

PPU COUNSELS SUPER DE ALIMENTOS ON TRADEMARK DISTINCTION

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Philippi Prietocarrizosa Ferrero DU & Uría Colombia has counselled Super de Alimentos in the recognition of notoriety of the trademark "Super Coco", as well as the colour combination trademark "Verde y Amarillo" (Green and Yellow) to achieve the distinction of "dulces y turrones".

In addition, the transaction included the rejection of the registration of the trademarks "Maxxi Coco Conalfites" and "Mini Bombón de Puro Coco", for being confusingly similar and for finding prima facie evidence of possible acts of unfair competition.

This transaction took place in June 2022, where Norden Asesoría Jurídica y Empresarial also participated as advisor.

Súper de Alimentos, founded in 1948, is a Colombian company dedicated to the production and marketing of confectionery products at national and international level. Among its most recognised brands are gums trululu, supercocos and Bianchi.

Norden Asesoría Jurídica y Empresarial was represented by partner **Daniel Estrada Duque**.

PPU's team consisted of partner **Mauricio Patiño** (pictured left) and senior associate **Camilo Suárez** (pictured right).