



Figure 1



CELEBRATING INNOVATION

ISSUE 05



Albright IP

| PROTECTING INVENTIONS, COMPANIES AND BRANDS SINCE 2007

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ALSO AVAILABLE ONLINE

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'St Luke's Church, Cheltenham' and 'Aerial View of Cheltenham' watercolours by Cheltenham based artist

WELCOME TO FIGURE 1



View, Cheltenham College' are
artist Robert Goldsmith.

Welcome to the 5th edition of Figure 1 from Albright IP.

First of all, I would like to say a big thank you to all of our clients, associates and partners from around the world for your continued support of Albright IP this year.

I think it's fair to say that 2020 was not the year any of us expected, and our hearts go out to all of those that have suffered loss and grief as a result of the virus and its devastating global impact.

Like many businesses, our skilled staff have adapted quickly to remote working and we continue to support and protect our clients IP interests with the same high level of service.

It has been encouraging to see that even in the worst times, there have been some uplifting examples of businesses demonstrating agility and innovation.

Moving forwards into 2021, Brexit will bring a number of changes for IP which we discuss in this edition. At Albright IP, we are fully prepared for Brexit and will continue to serve our clients' needs professionally.

We look forward to continuing our important work for you.

Stay safe!

Merry Christmas and a Happy New Year from all of us at Albright IP.

Robert Games

MANAGING DIRECTOR



Albright IP



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ACCELERATED PATENTS

ARE YOU MAKING USE OF THE GREEN CHANNEL?



As the government grapples with the need to map out what the post-Covid landscape might look like, there is one thing for certain, now is the time to take the opportunity to do the right thing for our world. There is much discussion about the need to 'build back better' - Robert Games, Managing Director of IP Attorney Albright IP, talks about the need to ensure we rebuild around a green economy with a focus on innovation that addresses climate change...

If we want a more resilient and sustainable future, we have to grasp this opportunity to reinvent our economy and put 'green' business and renewable energy at the top of our 'build back better' agenda. Climate change must be at the heart of any plan to address the post-Covid19 economic crisis.

Governments around the world have proved how swiftly they can move in the face of a pandemic and there is no reason they cannot act with the same speed and agility to tackle carbon emissions. A recent international survey carried out by Ipsos Mori shows that a large majority of people believe that climate change is just as important an issue as the coronavirus, suggesting there would be support for a recovery plan that embraces carbon reduction strategies.

A critical ingredient in any green recovery plan is innovation, in all its guises. Whether it's the development of smarter energy systems, more energy efficient manufacturing processes, decarbonising heat, the harnessing of digitisation or the introduction of green travel



solutions, there's huge opportunity for so many companies to rethink the way they work and do things differently.

We can't risk slipping back into our old 'business as usual' ways – something the EU has already recognised. It's developing a Green Deal that will make the combined EU economies more stable and sustainable, with a focus on supporting businesses that are reducing carbon emissions and / or increasing digitisation. It is emphatic in its view that not a single Euro should be spent on propping up old, dirty industries.

It wasn't that long ago that renewable energy technologies such as solar panels and wind turbines were regarded as ineffective, expensive and too reliant on subsidies. Last year, renewables accounted for 72% of all new energy sources installed around the globe – backed by investments that could achieve returns of more than 800%. And just this month, Britain chalked up a record two months without using coal. Our world energy map is changing irrevocably, and now we have the chance to change other sectors, too.

If we're to succeed, however, innovation must be supported, encouraged and promoted. It should be on the agenda for every company, large or small, and the government needs to step up and ensure the right environment exists to enable new ideas to thrive.

What if, for example, work to develop charging networks for electric vehicles (EVs) was to be incentivised and supported? Earlier this year, the results of a six-month trial to test the world's first pop-up electric vehicle charge point in a residential street in Oxford were revealed – paving the way for a potential wider roll-out.

The UEOne pop-up project was developed and manufactured by Albright IP's product design sister company, Duku, as part of a consortium alongside Urban Electric and Oxford City Council, and protected by us.

The project involves designing, prototyping, testing and manufacturing six retractable bollard-style charge points. The bollards rise automatically when required and disappear out of sight when not in use. The consortium received funding from Innovate UK to help it realise the concept and prove its value in meeting the growing need to fast track the UK's EV charging network.

This is a great example of how companies with expertise, can join forces to address a need, taking new thinking and new approaches, with the support of government funding, and delivering a solution that's not only scalable, but offers the double benefit of helping both the environment and the economy. As the common parlance would have it, what's not to like?



It's important, of course, for companies to protect their ideas and innovations, and the patents process enables organisations to do so. However, this can take a long time, which is where the 'Green Channel' comes in.

This is a route by which companies can access an acceleration of the 'search and examination' process which is integral to applying for a patent.

To qualify, the invention or process must have an environmental benefit. It's simple to apply online and if successful, the whole patent process will be speeded up. And, importantly, it also places the applicant in a much better position from which to apply for R&D tax benefits and the Patent Box.

The Patent Box is designed to encourage companies to keep and commercialise intellectual property in the UK. It allows companies to apply a lower rate of Corporation Tax – currently 10% – to profits earned from its patented inventions.

The EV charging trial is a perfect example of how, with the right support and partnership approach where appropriate, the UK can take the lead in exploring and applying innovation, and play a role in any economic recovery.

It's good to see that the government has acknowledged the need for 'green investment' with its recent announcement of a £2bn package for England, for projects like home insulation.

This is part of its wider £3bn plan to cut emissions. But this simply isn't ambitious enough - Germany, for example, is investing €40bn (£36bn) in green jobs and energy efficiency, and France, has already pledged €15bn to tackle the climate crisis. We can and must do better.

It's unlikely there will be any single quick fix to the damage done by Covid-19, but if we act now, innovate, think differently and are willing to challenge the status quo, we have a much better chance of creating a more resilient economy and a world that's in better shape to pass on to future generations.

No one knows for sure what our world will look like post pandemic, but I am certain that this is an economic and environmental opportunity that we cannot afford to ignore.

Robert Games

MANAGING DIRECTOR

 Albright IP



BREXIT UPDATE

WE ARE READY FOR BREXIT....



As we approach the end of the transition period on 31 December 2020, it is very much business as usual for Albright IP.

From 1 January 2021, new European trade mark and design applications and registrations, will no longer include the UK. However, comprehensive practice changes are to be implemented by the EUIPO and UKIPO, to ensure that valuable IP rights are maintained.

Existing EU trade mark and design registrations will be cloned onto the UK register, giving rise to separate UK registrations that will mirror the details of the original EU trade mark or design registrations.

These 'cloned' rights in the UK will need to be managed in the same way as your existing European rights in that, going forward, separate renewal fee payments will need to be made, and the scope and relevance of the registrations checked and monitored.

Albright IP are already extremely well-placed to represent our clients before the UKIPO, and we have adapted our record system to accommodate the details of the cloned registrations.

Aside from this, we will continue to directly support our clients in the protection and management of their trade marks and designs before the EUIPO, working in collaboration with experienced and trusted European attorneys.

We have the skills, experience, systems and relationships in place to ensure that the most appropriate, comprehensive, and cost-efficient IP protection will be available to you in the UK and the European Union.

We look forward to updating you in the New Year.

IP SYSTEMS

DO YOU KNOW WHERE YOUR IP IS?



Put simply, if you don't know what you've got, then you can't make it work for you. In a world where protecting your ideas, designs and innovations is increasingly important in order to maintain your competitive edge, effective intellectual property portfolio management is critical.

A lapsed patent or trademark could be all the invitation a competitor needs to enter into what was previously a company's own commercial space. For companies which have a large and / or growing intellectual property (IP) portfolio, keeping proper track of what's on the books can be a real challenge, particularly if they operate in multiple countries with multiple assets.

Failure to do so can be costly – but can also be easily avoided when you're an Albright IP customer.

For all our major clients, we provide a secure IP information portal accessed via our website, which enables them to keep real-time track of all their IP assets, from patents and trademarks to registered design and copyright. This is something that is free to use and access; it's an automated process so there is nothing that needs to be done from the client's point of view.

Everything you have on your IP 'books' is listed, and our powerful software can be used to data mine the detail to provide chapter and verse



about every single brand or asset. The software has been developed after 13 years of managing IP for clients and attorneys across the world and is the perfect portfolio tool to manage what can be a complex and time consuming tracking process.

A clear view of your assets

Having clear visibility of your IP assets is imperative to allow you to safeguard your IP and take a strategic approach to your markets, the products within it and your future plans.

Clients can easily view whether patents are about to expire, when renewals are required, which countries they are 'live' in and where there may be gaps in trademark coverage. From this real time view, they can identify where action may need to be taken, whether they have one product in many countries, or multiple products in one or more countries.

One of the most valuable aspects is the real time reporting, which allows those people designated to look after IP within a company the ability to showcase it 'live' in company meetings. This comes without the need to collate all the data beforehand – a significant administrative saving.

It's in the detail

It's not just about the nuts and bolts of day-to-day IP management. Businesses need to be fully aware of all their IP assets if they're going to successfully enforce commercial rights and

protect their markets and profits. IP assets are often listed on the balance sheet and may be used as a surety to raise finance – another compelling reason for companies to be in control of all their IP asset detail.

The Albright-developed software provides the perfect password-protected platform for our clients to better manage their portfolio and ensure they're getting maximum value from their assets, across their lifetime. It can also help clients identify IP assets that are no longer performing for them, or which no longer fit with business strategy – and in turn, make it easier to divest if appropriate.

Clients can also use the portal to instruct us to take a particular action, for example, if they want us to explore expanding a patent to a new territory or confirm details of regulations in a specific country or market.

So, if you have a portfolio of brands, our advice is simple. Make sure that you know where your IP is and we'd encourage you to think about whether you're making full use of our tried and tested tool.

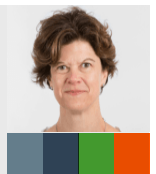
If you are in any doubt, then come and talk to us about the portal and we can ensure your IP is working for you, and not the other way around.

Julia House

DIRECTOR & TRADE MARK ATTORNEY



Albright IP



CAPTURING INNOVATION

HOW TO ENSURE YOU PROTECT YOUR FUTURE ASSETS



It has been said that the heart and soul of a company lies in its creativity and innovation. But how do you make sure you are capturing and protecting your company's creations and ideas? It's not just about securing innovation protection – important though that is.

Taking the right steps to protect any innovations developed by your organisation is increasingly important at a time when securing a competitive advantage is ever more challenging. If you've developed a new product that has the potential to increase sales and profit, then the last thing you want, is for your competitors to get ahead of you.

The first thing to recognise is that innovation could be intellectual property, which can be protected. But how do you identify those ideas that are deserving of such protection, and at what stage should you apply for it?

Put processes in place

The key to innovation capture and IP protection comes down to careful management and getting a proper process in place which can become part of your overall business strategy. This is very important for engineering businesses or any company involved in research and development.

Identifying and protecting innovations at the right time, can mean the difference between securing 20 years' patent protection for your product or seeing that idea slip into the public domain, where anyone can adopt and run with it.

Ultimately, IP is the one thing that can stop your competitors copying your ideas or trying to create similar products.



Communication is key

Failing to capture invention generally happens when people are working in separate teams or independently. This means that different parts of the company may not be talking to one another and can lead to someone accidentally disclosing an idea or innovation.

This is why having a process where conversations can be held between the teams, and everyone understands the nature of any new ideas or product developments, is really important. It's also a good idea for the R&D team to be in communication with a patent attorney.

Positivity breeds innovation

It's also about developing the right culture within your organisation. If you have a company which is innovating, then a positive 'day to day' culture should be instilled to encourage discussions around how innovations are both celebrated and handled.

One idea is to consider an employee rewards scheme that pays out once registered rights such as patents and registered designs are secured. This type of scheme can help encourage people to think about innovation and the value of a company's intellectual property.

So how do you capture innovation?

Details of inventions and designs should be recorded and documented. Ideally, each innovation should be graded to show its relative potential and importance to the company.

This will make it much easier for your legal team and patent attorneys to understand the importance of the technology to the company and advise you on protection.

Here at Albright IP, we routinely provide our clients with disclosure forms, where they can set out all the details of the idea, what problem the invention addresses or solves, the steps that have been taken to overcome issues, and how the solution was arrived at.

This helps us to advise on patenting, whether it should be pursued and whether national, European or international patents should be sought. It may also be that other aspects of IP protection could be valuable for protecting your brand, such as registered designs, trade marks and copyright registrations.

These steps are all key, particularly if you are claiming R&D tax relief, because securing a patent is evidence of an inventive step, which is essentially overcoming a technical problem or difficulty and part of the HMRC R&D qualification test.

Capturing innovation and safeguarding your intellectual property is important. It gives you a competitive edge and secures future income. Your innovations really are your company's lifeblood, so make sure you take all the right steps to keep them safe.

Robert Games

MANAGING DIRECTOR



Albright IP



DOCTRINE OF EQUIVALENTS

BRINGING GREATER PROTECTION IN THE UK FOR PATENT OWNERS



Owning a British patent now gives you greater protection, thanks to a few recent court decisions.

Let's first look across the Atlantic at our American cousins. For some time, patents granted in the United States have been entitled to a broader interpretation.

As a basic example, if your US patent described a widget held together using screws, and a copyist came along with essentially the same widget held together using bolts instead, then the owner of the patent in the United States would still hope to catch the copyist. She would argue that 'bolts' are equivalent to 'screws', and thus they achieve the same effect. They are equivalent features.

This is called the 'Doctrine of Equivalents'. What is worth mentioning at this point is that, in the USA, this 'Doctrine of Equivalents' is balanced by what is called 'File History Estoppel'.

Taking our basic example above, File History Estoppel basically means that, if you argue to the US patent examiner to obtain grant of your patent that your use of 'screws' to hold together your widget is important and you cannot therefore use 'bolts', your statement of 'screws' means just that and no more. You cannot then back-track later on and re-broaden your term 'screw' to also cover bolts in order to catch that pesky infringer. You are 'estopped'.

Armed with our knowledge of 'Doctrine of Equivalents' and 'File History Estoppel', let's now jump back over the Atlantic to the previously mentioned developments in UK patent law.



Following several high-profile cases in the UK, the Doctrine of Equivalents has now been firmly established. This has shaken up UK patent law quite considerably.

One of the court cases related to a 'link tail' bag for feeding ammunition to a machine gun. The patent required that the ammunition bag had an 'openable closure' (which in reality was a zip) extending along its length.

Unlike the patent, the copycat product had no zip and indeed no 'openable closure' along its length. It was just a closed tubular-looking bag with one end that was open to allow the feeding out of the ammunition belt to the machine gun.

However, the court decided that the 'inventive concept' of the copycat product was the same as the patent. In use, it achieved the same result and solved the same overall problem. Even though the copycat product had left out an essential feature of the patent (the zip or any closable opening running along the length of the bag), the copycat was still found to infringe.

So, that's the good news. With the 'Doctrine of Equivalents', your British patents potentially have a greater scope of coverage, and a greater likelihood of success when needing to assert them to protect your markets.

But, what about 'File History Estoppel', which in the USA balances somewhat the benefit of the 'Doctrine of Equivalents'? The even better news for UK patent owners is that, at present,

the British courts have not relied on File History Estoppel.

Currently, even though arguments have been raised during proceedings that the court should consider what was said during the examination of the patent to determine whether certain features of the patent should or should not be discounted, these have fallen on deaf ears.

That is not to say that the UK courts will never introduce the balancing factor of File History Estoppel to stop a patent owner from back-tracking in order to claim a broader interpretation of their patent. It just hasn't happened yet.

In summary, on the one hand, all of this is excellent news for any patent owner. Almost overnight, your British patent or patents have become potentially stronger without you needing to do anything.

However, on the other hand, it allows your patent attorney to potentially become lazy. If he or she knows the courts are going to give you a safety net (Doctrine of Equivalents) whereby features that you state as being essential are actually not, then care needs to be taken that they don't get sloppy! Careful, considered and strategic thought is always a top priority right at the outset when drafting any patent specification.

Adrian Hocking

DIRECTOR, UK & EUROPEAN PATENT ATTORNEY



Albright IP





CHARGING THE FUTURE



According to the United Nations, the electrification of transport has a vital role to play in slowing climate change.

Figure 1 speaks to Alex Lee and Andrew Aylesbury, Directors of Albright IP sister company Duku Product Design, about their innovative new EV charging point...





People are increasingly interested in electric vehicles (EVs) as a route to reducing their carbon footprints. The costs of EVs, and hybrid vehicles are gradually coming down, potentially putting ownership more in the reach of a wider driving public.

But what if you, like a good 40%-plus of the driving population, live in a home without off road parking, and therefore have no access to charging points?

Until now, your only real option would be to drive to a motorway service station, garage forecourt or an EV-designated charging bay – a pretty impractical solution for most of us.

Thanks to a great partnership between Duku, Urban Electric and Oxford City Council, that could all be about to change.

“We took on the challenge of designing the world’s first retractable pavement bollard that would put on-street charging within reach of those drivers who would otherwise have no close-to-home charge points,” says Alex.

“It had to be fully retractable so it would be out of sight and not causing an obstacle on the pavement when not in use. It had to be robust and able to withstand the wear and tear of popping up and down multiple times. It needed to be easy to use. It needed to be waterproof, to withstand the extremes of British weather and any drainage systems. It also had to fully comply with all the standards and regulations associated with working with electricity supply.”

Using sophisticated CAD and 3D printing, the team came up with UEOne: a pop-up bollard design ready for on-the-street testing.



“The three-way Urban Electric, Oxford City Council and Duku partnership applied for a grant from Innovate UK to enable the bollard design to be trialled and I’m delighted to say we were successful with our bid,” explained Andrew.

A six-month trial was duly rolled out on a residential street in Summertown, Oxford, using a pool car for residents to borrow, charge and drive – putting the six bollards fully through their paces, through rain (there was a lot of this!) and shine, night and day. The trial began last summer and finished in early March 2020.

“Although installation proved straightforward and quick without the need for heavy machinery, navigating our way around the existing infrastructure beneath the pavement surface was an additional challenge – we obviously needed to have sufficient space

to house the bollard, which is made out of recycled plastic, without disturbing other utilities such as telecoms cables, or gas and water pipes,” admitted Andrew.

“We also had to make sure that when fully retracted, the bollard top would be flush with surface of the pavement, avoiding any unsightly street furniture and removing any potential trip hazards for pedestrians.”

A small ring of light indicates where each bollard is located, and drivers can use their smartphones to activate the charger.

Performance of each of the bollards was monitored throughout the trial, enabling the Duku team to identify improvements and design refinements and work on these back in the studio.



"We were able to turn these around within a couple of weeks, and retrofit changes to the bollards straight away," says Alex. "It was great to be able to respond in such a flexible and agile way, to make sure the design was evolving speedily and keeping up with user needs."

The result, says Alex, is a very successful trial, with great feedback. "Users agreed that reliability, access, and availability were critical for any on-street charging infrastructure to work effectively. What was really encouraging was that the drivers reported 100% reliability with the trial chargers: a great foundation from which to build."

"This really paves the way for manufacturing the bollard on a commercial scale, something that Urban Electric are now investigating – they are exploring the potential for UK-wide roll-out with a potential partner."

The city council is also discussing with an energy supplier how such infrastructure can be rolled out more widely.

"Meanwhile, we've made some further refinements to the design, and we can honestly say that the next version of UEOne quite literally won't share a single component with the initial, first-in-the-ground bollard. A great example of fast design evolution!" says Andrew.

"This means we'll have an even more robust and reliable charger point that is capable of being manufactured at scale. It's exciting to think this could open up access for on-street EV charging to a much wider audience."

Duku has been liaising with its sister company, Albright IP, to ensure that the appropriate patents were secured as the trial progressed. "It was a vital part of the project, as we want to protect our great innovations, and map how we solve any problems as we go along," says Andrew. "We know that there's already keen interest in this new technology from a number of local authorities, as well as from private estates and conservation areas, and from other countries like America, India, South Africa and the Czech Republic."

In spite of the worldwide outbreak of COVID-19, Alex is confident that Duku can continue to work on the design and support Urban Electric in any roll-out plans. "The supply chain in China is operating once more and our own design team are working remotely, which means we're ready and able to respond as and when."

An interesting 'side effect' of the successful UEOne trial is that the Duku team has grown its ability to respond to other customer needs. "We expanded our workshop facilities and 3D printer capabilities during the trial, so we could make the parts needed to refine the bollard design in house," says Alex. "With the additional machinery we brought in to enable us to make our own metal components, this means we're now set up to create small runs of prototypes, or make design changes for other clients."

"In turn, this means we're helping our customers to get their new products to market more quickly than would previously have been possible."



DUKU DESIGN COMPETITION

WINNERS ANNOUNCED!



With lockdown proving a challenging time for all, young and old, our sister company Duku decided to challenge local schoolchildren to put on their thinking caps and come up with a new product to brighten someone's day.

DESIGN COMPETITION FOR KIDS

Take a look at the winners, their creations and lego prizes!



ALBRIGHT IP NEWS

CHELTENHAM-BASED IP FIRM PROVES SMALL CAN BE BEAUTIFUL – AND SUCCESSFUL!



We have again demonstrated our top-flight capabilities after earning a place in the recent Chartered Institute of Trade Mark Attorneys (CITMA) rankings.

The annual league tables produced by CITMA show how many filings IP companies have made – and in the 2019 results released earlier this month, Albright IP checks in at number 29 in the UK, and number 15 in the EU.

These latest league tables are a clear indication that not only are we experts in what we do, but that we're also able to offer a very competitive service, both to clients in the UK and beyond.

Clients know they can rely on us to deliver a focused, consistent service that helps them to protect their investments in innovation and creativity. We may be a small company compared with many of the others listed, but the CITMA tables show this is no barrier to our success.

All our clients benefit from our attorney partner led approach. We employ 30 people across the company and have seen significant growth over the past few years, currently working with more than 2,000 companies across the world, including Europe, the US and China.

We have consistently appeared in the CITMA annual top-filer rankings, which is very impressive and testament to the skills and capabilities we have within the trademark team.

Our commitment to quality, underpinned by attorneys able to give sound commercial advice, delivers what customers need when it comes to trademark filings. The trademark team have worked hard to achieve these rankings and I'm very proud of our staff.

BUSINESS ADVICE

WHAT CAN WE LEARN FROM THE HUGO BOSS APPROACH TO TRADE MARK ENFORCEMENT



Julia House, Director, UK & European Trade Mark Attorney at Albright IP, takes a look at the Hugo Boss trademark story, which has seen the fashion house hit the headlines for all the wrong reasons...

In these bewildering times we find ourselves in (Brexit, COVID-19, Brexit again), fortune occasionally sees fit to part the gloom, and serve up some much-needed levity. Enter Hugo Boss. Not the designer clothing company one might expect, but rather, the comedian formerly known as Joe Lycett.

On 1 March 2020, Hugo Boss, the man (hereafter 'Boss'), tweeted the following in protest against the Trade Mark enforcement practices of Hugo Boss, the brand (hereafter 'Hugo Boss'):

"So Hugo Boss (who turnover approx \$2.7bn a year) have sent cease & desist letters to a number of small businesses & charities who use the word 'BOSS' or similar, including a small brewery in Swansea, costing them thousands in legal fees and rebranding.

It's clear that Hugo Boss HATES people using their name. Unfortunately for them this week I legally changed my name by deed poll and I am now officially known as Hugo Boss. All future statements from me are not from Joe Lycett but Hugo Boss. Enjoy."

As one might expect of such an unorthodox protest, Boss' efforts were an immediate viral sensation, spawning tens of thousands of retweets, and extensive news coverage by the British media. The reaction provides an insight into an aspect of Trade Mark enforcement



that should not be overlooked; a Trade Mark owner should not assume that their rights confer exclusive and inexhaustible rights no matter what the context.

Like recent PR nightmares for McDonald's, Red Bull and Sky, Hugo Boss is another in an ever-growing list of toppled Goliaths whose enforcement tactics have caught the wrath of the public.

From the perspective of responsible Trade Mark maintenance, Hugo Boss' actions are understandable; they would wish to avoid their rights becoming diluted. At its most extreme, dilution can result in irreparable damage to a company's reputation if, for example, the goods and/or services covered by the conflicting Trade Mark are of an inferior quality.

In the 'small brewery in Swansea' case mentioned in Boss' tweet, Hugo Boss took action against two applications by Boss Brewing Co for Trade Marks that were ostensibly similar in terms of both Mark and goods and services. On paper at least, this seemed to be a prudent move to secure the exclusivity of their Trade Mark rights.

However, where one can go wrong is in failing to also consider consumer perception of a conflict, even if the conflict seems clear 'on paper'.

In *Hugo Boss v Boss Brewing Co*, it was unlikely consumers would ever confuse the activities of a designer clothing company with those of a brewery.

Thus, Hugo Boss' legitimate actions were perceived by the public as being so heavy-handed that it has led to this most unusual of protests.

Consequently, it is important that Trade Mark owners consider how they conduct the enforcement of their rights. Blanket, uncompromising enforcement is not always the best method of protecting a Trade Mark, especially when approaching individuals or small companies that may be unfamiliar with Trade Mark practice, and proceedings.

At Albright IP, we endeavour to offer pragmatic commercial advice when dealing with Trade Mark infringement. Should you require, our excellent Trade Mark team are always happy to provide assistance.

Julia House

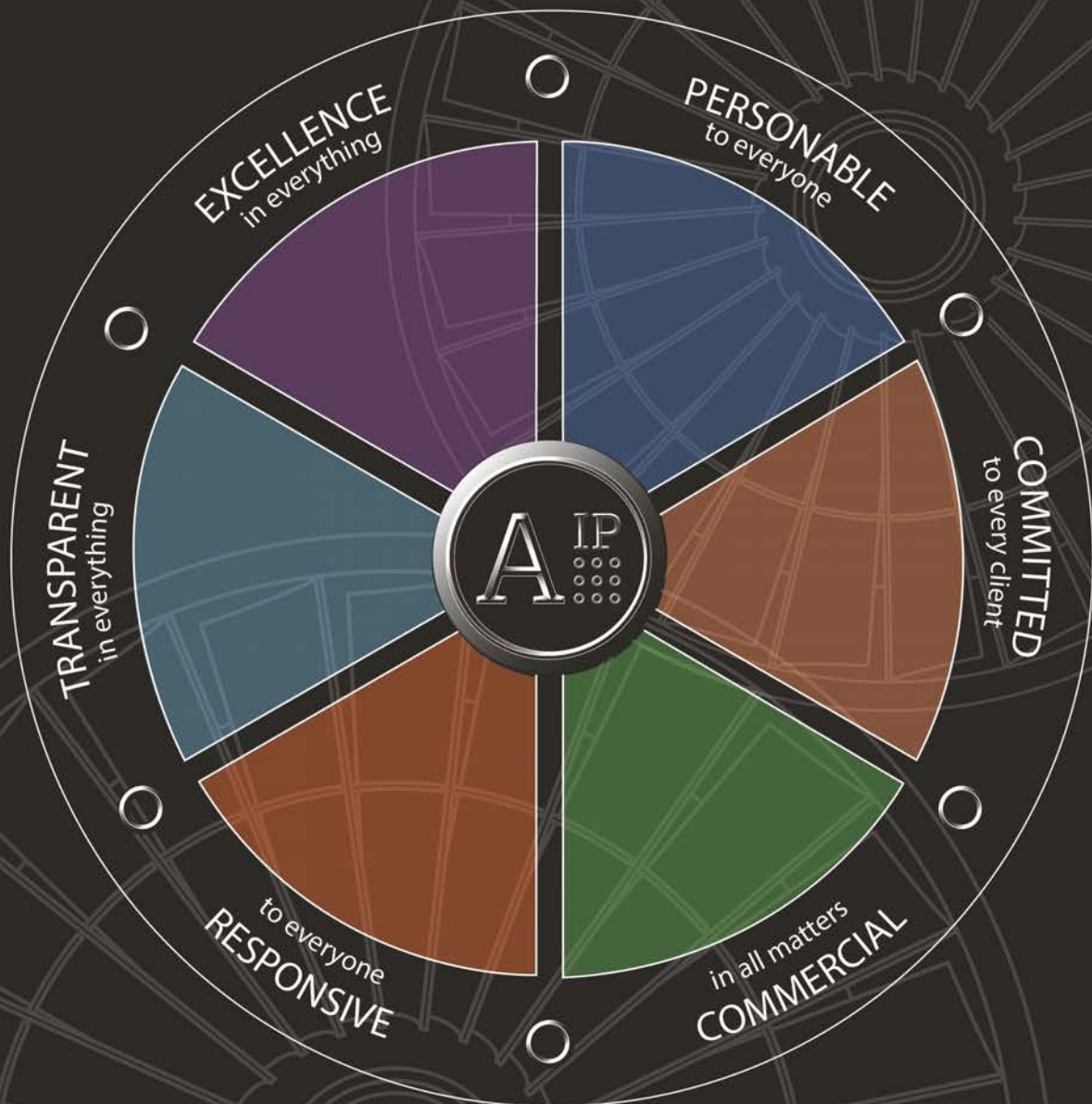
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Albright IP



"Our Values"



PROTECTING INVENTIONS, COMPANIES AND BRANDS SINCE 2007

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