

## Tamil movie firm sued for violating Oscars' trademark

The Academy of Motion Picture Arts and Sciences - better known internationally for its famous Oscar awards - has sued a premier film company in Tamil Nadu for using the name 'Oscar'.

Two applications of trademark violation have been filed before the trademark authorities against Oscar Films Private Limited for unauthorised usage of a name and symbol similar to those of the Oscars, the Academy's communications chief Leslie Unger told IANS in an email Thursday.

'Oscar Films' have a name and logo strikingly similar to those of the Academy (and its) statuette. These are damaging to our trademark rights and we are looking into what further action may be appropriate. In order to maintain the enormous value and unique identity of the Oscars, the Academy acts actively against their misuse,' Unger said.

Oscar Films' logo is a replica of the Oscar statuette.

Unger reacted to a specific query with regard to rumours of proceedings against V. 'Oscar' Ravichandran, whose Rs.1.3 billion blockbuster starring Kamal Hassan 'Dasavatharam' is due for release June 6.

Though Ravichandran was not available for comment, sources close to him told IANS that the company would meet the legal challenge from the Academy at appropriate forums.

Ravichandran has so far produced 16 films since 2000 most of which have been hits.

Ravichandran's claim to fame was the distribution Tamil dubbed versions of Jackie Chan movies produced in Hong Kong.

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