

MAHARASHTRA POLLUTION CONTROL BOARD

☎ 24010437/4701/24020781  
24037124/5273  
Fax : 24024068

Visit us on :  
<http://mpcb.gov.in>

Kalpalaru Point 3<sup>rd</sup> & 4<sup>th</sup> Floor,  
Sion Matunga Scheme Rd No.8,  
Opp. Cine Planet Cinema,  
Near Sion Circle, Sion(E),  
Mumbai - 400 022.

BO/P&L Div/B-62

Date: 04/11/2011

CIRCULAR

Sub. :- Misuse of the trademark / trade name "Xerox"

Ref. :- Letter dtd.20.8.2010 received from Xerox India Ltd., 503, 5<sup>th</sup>  
Floor, Krishna Apra Plaza, P3, Sector 18, Noida 201 301, Uttar  
Pradesh, India

-----

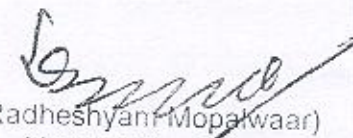
The Board has received above referred letter dtd.20.8.2010 from M/s Xerox India Ltd., Uttar Pradesh, wherein it is stated that, Xerox is a fortune 500 company providing the world's most established and widely accepted collection of innovative documents solution services and systems which includes inter alia color and black and white printers, digital presses, publishing systems, multifunction devices, digital copiers, laser and solid ink, network, printers, copiers, facsimile machines, toner, paper, ink, associated supplies, software and support specifically designed for offices and production printing environments.

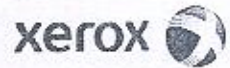
It is also mentioned in the said letter that Xerox has a global presence and is carried out under the highly acclaimed and well-known trade name / trademark 'Xerox'. Recently, M/s Xerox India Ltd., has come to know that our Board is using the word 'Xerox' instead of the word **photocopy**, while drafting letters and hence there is misuse of their well-known trademark / trade name. Therefore, the use of the word Xerox to denote photocopying is in violation of their trademark rights of M/s Xerox India Ltd.

M/s Xerox India Ltd has requested the Board vide its letter dtd 20.8.2010, that not to use the trademark, Xerox in any manner whatsoever other than as their trademark and give confirmation about the same & copy of the said letter is annexed herewith.

Therefore, all Officials of the Board are hereby directed, not to use word "Xerox" and to make use of the word "photocopy", scrupulously henceforth, while doing any correspondence from the Board.

Encl: As above

  
(Radheshyam Mopalwar)  
Member Secretary

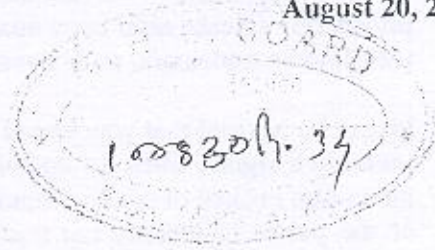


Xerox India Limited  
5th and 6th Floor, Block One,  
Vatika Business Park, Sector-49,  
Sohna Road,  
Gurgaon - 122018,  
Haryana  
India

t +91 - 124 - 39400400,  
3371070  
f +91 - 124 - 3371225  
email - m.gupta@xerox.com

Without prejudice  
by Registered Post/ Courier

August 20, 2010



Regional Officer, HQ  
Maharashtra Pollution Control Board,  
Kalpataru Point, 3rd and 4th floor,  
Opp. Cine Planet, Sion Circle,  
Mumbai-400 022.

Telephone - 022-24020781 / 24014701 / 24010437  
Fax - 022-24024068

Re: Misuse of the trademark/ trade name 'Xerox'

Dear Sirs,

We, Xerox India Limited, of the United States of America at 800 Long Ridge Road, Stamford, Connecticut 06904-1600 (hereinafter collectively referred to as 'Xerox' unless otherwise required in the context).

As you are aware, Xerox is a fortune 500 company providing the world's most established and widely accepted collection of innovative documents solution services and systems which include *inter alia* color and black & white printers, digital printers, digital presses, publishing systems, multifunction devices, digital copiers, laser and solid ink network printers, copiers, facsimile machines, toner, paper, ink, associated supplies, software and support specially designed for offices and production printing environments.

MR

Xerox has a global presence and its business is spread in more than 150 countries and is carried out under the highly acclaimed and well-known trade name/ trademark 'Xerox'.

Xerox is the worldwide proprietor of the trademark / trade name 'Xerox'. The trademark Xerox is also registered in India in respect of various goods under various registrations. In fact the trade name/ trademark Xerox was coined and adopted by our company in the year 1948 and since then that has been used continuously and extensively on a global basis. As a result of the extensive and continuous use as also on account of vast expenditure on the promotion and advertisements in respect of its goods and services under the trademark Xerox, the said trademark has come about to acquire immense reputation and goodwill over the years.

Apart from being a trademark, the mark Xerox is also an integral and conspicuous part of our companies trading style, as a result of which our business, goods and services are recognized and identified with the trademark/ trade name Xerox.

17/08/10  
Ms. Vaishali  
Jadhav  
Through  
Bhuse  
SCO

After necessary action, to take FTS entries



Xerox India Limited  
5th and 6th Floor, Block One,  
Vatika Business Park, Sector-49,  
Sohna Road,  
Gurgaon - 122018,  
Haryana  
India

t +91 - 124 - 39400400,  
3371070  
f +91 - 124 - 3371225  
email - m.gupta@xerox.com

29. University of Himachal Pradesh.
30. JRD Tata Memorial Library, Indian institute of Science, Bangalore
31. Madhya Pradesh Bhoj (Open) University
32. International Institute of Population Sciences, Mumbai
33. Kendriya Vidyalaya Paradip Port, Orissa
34. Garware Institute of Career Education and Development, Mumbai
35. Life Insurance Corporation, Patna
36. Hindustan Shipyard Limited, Vishakhapatnam
37. Western Coalfields Limited, Maharashtra
38. Bharatiya Nabhikiya Vidyut Nigam Limited
39. DBT - CTEP Management Cell, Department of Bio-technology, New Delhi
40. Siliguri Tea Auction Committee, Siliguri
41. Rajiv Gandhi University of Health Sciences, Bangalore
42. Vivekanand Education Society's College of Arts, Science & Commerce, Mumbai
43. Director of Government examinations, Chennai
44. Birla Public School, Kolkata
45. Meenakshi Ammal Dental College & Hospital, Chennai
46. SAARC Documentation Centre, New Delhi
47. University of Madras, Chennai
48. Mumbai Port Trust, Mumbai
49. HAJ Committee of India
50. Kolkata Port Trust, Kolkata

Accordingly, you are called upon to desist from using the trademark **Xerox** in any manner whatsoever other than as our trademark and confirm your having done so within five (5) days of the receipt of this letter.

We look forward to hearing from you by August 27, 2010.

Yours sincerely,

For & on behalf of Xerox India Ltd.

**Manish Gupta**  
Director - Legal & Company Secretary

*Encl: as stated above*