

'Peppa Pig' Case Portends Russia Retaliation

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The article explores the potential threats to trademark registrations and copyrighted works of western companies following Russian state and judicial developments that appear to chip away at intellectual property protections. A Russian court recently refused infringement claims involving trademarks related to the British children's animated series "Peppa Pig," citing as justification the global sanctions arising from Russia's invasion of Ukraine. Further, the Russian government has issued a decree permitting the use of patented inventions and industrial designs from countries unfriendly to Russia without any consequences.

The article also discusses the potential fallout for Russia in relation to the Madrid Protocol, noting the seeming tension between Russia's actions and the Madrid system that is intended to streamline and safeguard trademarks worldwide.

["'Peppa Pig' Case Portends Russia Retaliation," *World Intellectual Property Review*, March 18, 2022](#)

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