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YOUR VOICE AGAINST DESIGN THEFT



**ACID 25 Years on...
what's next for
design policy?**

Dear ACID members

Designer to Design Warrior

Around 28 years ago, I got incredibly angry. This frustration stemmed from the growing culture of copying in the design industry. As an interior designer and later as a partner in a studio that designed and produced interior accessories for top-end interior designers worldwide, we were good at what we did. However, it also brought along a significant problem – theft. With theft came untold stress.

Every time our studio launched a new design, it was swiftly copied by larger companies with no legal recourse available for our small design company. We were essentially David fighting against the Goliaths, predators of new, innovative design. Many of them were and still are well known names on the UK high street.

ACID has since represented thousands of designers, and we've been dedicated to assisting the creators in their fight against design thieves. ACID promotes design originality as a means of achieving growth while advocating for stronger protection for designers against intellectual property theft.

So, together with an up-and-coming intellectual property lawyer called Simon Clark (now a Partner at Bristows), we came up with another idea: to create a plan to help David

In 2014, ACID's 15-year campaign had a significant impact on government policy, resulting in a landmark Act of Parliament. This Act made the intentional copying of a registered design a criminal offence punishable by imprisonment. However, most UK designers rely on unregistered rights, and the complexities of design law remain a challenge. Access to cost-effective legal remedies is still a privilege of a few. ACID continues to fight for the infringement of unregistered designs to be criminalised and to create a level playing field between copyright and design right creators.

“we came up with another idea: to create a plan to help David fight Goliath”

fight Goliath. Today Anti Copying in Design (ACID) represents thousands of designers. We're still here to help the good guys defeat the bad and promote design originality as a real route to growth. For the creator, not design thieves! ACID owes a huge debt to Simon for his tenacity and support in the early years.

As ACID celebrates its twenty fifth anniversary and as it enters its next phase, there is still so much to be done. So, I am more than delighted that Laura Newbold Breen (previously Head of IP for Magmatic aka 'Trunki' joins ACID as Chief Operating Officer, bringing her passion and expertise to our organisation, another enthusiastic



Dids Macdonald OBE
CEO & Co Founder of ACID

MEMBERS

Nick Kounoupias,
Tim Moss
and Dids
Macdonald



Adam
Williams

Ron Marchant



WHAT THEY SAY...
On ACID's 25th
anniversary

Lord Clement-Jones CBE

advocate of safeguarding designers' interests.

I am still as enthusiastic as I was twenty-five years ago about the future of design and intellectual property (IP) protection in the UK. Nick Kounoupias, ACID's Chief Counsel also shares this commitment and I and ACID would be all the poorer without his learned advocacy and support. A big thank you, Nick.

A robust IP framework is needed to support the design sector, enabling safe global exports while deterring copiers through effective legal support and damages awards. Respecting IP is vital, and it should be treated with the same seriousness as property theft. The existing disparity between

"We're still here to help the good guys defeat the bad"

design right infringement and copyright infringement must be addressed, especially regarding unregistered designs.

For effective policy to emerge, enlightened and informed anticipatory governance is essential not only looking at the creeping threats, trends, and challenges of today but contemplating and reacting with the benefit of history to the issues of tomorrow. Design and its protection deserve a commitment to futureproofing, and a huge thank you to the ACID Council for their work and support with this.

Collaboration, teamwork, and a shared sense of purpose are the key components of making our IP world a better place. Thank you so much for all your support over the last twenty-five years.

Dids

Lord Clement-Jones CBE House of Lords & ACID Ambassador

"Under Dids and Nick's fantastic leadership, ACID has led a great battle but there is still much work to be done to protect one of the UK's most significant assets - our design economy [100 billion employing nearly 2m in design skills]. We are now all looking towards the Designs Consultation in 2024 as a pivotal point in recognising the intellectual capital underpinning UK design, and for simplified design law with recommendations for cost and time effective solutions.

ACID has been at the forefront of driving this, but its voice must resonate and be heard by Government - levelling the playing field for UK design creators in line with those who rely on copyright must be a top priority. In other words, introducing criminal provisions for unregistered rights infringement is critical to add deterrence into the David and Goliath imbalance which is an ongoing battle for so many".

Tim Moss CBE former CEO of the Intellectual Property Office

"It has been great working with you, and I have really appreciated, and learnt from, your passion for designs and IP - you are a fantastic ambassador for the sector".

Adam Williams CEO of the Intellectual Property Office

"ACID was formed in 1998, when Apple introduced the first iMac, Furbies felt like the forefront of robotics, and the IPO was still known as The Patent Office. ACID has brought together those that both rely on, and support the UK's IP system, to help raise awareness of the importance of IP in design.

We have been pleased to work with ACID to help ensure our IP system continues to support creativity and innovation in design, and in particular that our design system works effectively for smaller design-led businesses and lone designers. Championing initiatives such as the introduction of criminal offences for the intentional infringement of registered designs, and the introduction of a Small Claims Track within the Intellectual Property Enterprise Court (IPEC), ACID has been a strong and consistent voice for Great British Design.

We are delighted to join with ACID on their 25th anniversary to celebrate all those who play a vital role in supporting and promoting IP rights and highlighting the importance of the business of design to our economy. We cannot underestimate the key role that all our partners play in helping us deliver on our ambitions".

Ron Marchant former CEO of the then Patent Office, now Intellectual Property Office

"You have changed the whole perception of Design as IP over the last 25 years. Well done".

ACID – 25 YEARS ON AND THE FUTURE....

In writing this review of ACID's first 25 years I am reminded of the following quote, attributed to Mahatma Gandhi.

First they ignore you, then they laugh at you, then they fight you, then you win.

It resonates with me as it succinctly sums up the history of ACID and our various campaigns to improve the lot of designers.



Nick Kounoupas,
ACID Chief Counsel and IP
Director of ACID

CAMPAIGNING

Design law is often referred to in patronising terms as “the Unloved Child,” “the Cinderella Right,” and “the Poor Cousin” to name just three. This indicates the relative importance accorded to design law and designers and the shocking disregard of both prior to the establishment of ACID. And yet following the Second World War and the shocking economic devastation to the UK, Winston Churchill identified the design sector as that which was going to lead the UK's economic recovery. Indeed, the Design Council was created in 1944 to tackle the post-war economic recovery. But over the intervening period as the music, recorded music, film, video, and computer software sectors thrived, design law and designers were relegated to secondary importance with the catastrophic result that in 1989 three dimensional designs were removed from the protection of copyright laws and provided with a self-standing sui generis IP right called the Unregistered Design Right, with a much lower duration of protection and no criminal sanctions for deliberate copying of those designs.

Throughout the 1990's the rights of designers were thus **ignored**, then ACID was created to redress the balance. But the difficulties of getting the voice of designers heard was illustrated well during the consultations and then the publication of the Hargreaves Report in 2011. Had it not been for the chance occurrence of Dids sitting next to Professor Hargreaves at a dinner, its likely that design law reform and designers would have been completely ignored in that seminal report. Even when the report emerged the section on designs was paltry compared to that of other sectors and IP laws.

A few years later our complaints were scandalously described by a leading judge as being “shrill.” Our campaigns

to criminalise deliberate unregistered design right infringement, and thus bring the law into line with copyright, trademarks and registered designs were also **laughed at**. Our campaigns were inaccurately described as being “chilling for innovation,” with no evidence at all to substantiate this gross misrepresentation. Yes, there are multinational organisations that oppose criminalising this law but that's because they openly admit that their business model requires deliberate copying of unregistered designs.

We have been **fighting** with the Government and these multinationals for the last decade to remedy this omission. Why should it be a criminal offence punishable by ten years in prison to copy a two-dimensional drawing but not a criminal offence at all to copy the finished article? It's crazy.

We do feel that we are getting closer, however. ACID is now a Tier One stakeholder at the Intellectual Property Office, which means that we get easier access to decision makers and our voice is heard. Also recent technological developments, for example in the field of 3D printing, have highlighted the importance of strong criminal provisions. Only a few weeks ago the NCA, the National Crime Agency again expressed concern about the availability of 3D printed guns. We first expressed our concern seven years ago and, at the time, officers from PIPCU, the Police Intellectual Property Crime Unit, bemoaned the lack of legislative tools to deal with this.

Had it not been for ACID I wonder how catastrophic the lot of designers would now be. Many congratulations to Dids and the team over many years of campaigning.

I am looking forward to writing that “they have now **agreed** with us” soon.

A view from Switzerland – will decisions reshape this area of law?

Copyright protection of works of applied art

In the UK, the European Union and Germany, decisions are out which will, or at least have the potential to, reshape this area of law. We are waiting with bated breath whether they will make the life of UK and European designers easier – or the lives of copycats and budget-savvy design bargain hunters easier.

Intent of the author

George Hensher Ltd v Restawile Upholstery (Lancs) Ltd [1976] AC 64, the leading House of Lords authority on works of artistic craftsmanship (Art. 4(1)(c) of the Copyright, Designs and Patents Act 1988 (1994)), the Law Lords relied heavily on the intention of the individual who created or designed the relevant item. These arguments were picked up by the preliminary decision in the *Waterrower (UK) Ltd c. Liking Limited (t/a Topiom)* case of 5 August 2022 [2022] EWHC 2084 (IPEC). The final decision is expected anytime.

The question of the intent of the author is also the subject of the Swedish Patents and Market Court of Appeal's request for a preliminary ruling to the CJEU in the *Asplund c MIO* case. Specifically the Swedish court wanted to know whether originality should be determined on the basis of the creative process and the author's explanation of the actual choices that he or she made in that process, or on factors relating to the result of the creative process and whether the object itself gives expression to artistic effect. The German Bundesgerichtshof considers an independent request to the CJEU in its *USM Haller c. Konektra* case (Az. I ZR 96/22).

Which factors guided the creator in his or her personal choice (CJEU C-833/18 of 11 June 2020, item. 35 – *Brompton/Get2Get*) is a question that has to be answered from the perspective of the work, not the author. The subjective objectives of the author are relevant only as one way of proving that factually there was room for artistic decisions.

Aesthetic appeal

The traditional requirement that works of artistic craftsmanship must have aesthetic appeal, or rather something more than aesthetic appeal, as was the unquestioned basic requirement in *Hensher* and also one of the arguments in the *Waterrower* intermediary decision, has been done away with in the *Cofemel* and *Brompton* decisions of the CJEU, if the UK still cares. Whether an observer finds an object aesthetically appealing or having aesthetic content is irrelevant for the question of its originality and individuality. The German Bundesgerichtshof may like that or not (07.04.2022 - I ZR 222/20, c. 2.aa) - *Porsche 911*; 15.12.2022, I ZR 173/21, c. 1.b) - *display case light*).

Level of originality and scope of artistic decisions

In the recent German decisions on copyright protection of radiant heaters (Az. 5 U 77/21 of 30.3.2023), display case lights (I ZR 173/21 of 15.12.2022), and Birkenstock sandals (Az. 14 O 41/22 of 11.5.2023), the courts asked the question whether the object shows sufficient originality so that it can be viewed as creation with individual character. Note that the individual character is a characteristic of the work, not of the author. It is not the individuality and character of the author that is noticeable in the object, but the object itself is individual and has character.

Where functional objectives and technical requirements dictate a form and feature of an object, it is relevant whether they leave some or no room for originality and individual character.

Where functional objectives can be realized in more than one way, shape and form, the choices that remain possible within these constraints may be used by the author to create an original work of applied art. Of course the functional elements as such (non-visible hinges of the display case lights, sandal soles moulded to the footbed, ball-shaped connectors, etc.) cannot be claimed under copyright. But the combination of leather strata, the relationship in the dimensions between connecting rods, ball-shaped connecting links and cover plates etc. may very well enjoy copyright protection.

But the more limited the space for originality and individuality, the smaller the scope of protection. The producer of similar display case lights got away with his imitations because they were considered falling outside of the scope of protection of the original lights. The offeror of the triangle shaped radiant heaters and the producers of almost-Birkenstock sandals, however, had to give way to the originals.

The limitations imposed on works of applied art by functional objectives and technical requirements mirror the limitations of absolute art which come from the choices of artistic style and means of artistic techniques made by authors. They, too, lay outside the scope of protection of their work and limit their range of potential originality, but do not prevent and exclude originality. It is therefore quite appropriate to apply the same standards in judging the originality of works of applied art and of works of absolute art (CJEU, GRUR 2019, 1185 Rn. 24 - *Cofemel*).

Scope of protection

Where there is little space for aesthetic decisions, there can also only be protection for the features which fill that space. In that sense there is a parallelity between the level of originality of a work and the scope of protection it enjoys (Swiss Supreme Court, 4A_472/2021; 4A_482/2021 of 17 June 2022, c. 7.3 - *fire ring case*)

Dr. Reinhard Oertli, LL.M. (University of Pennsylvania), Partner
MLL Legal, Zurich, Switzerland

Laura Newbold Breen

ACID's New Chief Operating Officer

Copies & Consumers; are behaviours changing?

When I began putting finger to key to write this piece, I couldn't believe what UK designers, manufacturers and SMEs had endured in fewer than 10 years since I first wrote for ACID back in the dim and distant past of Issue 54 in early 2015.

“explosion of fakes and copies”

At the time, Online Marketplaces had exploded with fakes and copies, causing a perpetual 'whack-a-mole' type situation for designers trying to protect their valuable IP. I was astounded by the frenetic pace at which IP infringement was taking place globally, yet understanding IP within our own jurisdiction was still significantly challenging before even trying to get our heads around the IP nuances of China and beyond.

My IP learning and knowledge sharing often focussed on two key elements; improving understanding with Chinese marketplaces about IP rights and parity for UK designers with EU IP legislation, especially when it came to such aspects as Unfair Competition. The road felt long, but the work of those such as ACID was encouraging, upping the pace at which we could travel along it.



Laura Newbold Breen,
ACID Chief Operating Officer



But a significant challenge for UK businesses arrived; Brexit. Import and export costs, and the uncertainty for IP, underpinned many a sleepless night. Just as we speculated about the future, it arrived in the form of a global pandemic. 2020 was defined by lockdown, furlough, retail closures and economic uncertainty. When January 2021 finally arrived in a collective sigh of relief, I'm sure many ACID members will remember the customs queues as import and export rules were thrashed out, whilst we simultaneously faced the business and cost implications of duplicating IP rights as Brexit picked up where it had left off pre-Covid.

As a Psychologist, the impact of sociocultural change on human behaviour fascinates me and, as I considered all these challenges, I realised I was thinking of IP in these same terms.

A 'get it now and get it cheap' culture flourished thanks to the rise of the next, or even same, day delivery. An insatiable demand for quantity quickly, paired with the cost of living crisis in recent years drove a demand for the cheapest, quickest options. Mass production and online marketplaces could meet this demand, and it hit me that this perhaps created a cultural acceptance of IP infringement.

But is this consumerism starting to change?

When doing Christmas shopping, it felt like a cultural reorientation was getting underway - perhaps thanks to the non-negotiable need to reduce our carbon footprint and buy sustainably. Now, more than ever, we are aware of the environmental cost of shipping

that cheaper alternative across the globe. Consumers increasingly want to know their purchase has been sourced ethically; both in terms of the environment and the manufacturing process.

Our UK designers and manufacturers can provide this reassurance, often with a personal touch that's lately been so rare in our remote, virtual world..

Culture is shifting. Consumers are making conscious decisions to buy locally, ethically and thoughtfully. That's something we can really feel motivated about. This growing desire for the original, unique and crafted product can only bolster the UK economy, and the value of IP in this process is plain to see. Protecting our UK designers and manufacturers is...to put it mildly...a no brainer. With UK IP now firmly on the table for discussion

"I always feel incredibly proud to see a UK made product roll off a production line"

Having experience in product safety and compliance, I know the hard work and dedication our designers and manufacturers go through to bring their ideas to fruition. I always feel incredibly proud to see a UK made product roll off a production line, and to receive an item ordered from a UK designer to whom my purchase means so much to their business.

Now that is a quality price worth paying, and a delivery worth waiting a day or two for.

post-Brexit, there is no time like the present to put our collective heads together to shape the future of IP, leveraging the sustainability and originality that copies and fakes cannot.

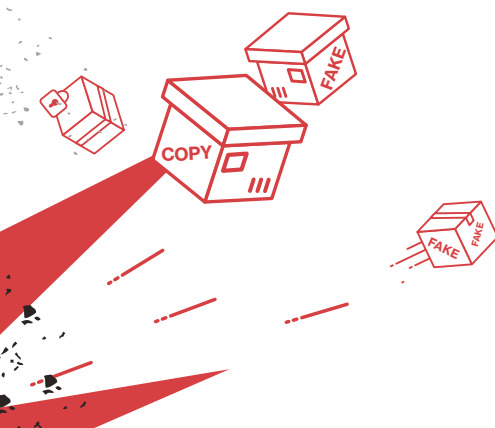
Let's create a culture of education and understanding about the true value of IP for our consumers, designers and manufacturers alike.

After all, creativity is what you all do best!

Laura Newbold Breen, ACID's newest member and Chief Operating Officer, was previously Head of Legal for Magmatic Ltd, which owned the Trunki brand prior to its successful acquisition earlier this year.

Having originally joined Magmatic Ltd in 2013 as PA to CEO & Trunki Daddy Rob Law, Laura became more involved in the company's ever expanding IP issues. As a result, there was a natural lean towards developing her diverse legal knowledge base, embracing the opportunity to learn about IP at grass-roots level in order to pioneer a resourceful approach to Brand Protection and becoming the manager responsible for all aspects of IP. As well as IP, Laura was Product Compliance Manager, ensuring all products' compliance with safety legislation throughout the globe, and HR and Customer Services Manager.

Laura thrives in an environment where she can use her multi-faceted skills and love of learning to support the business and team the best way she can. She is passionate about UK manufacturers, designers and SMEs and especially committed to supporting them as they navigate the never-ending complexities of IP.



Winners of the ACID at 25 Membership Giveaway

Introducing Vera Bergshoeff

Vera, a recent graduate of Duncan of Jordanstone College of Art and Design, is a force to be reckoned with in the textile design industry. With her First Class Honours in Textile Design and specialisation in knitted textiles, she has already made a strong impact. Passionate about creating innovative and textural fabrics, Vera has an impeccable eye for detail and a true dedication to craftsmanship.

Her love for continuous learning and growth has driven her to seek opportunities in expanding her knowledge and skills in dyeing, knitting, weaving, and the technological aspects of textile design. Collaboration is key for Vera, as she seeks like-minded professionals who share her passion for pushing the boundaries of textile design. With her enthusiasm and determination, she is sure to make significant contributions to the field.

Hailing from De Montfort University, where she is currently pursuing an MSc in Sustainable Textile Technologies, Vera's future looks incredibly bright. She is already

an award-winning designer and is poised to make even bigger waves in the industry. The industry should be excited to see what Vera will achieve next.

Vera Bergshoeff said, *"I am really grateful to have been chosen as one of the two winners of the giveaway. Since graduation I have been looking at how best to protect my work. When I attended New Designers alongside my class, the fear of my work being copied grew. It was my first time showing my work outside of University and Dundee and now all of a sudden there were companies from all over the world looking and photographing my work. During New Designers I was awarded a prize by CMS to help me with protecting my work, which is amazing, but I will not be able to protect all my work due to the high costs involved. Being able to join the ACID community means that I can make a start in protecting my designs, while I continue developing my work and learn what I can do in the future to protect my work."*

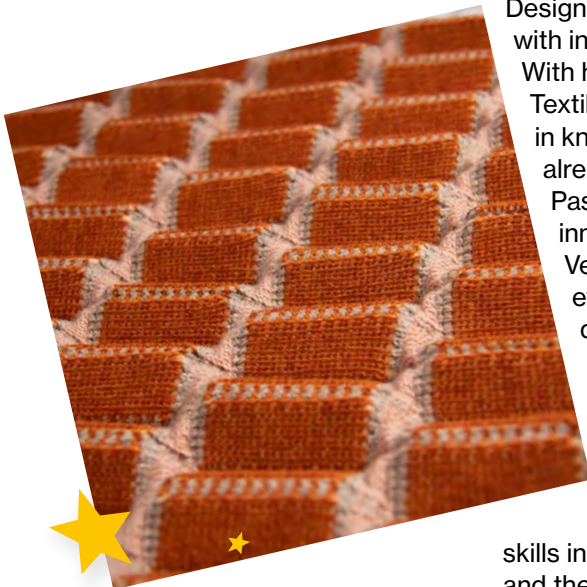
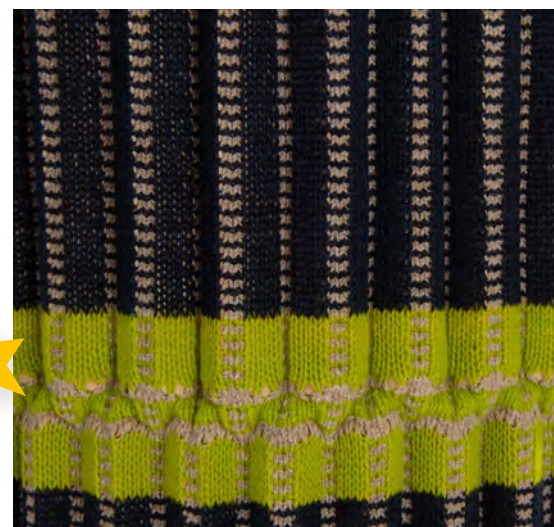


Photo by: Mark Cockledge

Vera Bergshoeff
www.verabergshoeff.nl



In celebration of ACID turning 25, we wanted to say a **BIG thank you** to all our members and followers by giving not one but two lucky entrants a year's free membership. Many talented designers entered on Instagram and we randomly selected two winners for the big prize.

Introducing Eric & Albert

We are thrilled to introduce you to Eric & Albert, a small family-run business dedicated to creating timeless wooden toys! Crafted and designed by a husband and wife team, each toy is a unique piece of art. With their son always by their side, this business truly represents the love and passion of a family.

From the initial crafting process to packaging and marketing, everything is done in-house. This ensures that every detail is carefully attended to, resulting in exceptional toys. Each toy is individually carved and hand-painted, giving them their own distinct character. Eric and Albert launched their company in December 2017 with their original Winter Collection. The name of the company was inspired by their two creative grandfathers, who greatly influenced their childhood with their crafty skills.

What sets Eric & Albert's toys apart is not only their craftsmanship but also their commitment to eco-friendliness. They use wood grown in Britain, supporting local resources and reducing their carbon footprint. Additionally, all the toys are made and painted by hand in Wales, UK. As these toys are highly sought after and meticulously crafted, there may be a 3-4 week turnaround time. But rest assured, each toy is worth the wait. So why not dive into the world of Eric and Albert's wooden toys? You'll discover a collection filled with charm, quality, and endless imagination.



Rebecca, Eric & Albert, said, *"We were absolutely over the moon to win the membership with ACID. It has been on our wish list of things to add for many years. Having others copying our designs and work has been a constant source of anxiety, worry and heartbreak for us. To see your brand and designs that you've worked so hard to build and create copied directly from you is so upsetting. To know we will have a sounding board and support alongside us for how to deal with these constant occurrences for the next year for free is incredible! Thank you so much for such a generous gift."*



Eric & Albert

www.ericandalbert.com

Some of ACID Member legal triumphs over the years...

One of ACID's key objectives has been to safeguard designer's creative work and we're proud to have supported many members with direct access to some of the UK's best design law forms.

So often a 'letter before action' (LBA) from an ACID legal affiliate can send a relatively inexpensive shot across the bows, bringing an early result.

There have been hundreds of successful settlements on behalf of ACID members and below is a snapshot of just a few...

M&S forced to pull products after ACID member Rachael Taylor spotted lookalikes of her own original design.

The design in question: Rachael's 'signature design', a hand drawn etched floral design. Rachel said it was one of her signature designs and that she would never have granted permission for M&S to use it. Without admitting liability M&S withdrew the products from sale saying they had bought them 'in good faith' from a direct supplier. In the age of the internet, increasingly high street retailers are realising that reputational damage is critical and in this case they acted quickly. Initially M & S stonewalled any legal challenge but eventually the furore in the media had a good result though for Rachel, the stress was something she would not want to repeat.



ACID's legal teams have achieved numerous victories, settlements and raised profiles for David & Goliath battles, both big and small, in mediations, legal settlements and court cases.



By shouting very loudly in the media about these successes in various forms, the ACID brand has developed as a brand of deterrence, sending a clear message that ACID members have a zero tolerance of theft underpinned by a strong, proactive IP strategy to fight back.

Lookalikes, packaging, and M & S

Cutlery and gifts specialist Robert Welch Designs Ltd and Marks & Spencer plc reached a confidential settlement to the satisfaction of both parties involving a design dispute. Robert Welch claimed that M & S plc had copied packaging designs from Robert Welch's Radford cutlery range on M&S's Loxley and Oxford cutlery collections. Robert Welch have always and will continue to have a proactive and robust approach to what they consider to be look-alike copies on the market. Their last successful copying challenge was against Argos.



Leading upholstery company Buoyant takes on Tutti Frutti lookalike chair!

ACID Member Buoyant Upholstery Limited spends approximately £1m per annum on design and development function. Buoyant successfully resolved a dispute with Tutti Frutti Direct Limited concerning the unregistered design right in Buoyant's Hilston rocking chair design. Buoyant was represented by ACID's Legal Affiliate Taylors Solicitors. Taylors instigated pre action correspondence for Buoyant and quickly moved to an amicable settlement whereby Tutti Frutti agreed substantially to change its design.



£15k paid after Bluebone challenged Baumhaus over lookalike challenge

Despite not acknowledging infringement (no-one ever does!), Baumhaus Imports paid ACID member Bluebone £15,000 over a lookalike challenge. When Bluebone discovered competitor Baumhaus was importing a furniture range known as "Urban Chic" which looked virtually identical to its "Titanic" range of furniture, they decided to act decisively. A settlement was reached avoiding the need for Court proceedings. Baumhaus claimed to have only made only a small profit on sales of their Urban Chic range and agreed to stop manufacturing or importing Urban Chic and to pay £15,000 compensation to Bluebone for its UK sales. Baumhaus said the settlement would wipe out its profits on the Urban Chic range.

Old English Company halt Morrisons' sale of infringing designs

ACID member Old English Company Ltd, who design and manufacture a range of high-quality bespoke giftware items, successfully resolved a copyright infringement dispute against national supermarket chain Morrisons over the sale of infringing designs printed on mugs. Old English Company were assisted by ACID's legal affiliate, McDaniels Law. Despite not admitting liability, Morrisons and Old English reached a settlement, the terms of which were confidential.





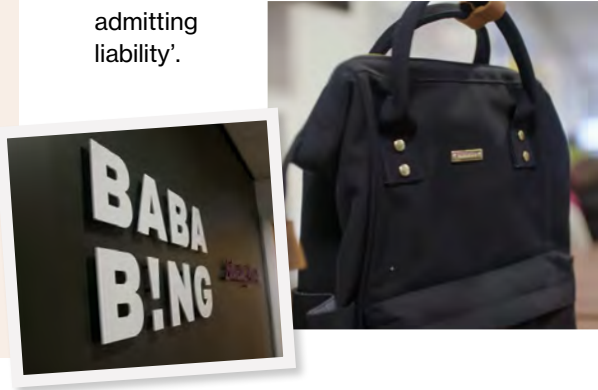
ACID Ambassador Chris Dunford takes on mighty behemoths ALDI

Aldi had not only used the Triclimb Pickler Triangle registered trade mark belonging to Chris Dunford but had also marketed her registered design children’s frame. However, after much high profile and detrimental press, they withdrew the product. The mental stress cause to Chris cannot be underestimated. Triclimb took to social media in outrage at this blatant infringement, but the irony is that this product has since received national fame as her design has been championed by permanently being displayed in the new Young Victoria & Albert Museum. It is heartening to see excellence prevail in the land of the “me too” culture of copycats.

Aldi lookalikes halted in high profile BBC exposure - A David v Goliath result for ACID member BaBaBing!

BaBaBing, launched their award-winning “Mani” baby changing backpack in the spring of 2018 but were horrified when they discovered Aldi selling a “dead ringer” and under-cutting the BaBaBing Mani design by over half as part of a promotion for babies called ‘Specialbuy’.

Following a recent high-profile BBC exposé of cheap look-alike baby bags being sold by supermarket chain ALDI, remarkably similar to those designed by ACID member BaBaBing, Aldi decided they would no longer sell the lookalikes but ‘without admitting liability’.



COS Stores and Robe de Voyage – a mediated settlement

Jess Linklater, whose glamorous designs have featured in countless celebrity gigs, was horrified to discover from design colleagues that COS were selling a virtually identical design to her original “Scribble” signature range of luxury wear. Not only were the lookalikes made in inferior material, but they were for sale globally. Over 2000 posts on social media indicated the outrage of fellow designers everywhere, showing how easily recognisable the alleged replication was. Even some of COS’s ex-employee designers wrote to her sharing their disdain for what

appeared to be such blatant copying. ACID came to the rescue by negotiating a mediation between Jess and COS but the journey to arrive at this point was harrowing and stressful. A confidential agreement was reached with COS denying any liability. As with most IP challenges with high street retailers, a strict condition of the mediation agreement was that the terms of settlement remain confidential.



ACID member Halo in \$3.8 million “knowing & wilful” IP victory against Comptoir Des Indes

ACID Member Halo Creative & Design Limited (Halo) won a significant victory against Comptoir Des Indes (CDI) in Chicago, Illinois with a permanent injunction following a guilty verdict in the design patent, trademark and copyright infringement suit by a federal jury sitting in Chicago in a case involving Halo’s most iconic furniture and lighting designs. The jury found CDI’s infringement to be knowing and wilful. The Court also entered an Order awarding Halo pre-judgment interest on the amount awarded by the jury, bringing Halo’s total damages award to nearly \$US 3.8 million.

B & M bargains pays £25,000 damages to Big Little Toys in copycat Christmas elf case

ACID member Sarah Greenwell, owner and creator of Big Little Toys discovered a look alike product launched by B & M Bargains which was almost identical to her product "An Elf for Christmas". The B & M product was called "A Magical Christmas Elf". B & M Bargains initially denied any infringement and continued sales of their product and so Big Little Toys issued proceedings at the Intellectual Property Enterprise Court (IPEC).

In a legal settlement between Big Little Toys and B & M, undertakings were received from B & M that they will not sell the offending product again, agreeing to pay Big Little Toys the sum of £25,000 in damages and to pay their legal costs subject to the IPEC scale caps.



ACID member Moda Furnishings triumphs in design right claim

One of Moda's best-selling and innovative designs was copied by Furniture Vault. Moda demanded undertakings to discontinue the importation and sale of the infringing products, delivery up of residual stock and payment of compensation and costs. ACID legal affiliate, Tony Catterall of Taylors Solicitors, was instructed to issue proceedings in the IPEC.

The claim was settled on the eve of Moda's application for an interim injunction, with Furniture Vault agreeing to settle on the terms demanded by Moda, including undertakings in lieu of an injunction, delivery up of Furniture Vault's residual stock, payment of damages and payment of 100% of Moda's costs.

ACID Member Designers Guild V Washington DC

Early in ACID's history, copyright history was made when ACID Member, Designers Guild (DGL) won a landmark case against Russell Williams (RWT) for copyright infringement of their neo-impressionist textile design, Ixia.

RWT vehemently denied that their design Marguerite was an intentional reproduction of DGL's design. Following a lengthy appeal process, the case was referred to the House of Lords who upheld the decision of the first judgment. In doing so, a paradigm shift was made in law whereby design copyright would now be assessed on a qualitative, rather than quantitative basis.

Royal Armouries Pay £5000 to ACID member Table Art in intellectual property dispute

When ACID member, Table Art discovered that the Royal Armouries were using centre pieces identical to some of their signature pieces,

Despite McDaniels Law sending a strong Letter Before Action (LBA) with evidence of their IP ownership, at first Royal Armouries denied any infringement forcing Table Art to issue proceedings in the Small Claims Court. Despite not admitting liability, Royal Armouries agreed to destroy, on oath, all the centre pieces complained of and pay £5000 in damages and costs.

ACID Member Shoeless Joe Takes Swift IP Action against Kandy Toys

When Shoeless Joe discovered that Kandy Toys were selling copies of their range of seaside mobiles and other gifts, they decided to act and sent them a letter before action which received a swift and positive result when they were paid £2500 in damages and costs and agreed that the gifts could be donated to Barnardo's.



Talking Tables Ltd and B & M Bargain

Designers and manufacturers Talking Tables Ltd launched a new product, Prosecco Pong[®], to the market in early 2017. After 7 months in development, the product bounced on to the shelves and became an instant success and became viral on social media in both the UK and the US.

Despite registering the design, obtaining a trade mark, media coverage and vast experience in taking legal action against those infringing its rights, ACID member Talking Tables were incensed to see B&M Retail Limited selling, what appeared to be an almost identical version. Following an application for an interim injunction to the High Court, B&M Bargains agreed to remove the product from sale, pay Talking Tables its legal costs and substantial damages.



ACID: A Quarter of a Century Later

A Manifesto Committed to Design & IP

Celebrating its 25th anniversary, Anti Copying in Design Ltd (ACID) stands as the foremost voice on design and Intellectual Property (IP) in the UK. Over the years, ACID has evolved into a pivotal player in championing the rights of designers, with a particular focus on combatting unregistered design infringement.

Criminalising Unregistered Design Infringement: A Necessary Step

One of ACID's landmark achievements is the advocacy for the intentional infringement of an unregistered design to be recognised as a criminal offence. Despite concerns from opponents suggesting potential chilling effects on innovation and business uncertainty, ACID has consistently argued that criminalising such infringement is essential for protecting the hard work and ingenuity invested by designers. This step not only reinforces the severity of the offence but also acts as a potent deterrent against illicit activities.

Unregistered design infringement poses a significant threat to innovation and creativity. While civil remedies offer some protection, they are inaccessible to the majority of UK designers who are SMEs, because of cost and time constraints. The introduction of criminal provisions sends a clear message about the legal system's commitment to uphold IP rights. This approach safeguards the rights of designers, fosters an environment conducive to innovation, and ensures that creators can reap the rewards of their endeavours without fear of unauthorised copying.

Additionally, criminal provisions empower law enforcement to take swift action against perpetrators, especially in the digital age where replication challenges IP rights. In summary, incorporating criminal provisions into the legal framework for unregistered design infringement is crucial for bolstering IP protection, preserving innovation incentives, and signalling a strong commitment to upholding designers' rights amid

evolving challenges.

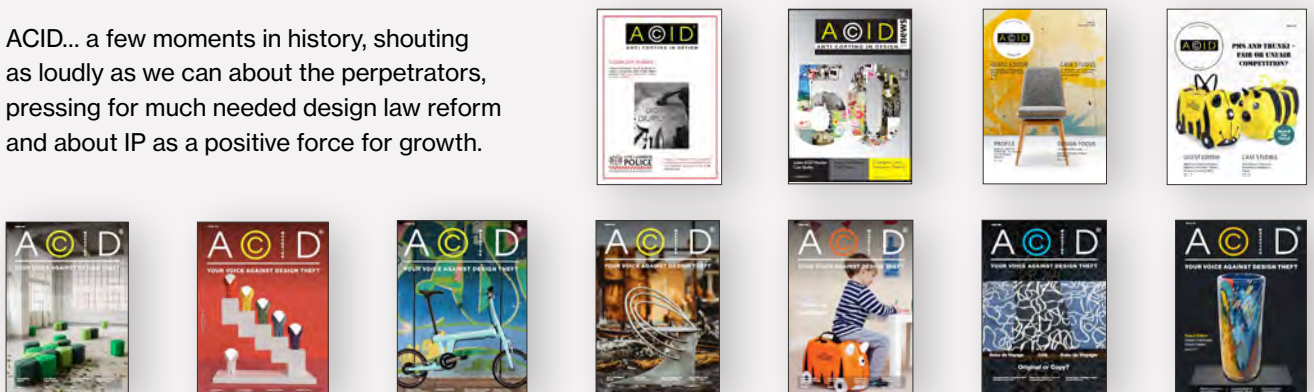
The Design Economy's Success Story

The design economy, a significant contributor to UK growth, employs approximately 1.97 million people and contributes nearly £100 billion in Gross Value Added (GVA), accounting for 4.9% of the country's overall growth. ACID conducted two surveys revealing that approximately 90% of respondents believe copying is blatant and deliberate, underscoring the urgency of addressing design infringement.

Focus on Government Collaboration and AI Principles

Looking ahead, ACID's focus will be to collaborate positively with the government, ensuring cost-effective and timely access to justice. The organisation aims to address the stress faced by lone designers, micro-businesses, and corporations dealing

ACID... a few moments in history, shouting as loudly as we can about the perpetrators, pressing for much needed design law reform and about IP as a positive force for growth.



UK DESIGN ECONOMY THRIVES, DRIVING ECONOMIC GROWTH



PROVIDING JOBS FOR NEARLY 2M PEOPLE INVOLVED IN DESIGN



CONTRIBUTING NEARLY £100BN TO THE UK'S GVA IN 2021



with continuing infringement before an expected Designs Consultation in 2024. Additionally, ACID remains actively engaged in discussions around Artificial Intelligence (AI), supporting the establishment of high-level principles for AI developers, emphasising securing consent, transparency, and robust systems to avoid IP infringement. Paramount is that IP creators are not disadvantaged by unauthorised use.

Under continuing discussion are:

- IP Insurance
- Inclusion of registered design infringement in IPEC Small Claims Track (SMT)
- Simplification of legal process for design disputes

Online Infringement and Accountability Measures

ACID continues discussions on holding businesses accountable for online infringement, advocating for the enforcement of "Know Your Business Customer" (KYBC) obligations. This transparency obligation, existing

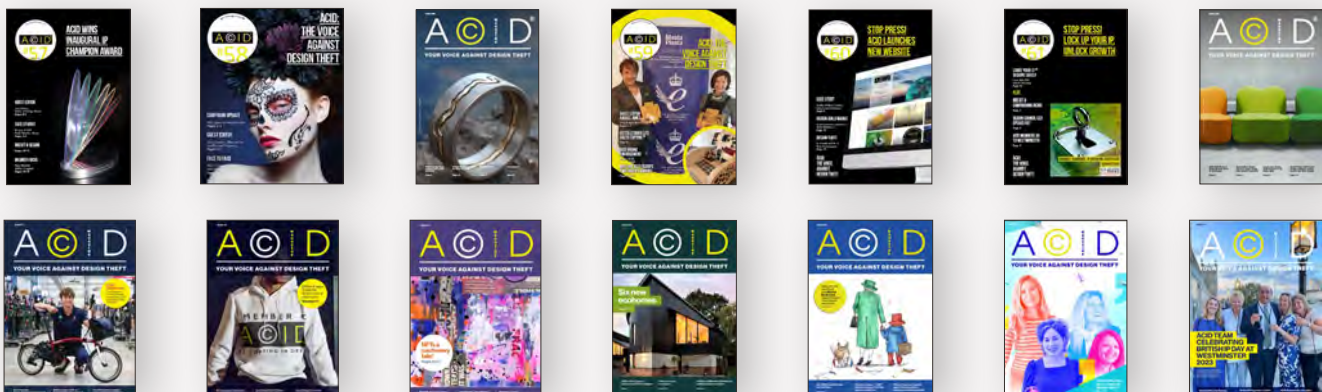
under the 2001 E-Commerce Directive, should be reinforced with dissuasive financial penalties for non-compliance.

Key Achievements to Date - ACID's 25-year journey is marked by several key achievements:

- Founding Anti Copying in Design
- Successfully lobbying for a name change from Patent Office to IP Office
- Campaigning for a dedicated IP Minister in the UK
- Co-founding the Alliance for IP and contributing to the establishment of the IP Crime Group
- Influencing the increase in copyright criminal term from 2 to 10 years in 2002
- Creating a groundbreaking alternative dispute resolution protocol with 5000+ successful outcomes
- Championing the Small Claims Track introduction to the IPEC in 2008

- Successfully lobbying for fee reduction for registering designs
- Influencing the introduction of intentional infringement of a registered design as a crime in the 2014 IP Act
- Advocating for a new Supplementary Unregistered Design right post-Brexit
- The organisation's impact is further highlighted by the acknowledgment of former IPO CEO Ron Marchant, stating that ACID has "changed the whole perception of Design as IP over the last 25 years."

In conclusion, ACID's quarter-century journey has been marked by a relentless commitment to protecting designers' rights, influencing legislative changes, and shaping the narrative around the importance of IP in the design landscape. As the organisation looks ahead, its focus remains on collaboration, innovation, and ensuring a robust framework for IP protection in the ever-evolving landscape of design, design skills, crafts, and technology.



MEET THE ACID LEGAL AFFILIATE TEAMS

Without ACID’s legal affiliates our members would not benefit from all the generous pro-bono work they give, they are the back bone of ACID. Together they offer collective, national and global expert legal knowledge which enhances how we impart education,

support members and offer legal perspectives on intellectual property. We are immensely grateful for their enthusiasm, engagement and involvement-. They are an integral part of our ACID “family”.



Robert Lands
Howard Kennedy
www.howardkennedy.com

Robert Lands is Head of the IP & Commercial team at Howard Kennedy and is a specialist in IP, data protection and commercial contracts with over 20 years of experience.

Services they offer for members are legal agreements, copyright and design issues, franchising and licensing, litigation, mediation and ADR, registrations and renewals, trade marks.

Robert Lands, *“Congratulations to ACID on its silver jubilee! ACID’s work over the last 25 years has been of enormous benefit to the UK’s design sector, in encouraging creativity, campaigning for change and nurturing the community. Despite the enormous progress that has been made,*

there are still challenges for ACID in the years ahead. To future proof design protection, UK law needs to be simplified and strengthened to ensure adequate protection for original designs. ACID doesn’t make the laws, only Parliament and the Courts can do that, but ACID plays a vital role in raising awareness of the issues that designers face and raising standards throughout the industry.”



HOWARD
KENNEDY

Headed by Tim Ashdown, DMH Stallard is an award winning law firm, ranked as a leading intellectual property department. Their lawyers will help clients with IP support, protecting assets , through to litigation and conflict resolution.

The services they offer members are, commercial agreements, copyright and design support, franchising and licensing, IP valuation and audits, IT, mediation and ADR, patents, trade marks, IP enforcement and dispute resolution.

Tim Ashdown said, *“Congratulations to Dids, Nick and ACID on 25 years of championing creativity and innovation. What an incredible legacy! Your work in support of designers and your dedication to protecting intellectual property is inspirational to all of us working in the field. We are proud to be an ACID Legal Affiliate and look forward to working with you and your members for many years to come – here’s to the next quarter century!”*



Tim Ashdown
DMH Stallard
www.dmhstallard.com





Members can access initial free legal advice and, should they instruct a legal affiliate, they also benefit from generous fee discounts. Throughout the year our legal affiliates support us at various ACID Accredited exhibitions where, if copying is discovered, an on the spot mediation protocol can be instigated. To date over the years there have been around 5000 interventions, most of them involve a copying complaint and only a few have reached a final Court hearing.

Our legal affiliates, under the leadership of chief legal counsel Nick Kounoupas, also contribute greatly to IPO consultations and meet regularly to discuss current IP issues.

Members can access help through the members' hub on our website.



Kelly Hudson

McDaniels Law
www.mcdanielslaw.com

Led by Kelly Hudson, the team are highly experienced in dealing with a broad range of Intellectual Property based issues. The Team will be in a position to assist and advise you on protection of your ideas, resolving disputes, managing your Intellectual Property Assets, securing ownership, raising capital, structuring business and dealing with your employees and suppliers who are integral to you in your creative ideas.

Services they offer to members are agreements, copyright and design, dispute resolution, franchising and licensing, IP valuation and audits, IT, litigation, mediation & ADR, patents, registration and renewals and Trade Marks.

Kelly Hudson, "The impact ACID has, particularly for micro enterprises and SME's cannot be understated. Countless designers and creatives have been assisted through the tireless work Dids and the ACID team do to promote and protect IP rights.

We have worked with ACID as a legal affiliate firm for many years, and I personally have been involved for 15 years, so I have seen first-hand the vital work ACID has done to educate on IP rights, assist with enforcement when needed and lobby for legal change to strengthen IP protection.

ACID provides a community for creatives, the likes of which cannot be found elsewhere, and which, going into its 25th year, is a force to be reckoned with."



Gavin Llewellyn, who leads the ACID Legal Affiliate team at Stone King, has acted for clients from across the design sector for over 20 years and has helped many ACID members to realise their IP potential. Gavin has a wealth of expertise in the law relating to design, which he combines with an understanding of the commercial issues facing both designers and retailers. Our firmwide expertise covers design, brands, manufacturing, retail, fashion, publishing, advertising, music, entertainment, sport, hotels, restaurants and leisure, property, gaming, technology and art.

Services Stone King offer members are agreements, copyright and design law, franchising and licensing, IP valuation and audits, IT, litigation, mediation and ADR, patents, registrations and renewals, trade marks.

Gavin Llewellyn, Partner at Stone King, said, "Congratulations Dids, Nick and all the ACID team for your remarkable achievements over the last 25 years. You have put design law firmly on the map. It has been a pleasure and a privilege to work with you for so many years and help you in supporting the creative sector."



Gavin Llewellyn

Partner at Stone King
www.stoneking.co.uk

SK STONE KING

Taylor's is a North West-based commercial law firm with a recognised expertise in Intellectual Property and particular specialisms in the textiles, home furnishings, manufacturing and software sectors.

The Intellectual Property team at Taylor's, led by Tony Catterall, provides a full range of strategic advice covering intellectual property disputes, contracts and licensing. Tony's awareness of the textiles, interior design and wallcoverings markets ensures he is nationally regarded as a leader in the field of design and copyright.

Services they offer members are agreements, copyright and design law, franchising and licensing, IP valuation and audits, IT, litigation, mediation and ADR, patents, registrations and renewals, trade marks.

Tony Catterall Senior Partner/ Head of IP at Taylor's said, "Many congratulations to A©ID on its 25th Anniversary! I first came across A©ID in the late 1990's when Dids was setting out on the path of helping designers to pursue their IP rights. That chimed with me as I was then (as now) working as an IP lawyer primarily acting on behalf of SME's whose copyrights and design rights were being infringed.

I was therefore delighted when my firm was invited to become one of the A©ID Legal Affiliates, helping to promote the vital task of protecting A©ID members' original work."



Tony Catterall

Senior Partner/Head of IP at Taylor's

www.taylor's.co.uk



Tony Pluckrose

Senior Partner at Boulton Wade Tennant

www.boulton.com

Boulton Wade Tennant is a specialist Patent, Design and Trade Mark firm. They help individuals and businesses protect, manage and enforce their intellectual property rights on a global scale.

They also offer an in-house search and watching facility, a full renewals service and a dedicated department for validating European Patents. Their practices are grouped into: engineering and designs, biotechnology and life sciences, chemistry and materials, high tech and electrical, and trade mark.

Services Boulton Wade Tennant offer members are Copyright and design, IP valuation and audits, patents, registrations and renewals and trade marks.

Tony Pluckrose, Senior Partner at Boulton Wade Tennant, said, "Under the superb leadership of Dids Macdonald & Nick Kounoupas, A©ID has become an extraordinary organisation,

representing the interests of designers and giving them a voice at the highest levels of government. A©ID has campaigned tirelessly for improved rights and enforcement opportunities for its members, the designers who are essential to the health of the UK economy.

The organisation has gone further and pioneered alternative dispute resolution solutions as good alternatives to traditional litigation. Dids Macdonald experienced firsthand the frustrations of designers in enforcing their rights and with energy and dedication decided to do something positive to change the status quo; A©ID is the result.

Many congratulations to A©ID on its 25th anniversary."



ACID IP Charter Signatories

The **ACID IP Charter signatory** is a cache of designers and organisations who believe in and want to stand up for respect, ethics and compliance in design. It is the opportunity to promote and protect IP rights, creating a culture of respect for the rights of the creative industries. Having a long list of individuals and organisations which support our ethos allows us to campaign and raise awareness encouraging respect for IP within individual and corporate responsibility. Anyone who signs the Charter, also signs a Code of Conduct statement of intent that sets out your promise to uphold ethics, respect and compliance as a minimum to designers of original works.

ACID Charter Signatories are those who have taken this pledge – from individuals and businesses within any industry, to designers themselves. Join us today and become an [ACID Charter Signatory!](#)



Chris Dunford – Triclimb

“As a small innovative company we have seen our designs stolen time and time again – we need change!

What we need is on-the-ground protection, assurance and a system that works. We need to be confident to create designs and know we won't have to spend our lives, and our profits, fighting to defend them whilst suffering the effects of the bullying tactics of David & Goliath fights – where deep pockets are essential”

James Howard – Clarion Events Ltd

“More than ever, protecting the design work of our industry is crucial. Having a Charter that we can all stand behind is naturally the most obvious way to protect ourselves against IP infringement and copyright disputes. The Furniture Show team here at Clarion Events are in full support of everything it stands for.”

Rachael Chambers – Ferrers Gallery Ltd.

“We often hear people here at Ferrers Gallery say, ‘Oh that’s a good idea I could do that’ and photographing work to copy it. It’s becoming more blatant, and we want our artists and designers to be protected from this. We would like to promote our support to ACID and all they stand for.”

Terri Harper – Scorched Earth Art

“I’ve experienced copyright theft in the past and ACID was instrumental in rectifying the situation. I back the Charter and support ACID.”

James Engel – Spaced Out Limited

“Design is a positive ingredient in a civilised society and therefore designers rights ought to be revered and protected.”

Carole Fenwick – Maggie Magoo Designs

“I’ve had my work copied a few times and it’s a horrible feeling. It seems to be happening more and more. It’s great to know ACID is there, for support, guidance and fighting on our behalf.”

Liane Spencer-Garnham – Lorelei London

“I am just starting a print based fashion label and want to protect my product and brand as much as possible. It’s scary though putting things out there unsure if they will be copied. By signing the ACID IP Charter, I hope this may make people think before lifting designs. After hearing so many horror stories I’m glad that ACID are trailblazing a way to protect designers IP rights. Thank you.”

Lord Clement-Jones CBE. – House of Lords & ACID Ambassador

“I am passionate about better protecting the creative work of our designers.”

Nicola Swann – Made With Mud

“Nothing demotivates more than having designs copied and exploited with others. ACID give’s protection and peace of mind when putting new ideas out there.”

Kelly Crossley – Make It In Design

“Together Make It In Design and ACID have supported more than 30,000 designers with a combined 35+ years of experience, and we are united in our commitment to helping creatives understand and protect their design rights. ACID offer essential support to designers and artists and have been instrumental in helping our CO-founder Rachael Taylor protect her own designs. Their expertise and support got her through one of the toughest experiences in her career.”

Jessica Taylor – Loadofolbobbins

“A healthy society and community is full of diverse and unique voices and the creative and business communities are no different. When any individual or company copies an idea not only is it completely immoral, it’s bad for business. We’ve seen so many brands damaged by such behaviour. I’m happy to sign this charter that sets the tone for the standards we should all hold ourselves to. We’ll be stronger as a community as a result!”

Adam Williams, CEO of the Intellectual Property Office (IPO)

“I am pleased to continue the IPO’s support for the ACID IP Charter. Promoting respect and integrity for IP in designs is hugely important and this Code of Conduct is a great way to demonstrate that to the public and designs community alike.”

New Partners, ACID and SnapDragon Fight Back Against Online IP Theft Together!

As ACID turns 25, our exciting new partnership with SnapDragon Monitoring is something to celebrate!



Our mutual commitment to protecting, educating, and supporting creatives' intellectual property (IP) rights has led to this strong collaboration. We believe this partnership will be highly beneficial for our members, creating a stronger position to offer more tips, advice, and education on how to better protect their IP. Our members will also be able to benefit from SnapDragon's proven record and expertise in online IP infringements and cost-effective online takedowns.

ACID members can now easily complete a fast-track form to SnapDragon, from their ACID member hub, like a legal affiliate request. Members will receive a 15% discount from SnapDragon services, offering quick and actionable online tracking and take-downs of IP infringements. We are confident that this exciting partnership with SnapDragon will take us to another level in the fight against the insidious culture of copying and counterfeiting, and we look forward to a bright and productive future together.

We have already kicked off our partnership with a joint webinar on brand protection, with a great turnout to see Dids Macdonald, CEO and co-founder of ACID, and Rachel Jones, CIO, and founder of SnapDragon, sharing their stories about why and how they started fighting for stronger IP rights and what, together, we can offer the creative community. The importance of creative businesses to start their own IP strategy cannot be underestimated.

Imitation isn't flattery, if it threatens your business and livelihood

...as Dids and Rachel have personally proven, you can fight back!



SnapDragon
Fighting fakes online



Dids Macdonald OBE, CEO of ACID, said, *“On a macro level ACID are working with government ahead of an expected White Paper to influence more accountability, and easier access to take down by online platforms. Know Your Business Customer (KYBC) will be the first step to stop the anonymity of those who sell illegally and without authorisation of the originators online. We have great hopes about strengthening our IP resolve with our new partnership with SnapDragon Monitoring. What better way than to announce on our 25th birthday!”*

We have great hopes about strengthening our IP resolve with our new partnership with SnapDragon Monitoring.



Rachel Jones, CIO of SnapDragon, said, *“Illicit products, whether counterfeits or copies, cost organisations billions in lost revenues every year and we need to unite to fight this threat.*

Taking a product to market takes considerable investment, not least around ensuring it is safe and fit for purpose. Unscrupulous individuals and businesses which create copycat and counterfeit product, ‘ripping off’ originals have no thought for manufacturing method, ingredients or health and safety amongst other things. These copies divert revenues from the original brand, ruin reputations and can harm the unsuspecting and misdirected consumer who ends up with the copycat/ counterfeit.

Our partnership with ACID will arm businesses with the knowledge and power to fight back against such copycats and counterfeiters operating online.

Together, we are working to deliver accessible brand and IP protection to ensure businesses can continue to thrive in the face of adversity by identifying copies and giving ACID Member businesses the tools to remove these illicit products, sellers and links from the online world”.

Illicit products, whether counterfeits or copies, cost organisations billions in lost revenues every year



Editors' Notes

The collaboration between ACID and SnapDragon aims to combat these issues by offering guidance, advice, and technical monitoring to protect assets. Leveraging SnapDragon's innovative AI platform, Swoop, SMEs can continually scour the web to detect brand threats, infringements on registered and unregistered IPRs, and counterfeit product listings. They can then take swift action to remove these threats before they damage sales, brand reputation, or customer safety. ACID complements this effort by offering membership to the UK's premier IP protection advocate. ACID, celebrating its 25th anniversary, is widely recognised for its strong advocacy for IP protection, offering creators and the design community tools for protection, deterrence, and education.

Cost, time and stress of taking legal action in the current legal framework

61.5%
(177 responses)

indicated that a
design had been
copied or used
without their
consent



In the Calls for View

A significant number of respondents consider that enforcement in the UK is expensive. Some were of the view that the enforcement regime is also effective. Others consider it is ineffective and favours those with significant financial resources. This latter view was reflected in responses to the survey and at some roundtable meetings.

In 2022, prior to the Designs consultation planned for mid-2024, the Government issued a Call for Views and a questionnaire was shared with many businesses to ask 'Is the current Design Framework Fit for Purpose?' There were 288 responses to the questionnaire and 57 responses to the 'Calls for Views'. for a full summary of both reviews see [here](#) and [here](#)

167 respondents to the questionnaire highlighted key themes:

- small design companies or independent designers indicated that they cannot afford to defend themselves against companies with greater financial resources
- several respondents said they had shared their designs with someone who had then copied a product
- the majority of cases are not resolved or are unsuccessful due to companies and individuals being unable to finance legal action
- some respondents contact alleged infringers directly or send cease and desist letters
- some respondents had gone to court, but many indicated they had been unsuccessful and that their designs are still being infringed
- some cases have been successful, but the process is usually lengthy, stressful and expensive
- some respondents have had a successful outcome, for example, items being removed from an e-commerce platform or website, but these respondents were still concerned that similar situations could happen again



Cost - £80,000 Time - Over 2 Years Stress - Enormous

Taking legal action takes away valuable business building time, impeding growth opportunities.

ACID member Nick Green, MD Teemo

Case Study (typical of cases about which we are made aware almost every week)

Nick Green MD of Teemo

"It's certainly been a very stressful 2-year period dealing with this and a great example of how unjust the whole thing can be. In the end, we only stopped them selling in the UK not Europe which is the bigger win as to get to this would be a great deal of extra investment and more weekly anguish.

In the end I just don't have the time and energy to go after that after 2 years and around £80k spent. (we have spent more than we recouped on this)"

ORIGINAL



ORIGINAL



COPY



COPY

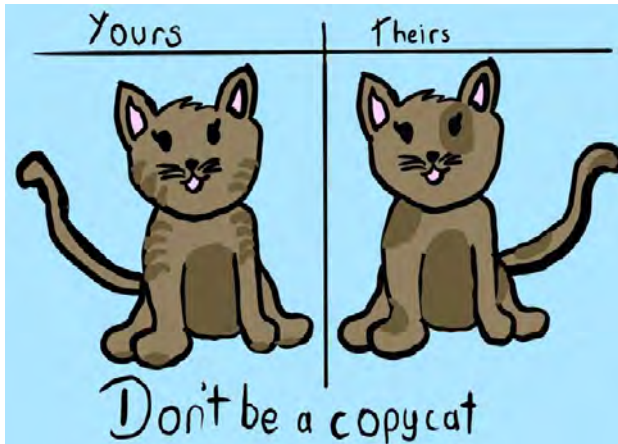


Alices Garden

Alices Garden

La Redoute

Phoebe, aged 9, daughter of ACID Member Greetings Card Designer Sally Burrows, who has suffered from relentless copying of her card designs online, sends the world her strong message...



Anti Copying in Design Ltd

All Mail to:
Anti Copying In Design Ltd
Fetcham Park, Lower Road,
Fetcham, Leatherhead,
KT22 9HD

Membership Office:

+44 0800 080 3230
Email: info@acid.uk.com
Online: www.acid.uk.com

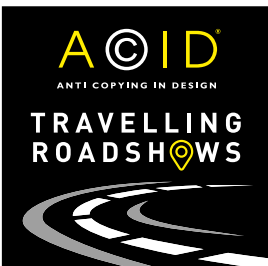
Social Media:

- @ACID_tweets
- Anti.Copying.In.Design
- anti.copying.in.design

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Garden, London, EC1N 8LE
Company Reg. No 3402512.
VAT Reg. No 707 5923 23

Nothing in this newsletter is intended to be a complete statement of the current law and you should always take specialist advice in respect of your own particular circumstances

© ACID 2024



STOP PRESS – ACID will be hosting travelling road shows with enterprise partners, the British Library, universities and others to do four roadshows around the country during 2024.

More information on our website and social channels in the new year!



ACID's Joining Criteria for New Members

In accordance with our policy that all new members are provisional members for the first 6 months of their subscription period, a list of all provisional members is available on request and will be published by industry sector in the next ACID newsletter. In the event that there is any complaint against a new member, please write to the Chief Executive together with any substantiated facts. Hearsay, rumour or unsubstantiated facts will not be considered under any circumstances. Any complaint that should arise will be put before a panel comprising ACID's legal advisor, Chief Executive and two Corporate ACID Members from a different industry sector. If the panel decides that a complaint should be upheld their decision will be final and no correspondence will be entered into.

