TRADEMARK REGISTRABILITY ASSESSMENT

KARMA AMMO

IN • NICE Classes: 13 • July 06, 2026

Trademark register — data as of: September 28, 2022 · India — app 2022-09-28 / reg 2023-01-10 (registered only); WIPO — app 2026-07-02 / reg 2026-06-25 (pending + registered)

Applicant origin: Portugal

Practical Outlook

Registration Outlook:

Critical

An identical or near-identical earlier mark in the same field, or a strong absolute-grounds problem (e.g. descriptiveness). Filing the name as-is is very likely to fail — consider a different name or a substantial change.

Summary:

Filing 'KARMA AMMO' as-is in India for firearms and ammunition is very unlikely to succeed. The core problem is not a competing brand — the only similar mark on the register, 'GAMO', looks and sounds different enough that it should not block you. The real obstacle is Indian trademark law: 'Karma' is a sacred concept in Hinduism, Buddhism, Jainism and Sikhism, and the Trade Marks Act explicitly requires the trademark office to refuse marks that could hurt religious feelings — and pairing 'Karma' directly with weapons designed to kill is exactly the kind of pairing examiners in India take a strict view on. A secondary issue is that 'AMMO' is just short for 'ammunition', so you would need to disclaim exclusive rights in that word. Your strongest path is to either rebrand away from 'Karma' for this weapons business, or narrow the goods to non-lethal / sporting items and prepare a strong argument that 'karma' is now a mainstream commercial word.

What to do before filing:

1. Rebrand the 'KARMA' element for weapons/ammunition goods — this is the single change most likely to move the application from very-hard to registrable.
2. If you keep 'KARMA', consider narrowing the Class 13 goods to sporting airgun pellets, paintball or training projectiles rather than lethal firearms and ammunition, and file with a disclaimer on 'AMMO'.
3. Prepare an evidence file showing mainstream commercial use of 'karma' as a lifestyle/brand term worldwide, in case you decide to argue against a Section 9(2)(b) refusal.
4. Ask your attorney to advise on whether a co-branded or house-mark structure (e.g., a distinctive house brand + product line name) could avoid using 'KARMA' as the standalone commercial identifier for weapons.

Per-Class Assessment

□	*How registration works: The trademark office examines each class separately. If they find a similar mark in any class, they will send a provisional refusal. This is a normal part of the process and you can respond with arguments about why your services are different.*

Class	Status	Prov. Refusal Chance	Success Chance	Key Obstacle
13	**Serious risk**	80%	30%	Pairing the sacred spiritual term 'KARMA' with 'AMMO' for firearms and ammunition is likely to attract an ex officio ref...

□	*Estimated Timeline: In India, initial examination typically takes around 4–8 months from filing; if an examination report is issued on religious-sensitivity grounds, responses, show-cause hearings and any appeal can extend the process by a further 1–3 years.*

Detailed Analysis

Mark Analysis

Mark Type:	COMPOSITE
Distinctiveness Category:	SUGGESTIVE

Distinctiveness Scale

Generic	Descriptive	**Suggestive**	Arbitrary	Fanciful

← Weak Strong →

□	• Generic: Common name for the goods/services category • Descriptive: Immediately describes goods, services, or characteristics • **Suggestive:** Hints at qualities but requires imagination to connect • Arbitrary: Real word completely unrelated to the goods • Fanciful: Invented word with no dictionary meaning

Reasoning:

The mark combines two word elements plus a figurative bullet/cartridge device replacing the 'I' in 'AMMO'. 'KARMA' is a Sanskrit/Hindi-origin spiritual concept meaning the law of moral cause and effect — it is arbitrary/evocative in relation to firearms and ammunition and carries no direct descriptive meaning for the goods. 'AMMO' is a common English colloquial abbreviation for 'ammunition' and is directly descriptive/generic for the Class 13 goods (firearms; ammunition and projectiles). Because one component ('AMMO') is descriptive/generic for the goods while 'KARMA' is the distinctive element that carries the mark, the overall mark is best classified as SUGGESTIVE — the composite hints at a concept ('karmic ammunition') requiring a mental step, but the descriptive component-weakness rule applies and keeps the mark's inherent-distinctiveness floor above 'clean'. The figurative bullet device reinforces the descriptive reading of the goods rather than adding independent distinctiveness.

Assessment Summary

Registrability of 'KARMA AMMO' in India for Class 13 firearms and ammunition is significantly challenged, but the challenge is almost entirely on absolute grounds rather than prior-mark conflicts. The dominant obstacle is Section 9(2)(b) of the Trade Marks Act, 1999, which mandates ex officio refusal of marks likely to hurt religious susceptibilities: 'Karma' is a foundational sacred concept in Hinduism, Buddhism, Jainism and Sikhism, and applying it directly to weapons designed to injure or kill is likely to be viewed as trivialising a sacred term. A secondary absolute issue is that 'AMMO' is descriptive/generic for the goods and will likely require a disclaimer. On the relative side, the only cited mark 'GAMO' shares identical Class 13 goods but is visually, phonetically and conceptually clearly distinguishable, so conflict risk is low. Mitigating factors include the widespread commercial use of 'karma' internationally as a lifestyle term and the mark's composite figurative treatment; the realistic path forward is either substantive mark modification or a targeted narrowing of goods.

Registration Probability: 30%

Recommendations

• [MARK_MODIFICATION] Consider replacing or repositioning the 'KARMA' element (for example with a coined or non-religious term) — to remove the Section 9(2)(b) religious-sensitivity objection which is the single largest driver of refusal risk — expected impact: materially improves prospects of clearing absolute-grounds examination in India.
• [GOODS_SCOPE] Consider narrowing Class 13 goods away from lethal firearms/ammunition toward sporting airgun pellets, paintball ammunition or non-lethal training projectiles — to reduce the perceived clash between a sacred term and weapons designed to injure — expected impact: may soften the religious-susceptibility objection and improve the odds of acceptance with a disclaimer on 'AMMO'.
• [DISTINCTIVENESS] Include a proactive disclaimer of exclusive rights in the word 'AMMO' apart from the mark as a whole — to pre-empt the Section 9(1)(b) descriptiveness objection on that component — expected impact: streamlines examination on the descriptiveness point and lets arguments focus on the religious-sensitivity question.
• [DESIGN_ELEMENT] Consider filing as a composite/device mark where the figurative bullet element is more prominent and 'KARMA AMMO' is stylised as a secondary element — to shift the dominant impression away from the word 'KARMA' standing alone — expected impact: modestly strengthens the argument that the mark is a commercial brand impression rather than a religious reference.
• [FILING_STRATEGY] If the KARMA element is retained, prepare an evidence-based response addressing mainstream international commercial use of 'karma' as a lifestyle/brand term across many industries — to rebut the Section 9(2)(b) objection on the ground that the term has entered general commercial vocabulary — expected impact: gives examiners a factual basis to withdraw the religious-sensitivity objection, though success is not guaranteed.

□	*Absolute grounds are inherent registrability criteria examined by the trademark office independently of any existing marks. These are legal requirements that every trademark must satisfy on its own merits.*

Absolute Grounds Assessment

Overall Absolute Risk: HIGH

Ground	Risk Level	Reason

Inherent Distinctiveness Whether the mark is distinctive enough to identify the source of goods/services	**LOW**	The 'AMMO' component is directly descriptive/generic for Class 13 ammunition goods and will likely need to be disclaimed under Section 17 of the Trade Marks Act, 1999. The distinctive element 'KARMA' carries the mark, so the mark as a whole is not refused for descriptiveness, but the weak component keeps the inherent-distinctiveness floor above clean.
Deceptive/Misleading Whether the mark could mislead consumers about the nature or quality of goods	No Risk Identified	-
Public Order Morality Whether the mark contains content contrary to public order or accepted moral principles	**MEDIUM**	In India, 'Karma' is a core religious/spiritual concept in Hindu, Buddhist, Jain and Sikh traditions denoting the moral law of cause and effect. Applying a sacred spiritual term directly to lethal weapons and ammunition (e.g., a name that reads as 'karmic ammunition' — the idea that a bullet delivers karmic retribution) is capable of being perceived as trivialising or exploiting religious sentiment, and Indian examiners have historically taken a conservative view on the pairing of religious/spiritual terminology with weapons, alcohol, tobacco and similar goods. Risk of objection under the public-order/morality provision (Section 9(2)(c)) is realistic.
Prohibited Elements Whether the mark includes state emblems, flags, official symbols or other prohibited elements	No Risk Identified	-
Geographic Indications Whether the mark contains protected geographic indications or misleading geographic terms	No Risk Identified	-

Linguistic/Cultural Whether the mark has negative or problematic meanings in local languages or cultures	**HIGH**	Checked in both official languages of the jurisdiction. In English, 'KARMA' is a widely used loanword denoting the Indic doctrine of moral cause and effect; 'AMMO' is a plain colloquial abbreviation of ammunition. In Hindi, □□□□ (karma) is a foundational sacred concept from the Vedas, Bhagavad Gita, Buddhist and Jain scriptures, describing the moral law that governs rebirth and consequence. Section 9(2)(b) of the Trade Marks Act, 1999 (expressly cited in the country notes) requires ex officio refusal of marks likely to hurt religious susceptibilities of any class of citizens, assessed from the perspective of the affected group, not the general public. Coupling 'KARMA' with 'AMMO' for firearms and ammunition — goods whose purpose is to injure or kill — is likely to be perceived by significant sections of Hindu, Buddhist, Jain and Sikh citizens as hurting religious sentiment, and Hindi drives the highest risk here.
Personality Rights Whether the mark infringes on another person's name, image, or identity rights	No Risk Identified	-
Well-Known Marks Whether the mark conflicts with well-known marks that enjoy broader protection	No Risk Identified	-

□	*Relative grounds assess potential conflicts with existing registered or pending marks. An examiner or third party may oppose your trademark if it is confusingly similar to a prior mark in the same or related goods/services.*

Relative Grounds Assessment

Overall Relative Risk: LOW

Analysis Notes: Only one cited mark (GAMO) was identified in India in Class 13, with identical goods (firearms and ammunition) confirmed from actual goods_services text. Visual, phonetic and conceptual similarity to 'KARMA AMMO' are all low, so relative-grounds risk is limited even though the goods scope overlaps precisely.

Similar Marks Analysis:

Vis — Visual | Phon — Phonetic | Conc — Conceptual | Goods — Goods and services Overlap

Mark	Class	Vis	Phon	Conc	Goods	Risk

GAMO	13	LOW	LOW	N/A	IDENTICAL	**LOW**

The cited mark 'GAMO' (composite: a stylized arrow-in-circle device above the word GAMO) covers firearms, ammunition and projectiles, explosive substances and fireworks in Class 13 — the same goods scope as the target application. However, mark similarity is low across all axes: visually the target's dominant word element is 'KARMA' (with 'AMMO' as a descriptive/disclaimable component) versus a short four-letter word 'GAMO' with a distinct arrow device; phonetically 'KAR-ma AM-mo' and 'GA-mo' share only the trailing '-mo' sound and are otherwise clearly distinguishable in normal speech; conceptually GAMO has no established dictionary meaning while KARMA has a strong spiritual meaning, so conceptual comparison is not meaningfully applicable. Despite identical goods, the marks are sufficiently different that a likelihood-of-confusion objection is unlikely to be sustained.

TMView: IN500000001909043

Assumptions and Limitations

Assumptions:

• ASSUMPTION: The applicant intends to use the mark on conventional lethal firearms and ammunition as stated in the business description, not exclusively on non-lethal sporting goods. | WHY: The business description says 'weapons and ammo' without specifying sporting/non-lethal scope. | IMPACT: Affects public_order_morality and linguistic_cultural risk_level and per_class_assessment for Class 13; a narrower non-lethal scope could reduce these risks.
• ASSUMPTION: Applicant is domiciled in Portugal (PT) and has no religious/cultural affiliation entitling special use of the term 'KARMA'. | WHY: Applicant origin is PT and no consent or affiliation evidence is provided. | IMPACT: Affects the strength of arguments against a Section 9(2)(b) religious-sensitivity objection in per_class_assessment.overcoming_path.

Limitations:

• LIMITATION: The business description is very short ('We produce weapons and ammo') and does not specify whether goods are lethal firearms, sporting airguns, non-lethal training rounds or fireworks. | CONSEQUENCE: goods_overlap with the cited GAMO mark and the severity of the Section 9(2)(b) analysis in per_class_assessment could shift depending on the actual scope. | WHAT WOULD REDUCE IT: Provide a specific description of your goods/services (e.g., 'lethal firearms and metallic cartridge ammunition' vs 'airgun pellets and paintball projectiles').