



Chasing Threads Lookalikes Discovered – Open letter to Hekaytnoon.com from ACID CEO Dids Macdonald asking for an explanation

October 2021

Dear Sirs

It is with regret that I am writing to you about our ACID member Em Royston of Chasing Threads who has discovered lookalikes of her products and has asked me to write to you to ask that you refrain from selling these immediately. Ms Royston designed these and owns the intellectual property and deposited these on our ACID IP Databank in 2018. [Anti Copying in Design \(ACID\)](#) is the UK's leading Design and IP organization with a track record of thousands of settlements on behalf of its members and over 4000 mediations.

The 5 products which Ms Royston says you have copied are:

<https://hekaytnoon.com/GjKrZV>
<https://hekaytnoon.com/yoDegN>
<https://hekaytnoon.com/aggWRA>
<https://hekaytnoon.com/GKaENn>
<https://hekaytnoon.com/RQyevx>

Em Royston has written a blog on her experience which can be seen on:

<https://chasingthreads.com> and on Instagram
https://www.instagram.com/chasing_threads and on Facebook
<https://www.facebook.com/wearechasingthreads>

Ms Royston's Original designs are seen [here](#) on our Spot the Difference Page together with your lookalike products and we are asking the design community what they think. Original or Copy?

Unless we hear that you have taken these products down, we will be contacting the IP Certification department in Saudi Arabia to make a formal complaint.

Yours sincerely

Dids Macdonald, OBE

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