes the need for businesses to respect trademarks and avoid unauthorized use of branding that could deceive customers.

Starbucks' action against Options International reflects its commitment to protecting its brand and maintaining trust with its customers worldwide. The coffee giant's response also underscores the importance of maintaining brand integrity, ensuring that only authorized outlets can offer the Starbucks experience.

For Options International, the ruling serves as a stern reminder of the legal and financial risks associated with infringing on established trademarks. The restaurant now faces a substantial financial penalty and the challenge of rebuilding its reputation following the high-profile legal dispute.



1-June-2024

Online



Pakistani Company Fined for Fake Starbucks Hit with Higher Penalty



karobartvpk @starbucks lodged a formal complaint that the Lahore-based restaurant, Options International, was selling "Starbuck Coffee" while fraudulently using "STARBUCKS MARKS," in their branding thereby deceiving consumers and harming its business interests.

<https://www.instagram.com/karobartvpk/p/C7q0JVvix40/>

1-June-2024

Online

ٹریڈ مارک کے دھوکہ دہی سے استعمال پر کمپنی پر عائد جرمانے میں اضافہ
انٹیل مسٹر د کرتے ہوئے عائد جرمانے کی رقم کو 50 لاکھ سے بڑھاتے ہوئے 60 لاکھ روپے کر دیا گیا

31 مئی 2024 © 23:26

لاہور (اردو پوائنٹ اخبار تازہ ترین - لنن لنن آئی۔ 31 مئی 2024ء) کمپنیشن لپٹ ٹریڈ مارک کے دھوکہ دہی سے استعمال پر کمپنی پر عائد جرمانے میں اضافہ کر دیا۔ ٹریڈ مارک نے آپٹیمائزیشن کی طرف سے دائر کی گئی انٹیل کو مسٹر د کرتے ہوئے اس پر عائد جرمانے کی رقم کو 50 لاکھ سے بڑھاتے ہوئے 60 لاکھ روپے کر دیا۔ آپٹیمائزیشن پر سی سی پی نے بین الاقوامی کافی سٹار بکس کی برانڈنگ اپنے ریسٹوران میں دھوکہ دہی سے استعمال کرنے جرمانہ عائد کیا تھا۔

سٹار بکس نے سی سی پی کو باقاعدہ شکایت درج کرانی کہ لاہور میں قائم ریسٹوران آپٹیمائزیشن انٹرنیشنل اپنی برانڈنگ میں دھوکہ دہی سے ”سٹار بکس“ کا استعمال کرتے ہوئے ”سٹار بکس“ فروخت کر رہا ہے۔ سی سی پی کی انکوائری میں ثابت ہوا کہ آپٹیمائزیشن نے غلط اور گمراہ کن معلومات پھیلا کر صارفین کو دھوکہ دیا ہے اور سٹار بکس کے کاروباری مفادات کو نقصان پہنچایا ہے۔ سی سی پی بیج نے اپنے آرڈر میں آپٹیمائزیشن پر 50 لاکھ روپے جرمانہ عائد کیا۔ آپٹیمائزیشن نے سی سی پی کے حکم کے خلاف کمپنیشن لپٹ ٹریڈ مارک کے سامنے انٹیل دائر کی، ٹریڈ مارک جس نے انٹیل خارج کر دی اور جرمانے کی رقم میں اضافہ کر دیا۔

<https://www.urdupoint.com/daily/livenews/2024-05-31/news-4036826.html>



1-June-2024

Online

لاہور کیفے کو سٹاربکس کی جعلی برانڈنگ پر 60 لاکھ روپے کا جرمانہ

جوں 1، 2024 MINS READ 2



مسابقتی اپیل ٹریبونل (سی اے ٹی) نے لاہور کے ریسٹورنٹ آپشنز انٹرنیشنل پر ملک میں دھوکہ دہی سے سٹاربکس برانڈنگ فروخت کرنے پر 60 لاکھ روپے جرمانہ کیا۔ خصوصی فورم نے میسرز آپشنز انٹرنیشنل (SMC-Pvt) لمیٹڈ کی جانب سے جمع کرائی گئی اپیل کو مسترد کر دیا۔

اپنے فیصلے میں، مسابقتی اپیل ٹریبونل (سی اے ٹی) نے جرمانے کو ابتدائی روپے سے بڑھا کر 50 لاکھ سے 60 لاکھ روپے کر دیا۔ سینٹل میں قائم کافی ہاؤس چین، سٹاربکس نے پاکستانی کھانے پینے کی دکانوں کے خلاف "اسٹاربکس کافی" کو دھوکہ دہی سے فروخت کرنے اور اس کی برانڈنگ میں سٹاربکس کے ٹریڈ مارک استعمال کرنے پر قانونی جھگڑا شروع کر دیا۔

فوڈ کمپنی نے لاہور میں قائم کیفے پر صارفین کو گمراہ کرنے اور اس کے کاروباری مفادات کو نقصان پہنچانے کا الزام لگایا۔ کمپنی نے تصدیق کی کہ اس نے پاکستان میں کوئی فرنچائز نہیں کھولی ہے۔ تحقیقات کے دوران آپشنز انٹرنیشنل نے خلاف ورزی کا اعتراف کیا۔ سی سی پی نے سٹاربکس کی درخواست پر ایک عبوری حکم نامہ بھی جاری کیا، جس میں آپشنز انٹرنیشنل کو ہدایت کی گئی کہ وہ بغیر اجازت کے سٹاربکس کے تجارتی نام اور لوگو کے ساتھ لیبلنگ اور پیکجنگ کا استعمال بند کرے۔

<https://k2times.com/lahore-cafe-fined-rs-60-lakh-for-fake-starbucks-branding/>