



R. Singh & Associates

Advocates

WITHOUT PREJUDICE

May 16, 2025

Ref: RSA/IOA/I6700/1759


To
Olympic Sporting Co.
1ST floor, Thimmaiah Chambers
Near Tribhuvan Theatre
1st Cross Road,
Gandhi Nagar,
Bengaluru-560009

Re: Legal Notice pertaining to the unauthorized use and violation of the Intellectual Property of our client, the **Indian Olympic Association**, without their prior consent.

Our Client: Indian Olympic Association of Olympic Bhawan, B-29, Qutab Institutional Area, New Delhi-110 016 (herein referred to as **IOA**).

Sir/Madam,

We write to you on behalf of and under the instructions of our client, IOA. Any reference to our client shall hereinafter refer to and include its predecessors, subsidiaries, affiliates, licensees and we serve upon you this legal notice as follows:

1. It has come to the attention of our client that you, along with your agents, assignees, representatives, successors, distributors, directors, partners, and all other persons or entities acting on your behalf, have been using the Olympic Rings “”, Olympic Properties including the Olympic Torch, and the trademark '**OLYMPIC**' without any authorization from our client. This unauthorized use is prominently featured on your social media posts, promotional materials, and other platforms, creating a false and misleading impression of affiliation with our client, IOA.
2. Our client, **IOA**, as you are well aware, is an organization registered under Indian Societies Registration Act, 1860.






Room No. 215, 2nd Floor, “Hastings Chambers”,
7C, Kiran Shankar Roy Road, Kolkata - 700 001
Phone : +91 33 4061 6073/74/75, Mob. : 99030 52141
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New Delhi | Mumbai | Bangalore | Patna | Hyderabad | Ahmedabad





It operates as a non-profit organization and has jurisdiction all over India. It is also acknowledged as the ultimate and supreme authority for Olympic related games in India. In line with the International Olympic Committee's Olympic Charter (hereinafter referred to as the "**Olympic Charter**"), the IOA cultivates, advances, and defends the Olympic movement in India. Our client is an affiliated member of The Olympic Council of Asia (hereinafter referred to as "**OCA**"), the Association of National Olympic Committees (hereinafter referred to as "**ANOC**"), the Commonwealth Games Federation (hereinafter referred to as "**CGF**"), and the International Olympic Committee (hereinafter referred to as "**IOC**").


3. Our client, being the sole authority for Olympic related games in India, has been involved with a variety of National Sports Federations, State Olympic Associations, IOC Members, and other multi-sport organizations, as well as the Winter Olympic Games, Summer Olympic Games, Asian Games, and Commonwealth Games since their incorporation in 1927. Throughout their business and non-business activities, our client has sincerely developed and established their unique Olympic Properties consisting of the Olympic Rings , the Olympic Torch and their trademark '**OLYMPIC**' which have been widely utilized in connection with the organization of Sports Events in India, and throughout the world.
4. Our client originally came up with and introduced their trademark "**OLYMPIC**" and other distinctive Olympic properties such as the **Olympic Rings** , **Symbol, Flag, Motto, Anthem, Identifications** including but not limited to **flame and torches**, used individually or in conjunction with their incorporated name **Indian Olympic Association**, in the trading community.
5. Indian Olympic Association administers various aspects of sports governance and athletes' welfare in the country. In this regard, our client oversees the representation of athletes or teams participating in the Olympic Games, Commonwealth Games, Asian Games and other international multi-sport competitions of the above named IOC, CGF, OCA and ANOC and is recognized by the Ministry of Youth Affairs and Sports. Our client is the proprietor of the trademark "**OLYMPIC**", which has become a global brand and its use on any product or service, would result in an immediate assumption of association with Indian Olympic Association.
6. Our client has made significant efforts and has invested large sums of money in advertising, promoting and marketing in order to popularize their Olympic Rings , properties and trademark "**OLYMPIC**". The same






has also been advertised in both electronic and printed media, having widespread reach and circulation in India and other parts of the world.

7. Our client, **IOA** has an active website, which can be accessed as under <https://olympic.ind.in/>, wherein its trademark and Olympic Rings "" has been promoted.
8. That the continuous use of the Indian Olympic Association's Olympic Rings "" along with other associated Olympic properties in various regions of the country, by our client, has established a unique position in the minds of consumers and traders which has made it an exclusive property of our client as well as its parent organization.
9. That the Olympic Rings "", the Olympic Torch and trademark "**OLYMPIC**" is the exclusive property of the Indian Olympic Association. Pursuant to the fact that you are not affiliated with the Indian Olympic Association (IOA) in any capacity, you are hereby prohibited from using the Olympic Rings and trademark of the Indian Olympic Association on your domain name as well as across social media posts or any other items, in any manner, without prior written authorization from the IOA. This not only infringes the Intellectual Property Rights of the IOA, but also results in the adulteration and reduction of sponsorship funds and other forms of funding from sponsors and other organizations. This could therefore compromise the operation of the affiliated organizations and impede the efforts of our client towards the development of the athletes and the Olympic Sports. A copy of your Facebook posts clearly depicting the unauthorized use of our client's Olympic Rings "" is annexed hereto and marked as Annexure '**A**'.
10. Our client is the legitimate owner of all Intellectual Property and legal rights concerning the Olympic Games and Olympic properties, including trademarks, copyrights, device mark of flame and torches, Olympic symbol and rings, flag, the motto, anthem, identifications, designations and emblems along with other such marks as registered by our client in India in compliance with and under the Olympic Charter and The Nairobi Treaty on the Protection of the Olympic Symbol, 1981(hereinafter referred to as the "Nairobi Treaty").
11. Please be informed that you have used our client's Olympic Rings "", their Olympic Torch and the trademark "**OLYMPIC**", without their express written consent, thereby leading to infringement of their rights. Your Facebook and Instagram posts, including the organization of 'fun facts' and


trivia content, clearly reflect your mala fide intent and constitute a blatant violation of our client's Intellectual Property Rights. A copy of your social media content clearly depicting the same as mentioned above is attached for your reference and marked as Annexure 'B'.

12. Our client has the exclusive rights to use the said Olympic Rings"  and trademark 'OLYMPIC' and nobody can use the same or any other identical Olympic Rings or trademark which is deceptively similar to ours in any other manner whatsoever without the express and written authorization of our client. It is pertinent to mention herein that if any individual or entity engages in such actions, our client has the authority to take severe measures against such unauthorized and unconsented use of the Olympic Properties and the Trademarks of our client that too in similar nature of services in the Sports Industry. You have incorporated our client's well-known trademark 'OLYMPIC' as part of your domain name, which is clearly displayed on your website. A copy of your social media posts, including those congratulating athletes and prominently featuring your domain name along with the unauthorized use of our client's Olympic Rings "", is annexed hereto and marked as Annexure 'C'.
13. Our client has **Proprietary and Statutory Rights** for use of its Olympic Rings"  by way of plurality of valid and subsisting registrations and / or applications that are proceeding towards registration under **The Trade Marks Act, 1999** (hereinafter referred to as the said "Act of 1999") in various forms and manners and under various classes of sports, which permits and/or authorizes our client to use, hold, exploit, practice, profess and commercialize the said Olympic Rings"  and trademark "**OLYMPIC**" *per se*, in all and/or any form or manner whatsoever. As the proprietor of the Olympic Properties and the trademark 'OLYMPIC', our client holds exclusive rights under Section 28 of the Trade Marks Act, 1999. These rights entitle our client to the exclusive use of the Olympic Rings and to seek legal remedies in the event of any infringement of the said registered trademark. Furthermore, our Client has aggressively expanded its footprint in the field of Sports and other sectors globally through IOC and other affiliated organizations.
14. It is evident from the above assertions that you have adopted the Olympic Rings and trademark in order to hamper our client's goodwill and reputation. Our client is concerned about this dishonest behavior of yours, which appears to exploit our client's unique intellectual property rights. Our client believes that there is a resemblance to their Olympic Rings and

trademark and that the public will be misled into thinking that your organization is affiliated and/or connected to our client. This is an infringement of our client's intellectual property rights and constitutes trademark infringement, a violation of the Trademarks Act 1999. As a result of your unauthorized use of such trademark, our client believes that your use of their Olympic Rings"  and trademark "OLYMPIC" will establish a false relationship between you and our client, damage the goodwill and reputation of our client while also violating our clients proprietary and legal rights pertaining to such registered trademark. It also amounts to, *inter alia*, passing off under Section 27 of the Trademarks Act, 1999 as a result of the deception and confusion caused by your adoption and use of the registered trademark of our client.

15. It is pertinent to mention herein that you are not linked and/or connected to our client in any manner whatsoever and as such the adoption of the renowned, well known and registered Olympic Rings "  and trademark "OLYMPIC" of our client clearly portrays your mala fide intention to get associated with the Indian Olympic Association resulting in the dilution of the rights of our client and their affiliated entities and/or parties.
16. The unauthorized adoption and utilization of our client's reputed and well known Olympic Rings"  and trademark "OLYMPIC" without the express permission and authorization from our client has led to a violation of their Intellectual Property Rights. As such, our client is highly concerned about the misuse of their Olympic Rings"  and trademark "OLYMPIC" by you and is willing to take further legal action if there is any further unauthorized use of the mark in the future, including but not limited to, *inter alia*, seeking compensation for damages and costs for loss of goodwill, etc. As such, we ask that you immediately cease from using the Olympic Rings"  and trademark "OLYMPIC", **change your domain name** and take **down all posts** on your social media, *inter alia*, posters, advertisements and any and all online content, through which you may have attempted to get associated with us or use the Olympic Rings of our client in such unauthorized way. You are also further directed to refrain from using any other Olympic Rings, which is identical or deceptively confusing or similar to our client's Olympic Rings"  and trademark "OLYMPIC" or any related mark, which might create confusion in the minds of the consumers about the affiliation and/or connection our client with you.
17. That our client expects you to provide a written undertaking stating that you recognize our client's trademark and thus promise not to use, sell, promote,

or list the Olympic Rings in the future as a domain name, trading name or use the same in any other manner which might cause confusion in the minds of the consumers in relation to your association with our client's and / or their trademarks.

18. Our client reserves the right to seek compensation for damages incurred as a result of your unauthorized use of our client's Olympic Rings" , the Olympic Torch and trademark "**OLYMPIC**". This may include legal costs, reputational damage, and any other losses suffered by our client.
19. In the event you fail to comply with the above **within 72 hours** from the receipt of this notice, our client will be constrained to initiate appropriate civil as well as criminal proceedings to protect their rights and interests and such proceedings will be at your sole risk, cost and consequence. The legal costs associated with this notice amount to Rs. 20,000/- (Rupees Twenty Thousand Only), which you are required to remit by way of a Cheque / Demand Draft drawn in favour of the "**INDIAN OLYMPIC ASSOCIATION**".
20. This notice is being issued without prejudice to the rights and remedies available to our client in law.

Thanks & Regards,

For **R. Singh & Associates**

Vanshika Lamba

Advocate

Enclosed: As stated above

C. C. Indian Olympic Association,
Olympic Bhawan,
B-29, Qutab Institutional Area,
New Delhi-110 016.



Olympic Sporting Co.

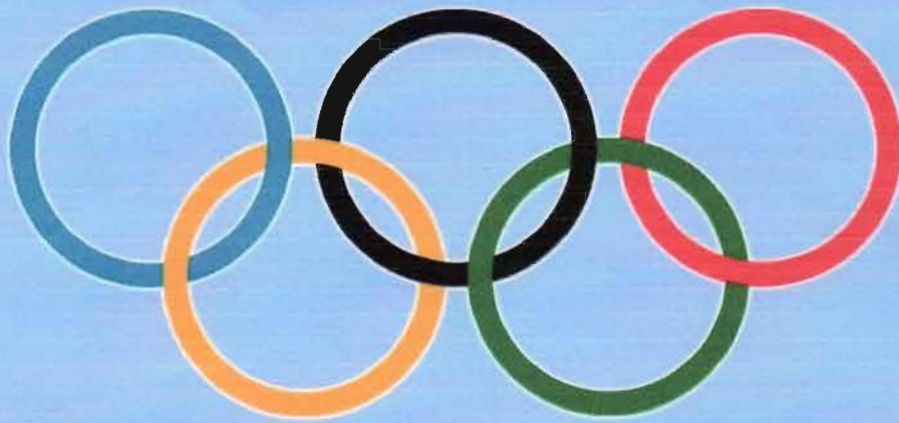
27 oct. 2021 · 🌐

Keeping that spirit of competitiveness and achievement high, we bring you th... [Afficher la suite](#)



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Do you know?

what the Olympic motto,
"Citius, Altius, Fortius" means?
It means- "Faster, Higher, Stronger"



👍 4

2 partages



J'aime



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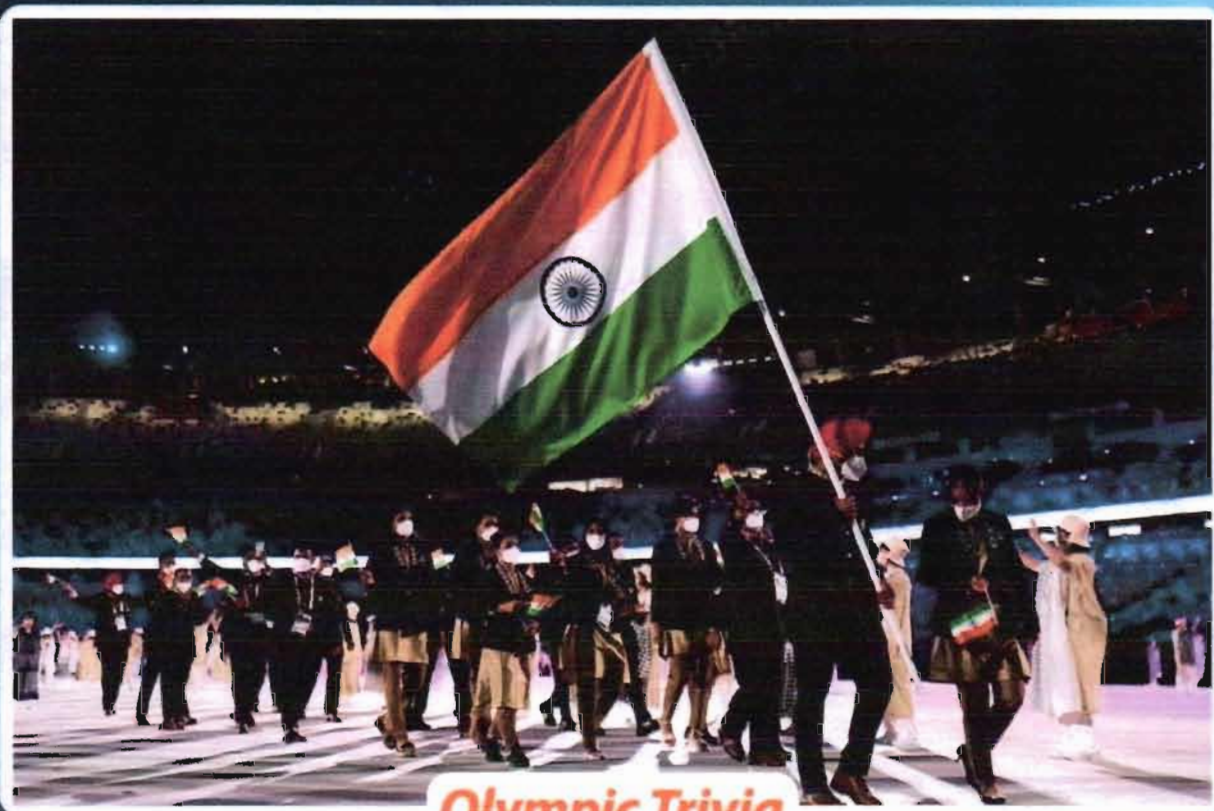
olympicsportingco In ancient times, a flame burned throughout the Games as a tribute to the goddess, Hestia. Since 1928, this tradition has continued in the modern Games, but instead of an altar, the flame burns in a special torch.

You too could be performing near their torch with the right motivation and dedication. The first step to begin the journey is here with us: <https://olympicsportingco.com/>

**Olympic Sporting Co.**

16 sept. 2021 · 🌐

Though India won its first medal at the Olympics in the year 1928 which was a gold m... [Afficher la suite](#)

**Olympic Trivia**

The Indian National Anthem was played
at the Olympics for the first time in 1948

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J'aime



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Olympic Sporting Co.

4 sept. 2021 • 🌐

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Olympics is all about determination, dedication, practice, and training. Luck also pl... [Afficher la suite](#)



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Summer Olympian, **Michael Phelps** is the most-decorated Olympic athlete of any nation, with 22 Olympic medals (including 18 golds).



2 partages



J'aime



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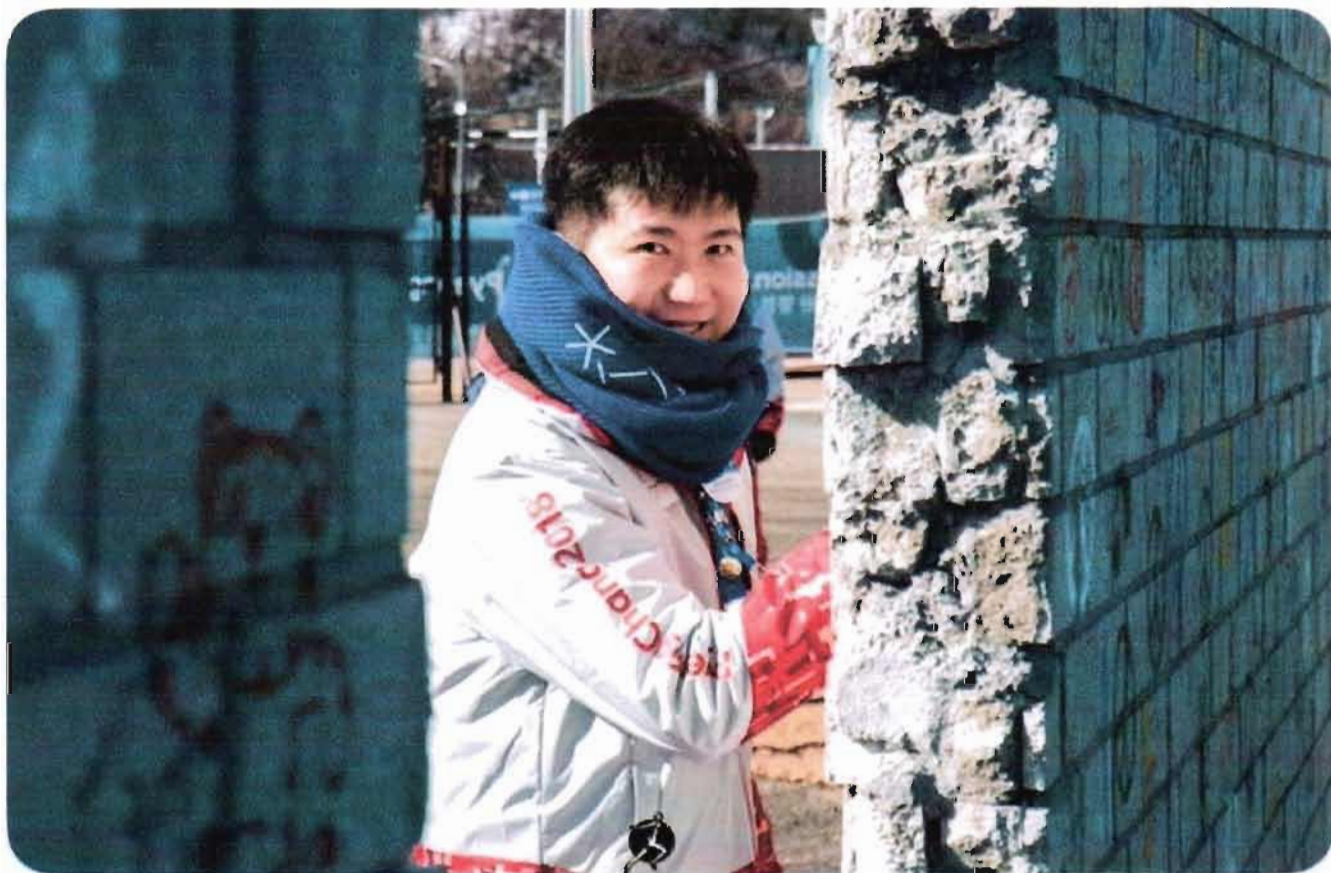


Olympic Sporting Co.



Olympic Sporting Co @Olympi... · 06.02.18

The Olympic Truce which dates back to ancient Greece, where athletes, artists & their families, ordinary pilgrims could travel in total safety to participate in or attend the [#OlympicGames](#) has been inaugurated. [#OlympicSportingCo](#)
[#Olympics](#)





Olympic Sporting Co @Olympi... · 06.02.18

The Olympic Village in Pyeongchang unveils THE OLYMPIC TRUCE MURAL, created by South Korean artist Jaeseok Lee.





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CONGRATULATIONS

LOVLINA BORGOHAIN

Bronze Medalist

Womens boxing welterweight (64-69kg)



15



olympicsportingco Congratulations to the Bronze medalist, LOVLINA BORGOHAIN, who has made India proud and become an inspiration for millions of young Indians with her exceptional performance at the [@tokyo.olympics2020](#) [@lovlina_borgohain](#)

[#olympicsportingco](#) [#athlets](#) [#wrestling](#) [#wrestler](#) [#sports](#) [#hungary](#) [#worldwrestlingfederation](#) [#worldwrestlingchampionship](#)



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**A strong-Willed Girl Tamilnadu girl
Revathi Veeramani will sprint for india in tokyo olympics**

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5



olympicsportingco Let's Cheer for India as Revathi & her teammates prepare to take on the best in the 4x400m mixed relay event at [#TokyoOlympics](#).

[@revathi_veeramani](#)

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