

Date: 13-August-2024

## **News Coverage of Press Release**

**“Supreme Court upholds CCP’s order and maintains penalty”**

## Illegal use of Starbucks' brand: SC upholds CAT order

### RECORDER REPORT

ISLAMABAD: The Supreme Court of Pakistan has upheld the Competition Appellate Tribunal's (CAT) order imposing a penalty of Rs 6 million on a local restaurant chain for deceiving consumers by fraudulently using "STARBUCKS" branding for selling its coffee.

STARBUCKS, a globally recognised chain of coffee-houses registered in the State of Washington, filed a formal complaint that the Lahore-based restaurant, Options International, was selling "Starbucks Coffee" while fraudulently using "STARBUCKS MARKS" in its branding.

The Supreme Court ruled that the appellant, "Options International," put itself for-

ward by selling its products under the international brand name Starbucks and by using its logo, which must have had the effect of distorting competition within Pakistan because a local vendor selling similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete therewith since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of their competitor by disseminating false and misleading information. During the enquiry, Options admitted to the violation. In

its order, CCP's bench noted that although Options had stopped using STARBUCKS MARKS and committed to complying with the Commission's directions, the unauthorized use of STARBUCKS MARKS spanned a substantial period.

The CCP bench, besides barring M/s Options International from using STARBUCKS MARKS, imposed a penalty of PKR 5 million on M/s Options International. Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of STARBUCKS MARKS.

Options International filed an appeal against the CCP's order before CAT, which

dismissed the appeal and increased the penalty amount from PKR 5 million to PKR 6 million and modified the daily penalty. Subsequently, M/s Options International has filed an appeal to the Supreme Court of Pakistan against the CAT's order, which the court dismissed.

Using distorted or misleading information and trademarks for marketing of products violate competition laws as it can influence consumer decisions and may prevent them from considering alternative products. The CCP is committed to safeguarding consumers and businesses from deceptive marketing practices through spreading awareness and strict enforcement of competition laws.

## Penalty for Lahore restaurant in trademark dispute upheld

Restaurant to face Rs6m in penalty for fraudulently using Starbucks' logo

OUR CORRESPONDENT  
ISLAMABAD

The Supreme Court has upheld the Competition Appellate Tribunal's (CAT) order imposing a penalty of Rs6 million on a local restaurant chain for using the name and logo of the international coffee chain, Starbucks, to allegedly deceive customers.

Starbucks, a globally recognised chain of coffeehouses registered in the US state of Washington, had lodged a formal complaint before the Competition Commission of Pakistan (CCP) that the Lahore-based restaurant, Options International, was selling "Starbucks Coffee" while fraudulently using its name in their branding, deceiving consumers and harming its business interests.

The SC ruled that the appellant, Options International, put itself forward by selling its products under the international brand name Starbucks and using its logo.

This, it noted, must have had the effect of distorting competition within Pakistan because a local vendor selling similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete in addition to that since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of its competitors by disseminating false and

misleading information.

During the enquiry, Options International admitted to the violation.

In its order, CCP's bench noted that although Options International had stopped using the name of the international coffee chain and committed to complying with the commission's directions, the unauthorised use of Starbucks' trademark spanned a substantial period.

The CCP bench, besides barring Options International from using the name and logo of Starbucks, imposed a penalty of Rs5 mil-

lion on Options International. Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of the international coffee chain. Options International filed an appeal against the CCP's order before CAT, which dismissed the appeal and increased the penalty amount from Rs5 million to Rs6 million and modified the daily penalty.

Subsequently, Options International appealed to the apex court against the CAT's order, which the court dismissed.

## Supreme Court upholds CCP's order and maintains penalty

**NEWS WIRE**  
**ISLAMABAD**

The Supreme Court of Pakistan upheld the Competition Appellate Tribunal's (CAT) order imposing a penalty of Rs 6 million on a local restaurant chain for deceiving consumers by fraudulently using "STARBUCKS" branding for selling its coffee.

STARBUCKS, a globally recognized chain of coffeehouses registered in the State of Washington, filed a formal complaint that the Lahore-based restaurant, Options International, was selling "Starbucks Coffee" while fraudulently using "STARBUCKS MARKS" in its branding, said a press release issued by the Competition Commission of Pakistan (CCP) on Monday.

The Supreme Court ruled that the appellant, "Options International," put itself forward by selling its products under the international brand name Starbucks and by using its logo, which must

have had the effect of distorting competition within Pakistan because a local vendor selling similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete therewith since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of their competitor by disseminating false and misleading information. During the enquiry, Options admitted to the violation.

In its order, CCP's bench noted that although Options had stopped using STARBUCKS MARKS and committed to complying with the Commission's directions, the unauthorized use of STARBUCKS MARKS spanned a substantial period.

The CCP bench, besides barring M/s Options Inter-

national from using STARBUCKS MARKS, imposed a penalty of Rs 5 million on M/s Options International.

Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of STARBUCKS MARKS.

Options International filed an appeal against the CCP's order before CAT, which dismissed the appeal and increased the penalty amount from Rs 5 million to Rs 6 million and modified the daily penalty. Subsequently, M/s Options International has filed an appeal to the Supreme Court of Pakistan against the CAT's order, which the court dismissed.

Using distorted or misleading information and trademarks for marketing of products violate competition laws as it can influence consumer decisions and may prevent them from considering alternative products.

## SC upholds penalties against Lahore restaurant over Starbucks trademark dispute

Nasir Iqbal Published August 11, 2024

ISLAMABAD: The Supreme Court has upheld a case against a Lahore restaurant in a dispute with the international coffee chain, Starbucks, over the use of its name and logo to allegedly deceive customers. The controversy revolves around the use of Starbucks' name and logo by Messrs Options International (SMC) Pvt Ltd (appellant) to sell its products under that name and style. Starbucks, a globally recognised chain of coffeehouses registered in the US state of Washington, had lodged a formal complaint before the Competition Commission of Pakistan (CCP) that the Lahore-based restaurant, Options International, was selling "Star-buck Cof-fee" while fraudulently using "Star--bucks Marks" in their branding, thus deceiving consumers and harming its business interests.

### CCP's decision

Consequently, the CCP's inquiry concluded that the appellant 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. The CCP imposed a penalty of Rs5 million on the appellant and ordered an additional penalty of Rs100,000 per day in case of non-compliance.

A three-judge Supreme Court bench, headed by Chief Justice of Pakistan Qazi Faez Isa, later took up an appeal moved by Messrs Options International (SMC) Pvt Ltd against the May 29 decision of the Competition Appellate Tribunal.

Local restaurant's use of the global coffee chain's name and logo 'deceptive', complainant says

The appellant had assailed the CCP's decision to impose penalty on December 19, 2018, before the tribunal. But the tribunal decided the appeal by enhancing the penalty amount from Rs5m to Rs6m while reducing the per day penalty to During the hearing, the Supreme Court inquired from Advocate Taimoor Aslam Khan, representing the appellant, whether his client disputes that the name Starbucks and logo were registered trademarks. The counsel conceded that both the name and logo were registered abroad and in Pakistan.

The SC observed that it did not agree with the submission made by the counsel, adding that the appellant had put itself forward by selling its own products under the international brand name Star-bu-cks and using its logo, which must have had the effect of distorting competition within Pakistan beca-u---se a local vendor selling similar products as those being sold by the appellant, would be at a serious disadvantage and not able to compete therewith since the unsuspecting public wou-ld believe, understand or perceive the same to be the genuine products of the complainant. The counsel objected to the levy of penalties but when the court inquired from the counsel whether the law au---thorises the penalties, he conceded.

<https://www.dawn.com/news/1851510?ref=whatsapp>

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The Supreme Court ruled that the appellant, "Options International," put itself forward by selling its products under the international brand name Starbucks and by using its logo, which must

have had the effect of distorting competition within Pakistan because a local vendor selling similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete therewith since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of their competitor by disseminating false and misleading information. During the enquiry, Options admitted to the violation.

In its order, CCP's bench noted that although Options had stopped using STARBUCKS MARKS and committed to complying with the Commission's directions, the unauthorized use of STARBUCKS MARKS spanned a substantial period.

The CCP bench, besides barring M/s Options Inter-

national from using STARBUCKS MARKS, imposed a penalty of Rs 5 million on M/s Options International.

Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of STARBUCKS MARKS.

Options International filed an appeal against the CCP's order before CAT, which dismissed the appeal and increased the penalty amount from Rs 5 million to Rs 6 million and modified the daily penalty. Subsequently, M/s Options International has filed an appeal to the Supreme Court of Pakistan against the CAT's order, which the court dismissed.

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13-August-2024

Online

## سپریم کورٹ کاریسٹورنٹ پر 60 لاکھ کے جرمانہ کا حکم برقرار



13 اگست، 2024

لاہور (سودی) سپریم کورٹ آف پاکستان نے لاہور کے ایک مشہور ریسٹورنٹ کی ایپل پر فیصلہ کرتے ہوئے، کمپنیشن کمیشن کے ٹریبونل کی جانب سے مقامی ہوٹل پر بین القوامی شہرت یافتہ کافی برانڈ 'سٹار بکس' کا نام استعمال کرنے پر 60 لاکھ روپے جرمانہ کا حکم برقرار رکھتے ہوئے، ایپل خارج کر دی ہے۔

<https://e.jang.com.pk/detail/737591>

عالمی شہرت یافتہ کافی برانڈ کا نام استعمال کرنے پر 60 لاکھ جرمانہ

آپشنز انٹرنیشنل کی دھوکہ دہی، مصنوعات کی فروخت سے سنگین نقصان ہوگا، سپریم کورٹ

اسلام آباد (مانیٹرنگ ڈیسک) سپریم کورٹ نے لاہور کے ایک مشہور ریٹورنٹ کی اپیل پر کافی برانڈ ”سٹار بکس“ کا نام استعمال کرنے پر فیصلہ کرتے ہوئے، کمپنیشن کمیشن کے ٹریبونل کی 60 لاکھ روپے جرمانہ کا (باقی صفحہ 6 بقیہ نمبر 41)

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فاروق ستار

لقیہ

حکم برقرار رکھتے ہوئے، مقامی کمپنی آپشنز انٹرنیشنل کی اپیل خارج کر دی ہے۔ سپریم کورٹ نے اس بات کو بھی برقرار رکھا کہ اپیل کنندہ یعنی آپشنز انٹرنیشنل نے اپنی مصنوعات کو بین الاقوامی برانڈ نام ”سٹار بکس“ کے تحت فروخت کر کے اور اس کا لوگو استعمال کر کے خود کو آگے بڑھایا، جس سے پاکستان کے اندر کمپنیشن متاثر ہوا کیونکہ ایک مقامی دکاندار بھی اسی طرح کی مصنوعات فروخت کر رہا۔



سپریم کورٹ: مقامی ریستورنٹ پر

60 لاکھ جرمانہ کا حکم برقرار

اسلام آباد (سٹاف رپورٹر) سپریم کورٹ آف پاکستان نے لاہور کے ایک مشہور ریستورنٹ کی اپیل پر فیصلہ کرتے ہوئے، کمپینیشن کمیشن کے ٹریبونل کی جانب سے مقامی ہوٹل پر بین القوامی شہرت یافتہ کافی برانڈ سٹار بکس کا نام استعمال کرنے پر 60 لاکھ جرمانہ کا حکم برقرار رکھتے ہوئے مقامی کمپنی آپشن انٹرنیشنل کی اپیل خارج کر دی ہے۔

سپریم کورٹ، مقامی ریسٹورنٹ پر 60 لاکھ کے جرمانہ کا حکم برقرار

بین الاقوامی شہرت یافتہ کافی برانڈ شاربکس نے باضابطہ شکایت درج کرائی تھی

اسلام آباد (نامہ نگار خصوصی) سپریم کورٹ آف کافی برانڈ شاربکس کا نام استعمال کرنے پر 60 لاکھ روپے جرمانہ کا حکم برقرار رکھتے ہوئے، مقامی پاکستان نے لاہور کے ایک مشہور ریستورنٹ کی ایپل کمپنی آپشن انٹرنیشنل کی ایپل خارج کر دی ہے۔ کپٹیشن کیشن کے ٹریوئل کی جانب سے مقامی ہوٹل پر بین الاقوامی شہرت یافتہ سپریم کورٹ (باقی صفحہ 6 بقیہ نمبر 7)

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سپریم کورٹ

بقیہ

نے اس بات کو بھی برقرار رکھا کہ ایپل کنندہ یعنی آپشن انٹرنیشنل نے اپنی مصنوعات کو بین الاقوامی برانڈ نام شاربکس کے تحت فروخت کر کے اور اس کا لوگو استعمال کر کے خود کو آگے بڑھایا، جس سے پاکستان کے اندر کپٹیشن متاثر ہوا کیونکہ ایک مقامی دکاندار بھی اسی طرح کی مصنوعات فروخت کر رہا۔

12-July-2024

Online

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# Supreme Court upholds CCP's order and maintains penalty

## Commerce Desk

ISLAMABAD: The Supreme Court of Pakistan upheld the Competition Appellate Tribunal's (CAT) order imposing a penalty of PKR 6 million on a local restaurant chain for deceiving consumers by fraudulently using "STARBUCKS" branding for selling its coffee.

STARBUCKS, a globally recognized chain of coffeehouses registered in the State of Washington, filed a formal complaint that the Lahore-based restaurant, Options International, was selling "Starbucks Coffee" while fraudulently using "STARBUCKS MARKS" in its branding.

The Supreme Court ruled that the appellant, "Options International," put itself forward by selling its products under the international brand name Starbucks and by using its logo, which must have had the effect of distorting competition within Pakistan because a local vendor selling

similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete therewith since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of their competitor by disseminating false and misleading information. During the enquiry, Options admitted to the violation. In its order, CCP's bench noted that although Options had stopped using STARBUCKS MARKS and committed to complying with the Commission's directions, the unauthorized use of STARBUCKS MARKS spanned a substantial period.

The CCP bench, besides baring M/s Options International from using STARBUCKS MARKS, imposed a penalty of PKR 5 million on M/s Options International. Additionally, the bench directed

Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of STARBUCKS MARKS.

Options International filed an appeal against the CCP's order before CAT, which dismissed the appeal and increased the penalty amount from PKR 5 million to PKR 6 million and modified the daily penalty. Subsequently, M/s Options International has filed an appeal to the Supreme Court of Pakistan against the CAT's order, which the court dismissed.

Using distorted or misleading information and trademarks for marketing of products violate competition laws as it can influence consumer decisions and may prevent them from considering alternative products. The CCP is committed to safeguarding consumers and businesses from deceptive marketing practices through spreading awareness and strict enforcement of competition laws.

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# CCP's Rs. 6 Million Penalty on Lahore-based Cafe for Copying Starbucks Logo Upheld by Apex Court

The Supreme Court of Pakistan upheld the Competition Appellate Tribunal's (CAT) order imposing a penalty of Rs. 6 million on a local restaurant chain for deceiving consumers by fraudulently using "Starbucks" branding for selling its coffee.

Starbucks, a globally recognized chain of coffeehouses registered in the State of Washington, filed a formal complaint that the Lahore-based restaurant, Options International, was selling "Starbucks Coffee" while fraudulently using "Starbucks Marks" in its branding.

The Supreme Court ruled that the appellant, "Options International," put itself forward by selling its products under the international brand name Starbucks and by using its logo, which must have had the effect of distorting competition within Pakistan because a local vendor selling similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete therewith since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of their competitor by disseminating false and misleading information. During the enquiry, Options admitted to the violation. In its order, CCP's bench noted that although Options had stopped using Starbucks Marks and committed to complying with the Commission's directions, the unauthorized use of Starbucks Marks spanned a substantial period.

The CCP bench, besides barring M/s Options International from using Starbucks Marks, imposed a penalty of Rs. 5 million on M/s Options International. Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of Starbucks Marks.

Options International filed an appeal against the CCP's order before CAT, which dismissed the appeal and increased the penalty amount from Rs. 5 million to Rs. 6 million and modified the daily penalty. Subsequently, M/s Options International has filed an appeal to the Supreme Court of Pakistan against the CAT's order, which the court dismissed.

Using distorted or misleading information and trademarks for marketing of products violate competition laws as it can influence consumer decisions and may prevent them from considering alternative products. The CCP is committed to safeguarding consumers and businesses from deceptive marketing practices through spreading awareness and strict enforcement of competition laws.

<https://propakistani.pk/2024/08/12/ccps-rs-6-million-penalty-on-lahore-based-cafe-for-copying-starbucks-logo-upheld-by-apex-court/>

ل \* سپریم کورٹ نے مسابقتی کمیشن کے ٹریبونل کی جانب سے مقامی ہوٹل پر بین القوامی شہرت یافتہ کافی برانڈ 'سٹار بکس' کا نام استعمال کرنے پر 60 لاکھ روپے جرمانہ کا حکم برقرار رکھتے ہوئے مقامی کمپنی کی اپیل خارج کر دی

12 اگست 2024 @ 20:00

\* اسلام آباد (اردو پوائنٹ اخبار تازہ ترین - آن لائن - 12 اگست 2024ء) سپریم کورٹ آف پاکستان نے مسابقتی کمیشن کے ٹریبونل کی جانب سے مقامی ہوٹل پر بین القوامی شہرت یافتہ کافی برانڈ 'سٹار بکس' کا نام استعمال کرنے پر 60 لاکھ روپے جرمانہ کا حکم برقرار رکھتے ہوئے، مقامی کمپنی کی اپیل خارج کر دی۔

د \* سپریم کورٹ نے اس بات کو بھی برقرار رکھا کہ اپیل کنندہ یعنی آپشنل انٹرنیشنل نے اپنی مصنوعات کو بین الاقوامی برانڈ نام 'سٹار بکس' کے تحت فروخت کر کے اور اس کا لوگو استعمال کر کے خود کو آگے بڑھایا ہے جس سے پاکستان کے اندر کمپنیشن متاثر ہوا کیونکہ ایک مقامی دکاندار بھی اسی طرح کی مصنوعات فروخت کر رہا ہے فیصلے کے مطابق آپشنل انٹرنیشنل کا اس طرح دھوکہ دہی سے اپنی مصنوعات کی فروخت اس کے لئے ایک سنگین نقصان ہوگا اور وہ اس کا مقابلہ کرنے کے قابل نہیں ہوگا۔

<https://www.urdupoint.com/daily/livenews/2024-08-12/news-4117330.html>

13-August-2024

Online



**Islamabad, 12 August 2024 (TDI):** The Supreme Court on Monday upheld the Competition Appellate Tribunal's (CAT) decision to impose a fine of Rs6 million on a Lahore-based restaurant chain for fraudulently using "Starbucks" branding to sell its coffee.

STARBUCKS, the largest coffeehouse chain in the world, had lodged a complaint with the Competition Commission of Pakistan (CCP) that a local restaurant chain – Options International – was selling "Starbucks Coffee" using "STARBUCKS MARKS" in its branding.

The CCP inquiry concluded that this could mislead consumers into believing they were purchasing genuine Starbucks products, thereby putting local vendors at a competitive disadvantage.

During the investigation, Options International admitted to the violation. Despite ceasing the use of the Starbucks trademarks and agreeing to comply with CCP's directives, the company's unauthorized use of the brand persisted over a significant period. Therefore, the CCP strictly barred Options International from using the STARBUCKS trademark any further while imposing a penalty of Rs5 million.

Moreover, the CCP directed the company to publish notices in newspapers for three consecutive days, informing the public of its fraudulent use of the Starbucks trademarks.

However, Options International moved the Competition Appellate Tribunal (CAT) against the decisions, dismissed the appeal, increased the penalty from Rs5 million to Rs6 million, and modified the daily penalty.

Options International then challenged the CAT's decision in the Apex Court, seeking relief from the CAT's decision. The Supreme Court, however, upheld the CAT's ruling, reiterating the importance of enforcing competition laws to protect consumers and businesses from deceptive marketing practices.

The CCP emphasized that using distorted or misleading information and trademarks in product marketing violates competition laws, influences consumer decisions, and unfairly limits their choices. The Commission remains committed to raising awareness and enforcing strict compliance with competition laws to safeguard the market.

# Daily Parliament Times

## CCP imposes penalty on Lahore-based restaurant for using starbucks registered trademark

ISLAMABAD: The Competition Commission of Pakistan (CCP) has imposed penalty of PKR 5 Million on a Lahore-based café owned by Options International (SMC-Pvt.) Limited (Options) for violating Section 10 of the Competition Act, 2010 by fraudulently using the official logo of international coffeehouse chain, STARBUCKS.

Starbucks Corporation is registered in the State of Washington, the United States of America, and runs an international network of coffeehouses by its authorized operators, licensees, and franchisees operating in more than 66 countries uniformly using the STARBUCK MARKS.

Starbucks sent a formal complaint to the CCP that 'Options' was engaged in the marketing, advertising, selling, and offering to sell "Starbuck coffee" using the STARBUCKS MARKS on the sign board of its coffee houses and restaurants, including on the packaging material, menus, flyers, its Facebook page, and other promotional material, without any authorization. The practice was not only harming the business interest of Starbucks, but also deceiving the consumers.

The CCP's enquiry established that Options has violated Section 10 of the Competition Act by fraudulently using the official trademark of STARBUCKS. On the enquiry's recommendations, Show Cause Notice was issued and hearings were held.

During the proceedings, CCP received another application from STARBUCKS seeking an Interim Order in the case to prevent further damage to its business and goodwill until the Commission concludes its proceedings. On 17 August 2018, the CCP passed an interim order directing Options International to immediately stop using "STARBUCKS" logo in its products until the conclusion of the proceedings and issuance of the final order.



In the final order, the CCP bench noted that although Options has stopped using STARBUCK MARKS and also filed commitment to comply with its directions, however, since the unauthorized use of STARBUCKS MARKS spanned over a substantial period of time, the bench imposed a penalty of PKR 5 Million on the company. The bench directed 'Options' to inform the general public through newspaper advertisements for three consecutive days from the date of the order about its fraudulent use of the STARBUCKS MARKS.

CCP is mandated under the Competition Act to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing practices.

<https://www.dailyparliamenttimes.com/2019/01/28/ccp-imposes-penalty-on-lahore-based-restaurant-for-using-starbucks-registered-trademark/>

## Penalty for Lahore restaurant in trademark dispute upheld

### ISLAMABAD:

The Supreme Court has upheld the Competition Appellate Tribunal's (CAT) order imposing a penalty of Rs6 million on a local restaurant chain for using the name and logo of the international coffee chain, Starbucks, to allegedly deceive customers.

Starbucks, a globally recognised chain of coffeehouses registered in the US state of Washington, had lodged a formal complaint before the Competition Commission of Pakistan (CCP) that the Lahore-based restaurant, Options International, was selling "Starbucks Coffee" while fraudulently using its name in their branding, deceiving consumers and harming its business interests.

The SC ruled that the appellant, Options International, put itself forward by selling its products under the international brand name Starbucks and using its logo.

This, it noted, must have had the effect of distorting competition within Pakistan because a local vendor selling similar products, as those being sold by the appellant, would be at a serious disadvantage and not be able to compete in addition to that since the understanding public would believe, understand, or perceive the same to be the genuine products of Starbucks.

The CCP's enquiry concluded that Options International had prima facie deceived its consumers and harmed the business interests of its competitors by disseminating false and misleading information.

During the enquiry, Options International admitted to the violation.

In its order, CCP's bench noted that although Options International had stopped using the name of the international coffee chain and committed to complying with the commission's directions, the unauthorised use of Starbucks' trademark spanned a substantial period.

The CCP bench, besides barring Options International from using the name and logo of Starbucks, imposed a penalty of Rs5 million on Options International. Additionally, the bench directed Options International to inform the general public through newspaper advertisements for three consecutive days about its fraudulent use of the international coffee chain.

Options International filed an appeal against the CCP's order before CAT, which dismissed the appeal and increased the penalty amount from Rs5 million to Rs6 million and modified the daily penalty.

Subsequently, Options International appealed to the apex court against the CAT's order, which the court dismissed.

<https://www.opusip.co.uk/2024/08/13/cbmimgfbvv95cuxpnlzfdmtdyk01buxzblhutu1eyk5nv1bsu2loswp3nnjiwtj0mu9rcjvht3vttujrnnzctec4autsrwt4rhbjv3btuuy3ow1aug1rde9nukw3rxjrn01uymrhzvz1rkhgv3huutcztnu3rujyoxj1swl0x1fumudyn1hqdhdaqmv1aOntqmvcm01w/>