



# ACID WINS INAUGURAL IP CHAMPION AWARD

## CASE STUDIES

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Reiko Kaneko, Moda  
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# CAMPAIGNING UPDATE

## FAKES WILL NEVER BE IN FASHION

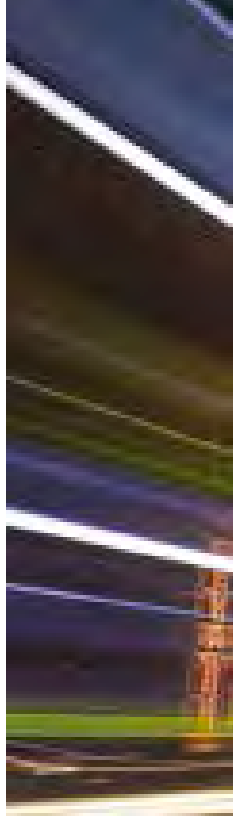
Another campaigning success for ACID! Announced recently, the unauthorised sale of iconic replicas or fake designs will now be against the law.

**THE REPEAL OF SECTION 52 OF THE COPYRIGHT, DESIGNS AND PATENTS ACT 1988 EXTENDS THE COPYRIGHT FOR A DECEASED DESIGNER'S WORK FROM 25 YEARS TO 70 YEARS. THIS MEANS THAT RETAILERS AND SO CALLED REPLICIA DESIGN COMPANIES WILL NO LONGER BE ABLE TO SELL UNAUTHORISED REPLICAS OF ICONIC DESIGNS OR WORKS OF ARTISTIC CRAFTSMANSHIP.**

Speaking recently on BBC Breakfast TV Dids Macdonald, OBE, CEO of Anti Copying in Design said, *"I think the most important point here is that we, as consumers, demand clarity and truth so that we can make informed purchasing decisions. Popular designs are not the same as iconic designs and selling iconic replicas, often made in China, is really only a sanitised word for fakes. Retailers owe it to us to demonstrate ethics, compliance and respect for intellectual property and this is a prime example of consumer confusion. Often the replica or fake products are sub-standard. This was evidenced in 2011 when Elle Decoration had five original designs by authorised licensors beside 5 Fakes or replicas and cut the fakes in half. The quality was not only sub-standard but in some cases did not comply with safety standards, in most it was shoddy compared to the licensed models."*

Iconic, artistic and/or works of artistic craftsmanship created before 1988 will be protected for 70 years after the death of designers. Designs created after June 1988 are protected by design law. Registered designs last for 25 years and unregistered design right lasts for a maximum of 15 years in the UK. What this means is that the 'knock-offs' of some quite famous designs, like the Eames chair, the Arco floor lamp or the original Egg chair are no longer legal. There is a six-month transition period which will run out at the end of January 2017.

An overriding strategy of the UK Government is to support the creative industries and to harmonise the law across Europe. Previously leaving a loophole regarding replication of unauthorised and unlicensed copies of iconic designs, meant that the UK was a trading post for the rest of Europe to buy these products. The deliberate and intentional copying of designs smacks in the face of costly research, development and creative talent and there is nothing smart about it. It will be even more important, post BREXIT, to support our British designers and British made products and get away from the culture that it is OK to steal and free-ride on another's creativity. Copying or selling copies is against the law and the Government's stance is crystal clear reinforced by our IP Minister, Baroness Neville-Rolfe who said, only a couple of weeks ago, "IP enforcement in all its forms is a clear priority to support our creative industries".





***"IP enforcement in all its forms is a clear priority to support our creative industries."***

*IP Minister, Baroness Neville-Rolfe*

This is a huge opportunity for retailers to give consumers real choice of original designs, championing our creative industries and dismissing the culture of selling copies. Retailers and replica companies have had a long time to get their acts together. When high profile proceedings were brought by Flos to protect their Arco light against Cameraro Casa e Famiglia and the Fluida look alike in 2006, this was a test case. It was finally decided in 2011 by the European Court of Justice. So awareness since 2006, a Court judgment in 2011 and now 3 consultations have given the industry plenty of time to change their business models from selling unauthorised and unlicensed fakes to selling original designs. This law wasn't meant to come into force until 2020, but this was expedited when the Government decided that the time period was excessive.



# DEAR ACID MEMBER...

**Shock to some, welcome to others! But as we dust ourselves off from the reality of Brexit, it is time to look at what this means to design and IP.**

**96% OF THE CREATIVE INDUSTRIES WANTED TO REMAIN (ACCORDING TO A CREATIVE INDUSTRIES SURVEY), AS DID I, BUT THIS WASN'T TO BE. SO THE MAIN MESSAGE FROM ACID IS TO KEEP CALM! WHY? BECAUSE NOTHING WILL CHANGE OVERNIGHT. UNDER THE LISBON TREATY, THERE IS AT LEAST A 2 TO 3 YEAR NEGOTIATION PERIOD (OR POSSIBLY LONGER) BEFORE THE UK LEAVES THE EU AND THIS IS ONLY STARTED ONCE THE UK OFFICIALLY NOTIFIES THE EU OF ITS INTENTION TO LEAVE. THIS MEANS THAT EUROPEAN UNION TRADE MARKS (EUTMS) AND REGISTERED COMMUNITY DESIGNS (RCDS) WILL STILL GIVE PROTECTION IN THE UK UNTIL AT LEAST JUNE 2018, POSSIBLY LONGER.**

## **BREXIT? KEEP CALM AND CARRY ON**

From our own ACID survey, it is clear that 92% of members who responded are worried about future design and trade mark protection across EU states and we have already raised this and other concerns at a Ministerial round table meeting organised by Baroness Neville Rolfe, Minister for Intellectual Property. Lady Neville Rolfe's remit is still IP (thank goodness) despite the fact that our new Prime Minister has appointed her as Minister of State for a new department for Business, Energy & Science. As a champion and huge fan of IP, this is reassuring for all in the design world. The IP Minister is business savvy and, her commitment in a recent speech, "To fight IP theft in all its forms and supporting the hard work of our creative industries", is reassuring. In June I was honoured to accept an invitation along with Design Museum Director, Deyan Sudjic, OBE, to join the Design Week Hall of Fame, whose ranks include such talented luminaries as Sir Jony Ive, Sir John Sorrell, Edward Barber & Jay Osgerby, OBE, Margaret Calvert, OBE. In July, the excitement continued with ACID scooping the first ever IP Champion Award from the Alliance for Intellectual

Property on British IP Day (see back page) for our work in design law reform over the years. Historically, the words 'intellectual property' were rarely used in the context of design, but increasingly Government and policy makers are realising the incredible contribution this sector makes to the UK's GDP and its intellectual capital is a growing asset at 10% per year!

June also saw the first ACID Council meeting (see page 13). The ACID Council comprises ACID members, advocates, legal affiliates and ACID representatives. Together, with their help, we want to prioritise so that we can create a plan during 2016 to guide us through the next decade, starting with our 20th anniversary which we will celebrate in 2017. We want a plan which builds on our strengths and explores new ways in which we can be dynamic in our thinking; to be a louder, stronger, more effective voice against design theft, counterfeiting and piracy.



The problems of online infringement are still a massive challenge and, following negotiations, spearheaded by ACID Council member Frederick Mostert, top level talks were held with senior Alibaba management to deliver a strong wish list and discuss how this might be achieved by starting positive dialogue. (See pages 16-17)

### **“LOCK UP YOUR IP — UNLOCK GROWTH”**

And finally, exciting news! Our ACID Design Databank, which holds approximately 300,000 copies of your designs, is now being extended to hold Copyright works - yet another, value added addition to membership (see page 12). Each of your uploaded files has a unique reference number with a confirmed locked date which will now be recorded on a downloadable certificate. “Lock up your IP – Unlock Growth” by sending a clear deterrent message that your work is date stamped, giving you a third party verifiable date of receipt with an accompanying certificate. This extended service will be officially launched at Autumn Fair in September.

All good wishes,

*Dids*

# CASE STUDIES



## BURGON & BALL ARE NOT GREEN ABOUT COPYCATS!

ANTI COPYING IN DESIGN MEMBERS BURGON & BALL, THE RENOWNED MANUFACTURER OF AGRICULTURAL AND GARDENING PRODUCTS HAS YET AGAIN ACTED DECISIVELY TO PROTECT THEIR INTELLECTUAL PROPERTY, THIS TIME AGAINST GREENKEY GARDEN & HOMES LTD. FORTUNATELY, THE DISPUTE WAS SETTLED IN A COST AND TIME EFFECTIVE TIME-FRAME WITHOUT THE NEED TO GO TO COURT.

The dispute concerned Burgon & Ball's innovative Kneelo range, including the Kneeler Cushion and the Knee Protection Pads and alleged infringement of the distinctive handle on the Kneelo by the Large Kneeler sold by Greenkey.



**Kelly Hudson, Senior Partner at ACID affiliate law firm McDaniel & Co** said, "We have worked closely with Burgon & Ball for many years and have a tried and tested proactive approach so I immediately sent

*a Cease and Desist letter to Greenkey. Following which the parties were able to negotiate a mutually acceptable settlement through correspondence. Greenkey signed an undertaking not to make, import or sell any more of the product the future and to pay royalties for products which reflects the exclusive reputation and nature of Burgon & Ball's products. In addition, Greenkey also agreed to pay Burgon & Ball's legal costs arising from this matter."*

**"THIS IS A FURTHER EXAMPLE OF THE NO-NONSENSE APPROACH THAT BURGON & BALL TAKE TO MONITOR AND ENFORCE THEIR INTELLECTUAL PROPERTY RIGHTS. IT ALSO DEMONSTRATES THAT IF HANDLED QUICKLY THIS CAN RESULT IN A RELATIVELY LOW COST IF THE PARTIES ARE WILLING TO ENGAGE AND DISCOVER MUTUALLY AGREEABLE GROUND. ACID CAN ASSIST PARTIES IN THIS REGARD HAVING RECENTLY LAUNCHED A NEW MEDIATION SERVICE, FURTHER DETAILS OF WHICH ARE AVAILABLE ON REQUEST."**



[WWW.MCDANIELSLAW.COM](http://WWW.MCDANIELSLAW.COM)  
[WWW.BURGONANDBALL.COM](http://WWW.BURGONANDBALL.COM)



## MURDER ON THE BREAKFAST EXPRESS

**WHEN REIKO KANEKO LTD DISCOVERED THAT THE RETAILERS JOY AND SIFCON WERE SELLING AN ALMOST IDENTICAL TABLEWARE PRODUCT WHICH SIFCON CALLED THE "EGG AND SOLDIERS TRAIN", THE ANTI COPYING IN DESIGN MEMBER DECIDED TO ACT WITH CONVICTION.**

The "Egg and Soldiers Train" looked extremely like Reiko Kaneko's elegant ceramic "Breakfast Express Train" and was being imported by Sifcon International plc. Following negotiations, Sifcon has agreed not to import any further items of their novelty breakfast set and both Joy and Sifcon have assured Reiko Kaneko that they were not aware of any issues of design infringement over the product which was being offered as an off-the-shelf item in the Far East. The "Breakfast Express", which has been featured in numerous publications including the Independent Magazine, Utopia Kitchen & Bathroom and the Observer Food magazine, is a high quality bone china train set with birch wheels and "coaches" which attach with hidden magnets and is one of Reiko Kaneko's highly original and elegant tableware designs made in Staffordshire, the home of pottery. The almost identical "Egg and Soldiers Train" was found to be, by comparison, a cheap imitation made by a factory in China and offered to customers in the UK. Sifcon have paid damages to Reiko Kaneko on the items they imported.

**Reiko Kaneko said:** "I am relieved to have been able to put a stop to the "Egg and Soldiers Train" being imported. It has certainly encouraged me to stand up for my creative works in the future and I am grateful to ACID and Stone King solicitors to have resolved the matter so effectively."



**ACID Affiliate Lawyer Gavin Llewellyn of Stone King LLP** commented, *"Designs which are the output of many years of learning a craft and creative thinking can often be ruined by cheap imitations flooding the market which take away their exclusivity and appeal. It is vital to protect this creativity and the viability of the business which depends upon it. The various rights which the law creates to protect designs of all types is complex, but it usually does provide a remedy and I am delighted that Reiko Kaneko was able to achieve a good outcome in this case. It is important in all cases to act quickly and let retailers and importers know about your rights so as to limit ongoing damage to your business."*

**"INCREASINGLY, TALENTED CERAMICS DESIGNERS LIKE REIKO KANEKO ARE NOT PREPARED TO STAND BACK AND SEE MUCH LARGER RETAILERS AND IMPORTERS FREE-RIDE ON THE BACK OF THEIR CREATIVITY. WHY SHOULD THEY? IP RESPECT SHOULD BE AT THE HEART OF THEIR CORPORATE SOCIAL RESPONSIBILITY AND THE ONUS IS ON RETAILERS AND IMPORTERS TO CHECK THE INTELLECTUAL PROPERTY OWNERSHIP OF GOODS THEY IMPORT TO SELL."**



[WWW.STONEKING.CO.UK](http://WWW.STONEKING.CO.UK)  
[WWW.REIKOKANEKO.CO.UK](http://WWW.REIKOKANEKO.CO.UK)

## ACID MEMBER MODA FURNISHINGS TRIUMPHS IN DESIGN RIGHT CLAIM

**THE INNOVATIVE, MANCHESTER BASED RATTAN FURNITURE DESIGNER MODA FURNISHINGS HAS SUCCESSFULLY CONCLUDED ITS DESIGN RIGHT CLAIM AGAINST FURNITURE VAULT LIMITED AND ITS DIRECTOR MR PAUL BRIGHTMAN. MODA SPECIALISES IN THE DESIGN AND MANUFACTURE OF INNOVATIVE OUTDOOR FURNITURE SOLD DIRECT FROM ITS OWN FACTORY TO GIVE ITS CUSTOMERS TOP QUALITY PRODUCT AT ATTRACTIVE PRICES.**

One of Moda's best-selling and innovative designs introduced in March 2015 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. Anti Copying in Design (ACID) affiliate lawyer Tony Catterall of Taylors Solicitors was instructed to issue proceedings in the Intellectual Property Enterprise Court. The claim was settled on the eve of Moda's application for an interim injunction, with Furniture Vault and Mr Brightman 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.



**Phil Lomax a director of Moda said,** *"We are delighted by the outcome achieved by Taylors as a result of this action. We at Moda take a great pride in the innovative nature of our products and invest considerably in the design of furniture ranges that distinguish Moda from others in the market. It is essential that we protect the integrity of our designs and I am pleased that Taylors have achieved a more than satisfactory settlement on our behalf."*



**Tony Catterall of Taylors** commented, *"We are delighted to have been of assistance to Moda in achieving an early and complete settlement of this dispute. The ability to bring proceedings in the Intellectual Property Enterprise Court at realistic cost and timescale gives ACID members the opportunity to protect their innovative designs without fear of disproportionate costs or an unacceptable timescale."*

**"IP SPECIALIST TONY CATTERALL IS A GREAT RESOURCE FOR ACID MEMBERS AND WE VALUE HIS SAGE ADVICE ON EFFECTIVE WAYS TO TRANSLATE LEGAL ISSUES INTO COMMERCIAL SOLUTIONS IN A TIMELY MANNER. THIS IS BORNE OUT OF MANY YEARS' EXPERIENCE AND KNOWLEDGE OF THE SECTOR."**



[WWW.TAYLORS.CO.UK](http://WWW.TAYLORS.CO.UK)  
[WWW.MODAFURNISHINGS.CO.UK](http://WWW.MODAFURNISHINGS.CO.UK)

# GUEST EDITOR

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# EDITOR OF DESIGN WEEK

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# TOM BANKS

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Intellectual Property is a perennial agenda for Design Week and its readers. We have just reported on a new change in copyright law in the UK, which gives greater protection to design from imitation.

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**A CHANGE TO THE COPYRIGHT DESIGNS AND PATENTS ACT WILL MEAN THAT DESIGNERS' WORK, WHICH WAS PREVIOUSLY PROTECTED FOR 25 YEARS AFTER A DESIGNER DIES, WILL NOW BE PROTECTED FOR 70 YEARS AFTER THEY DIE – CRUCIALLY, IF THEIR DESIGNS QUALIFY AS WORKS OF ARTISTIC CRAFTSMANSHIP. YOU CAN READ MORE ABOUT IT ONLINE IN OUR 1ST AUGUST ISSUE.**

The ruling helps to protect the integrity of design classics such as Arne Jacobsen's egg chair and Charles and Ray Eames' DSW plastic chair.

Design Week is often in touch with ACID when intellectual property is in the news. Brexit has of course brought a certain amount of uncertainty in the design industry and while we've been sure to suggest how designers might best weather the storms and even find reason to be optimistic, question marks still remain over certain areas.

One of these is how copyright and design registration laws could suffer. EU design registration law has helped designers protect their work from infringement of copyright.

Dids Macdonald wonders if now that the UK is leaving the EU designers may not be able to rely on this right. She also thinks that the UK could "lose its voice" in discussions around intellectual property law, which it has spent decades reforming.

Dids and her team have spent years championing designers and giving greater protection to their intellectual property by campaigning and by lobbying and advising Government. I'm sure that they'll always have designers' backs however things pan out in Europe.

Intellectual Property is the lifeblood of design and innovation. It's vital that designers know where they stand and can familiarise themselves with the IP landscape and that they know their rights.

They must know, for example, that they need to take action and pay for some registered rights such as Patents and Registered designs and that unregistered rights, such as copyright, are automatic rights which are free. Meanwhile design rights can be both registered and unregistered.

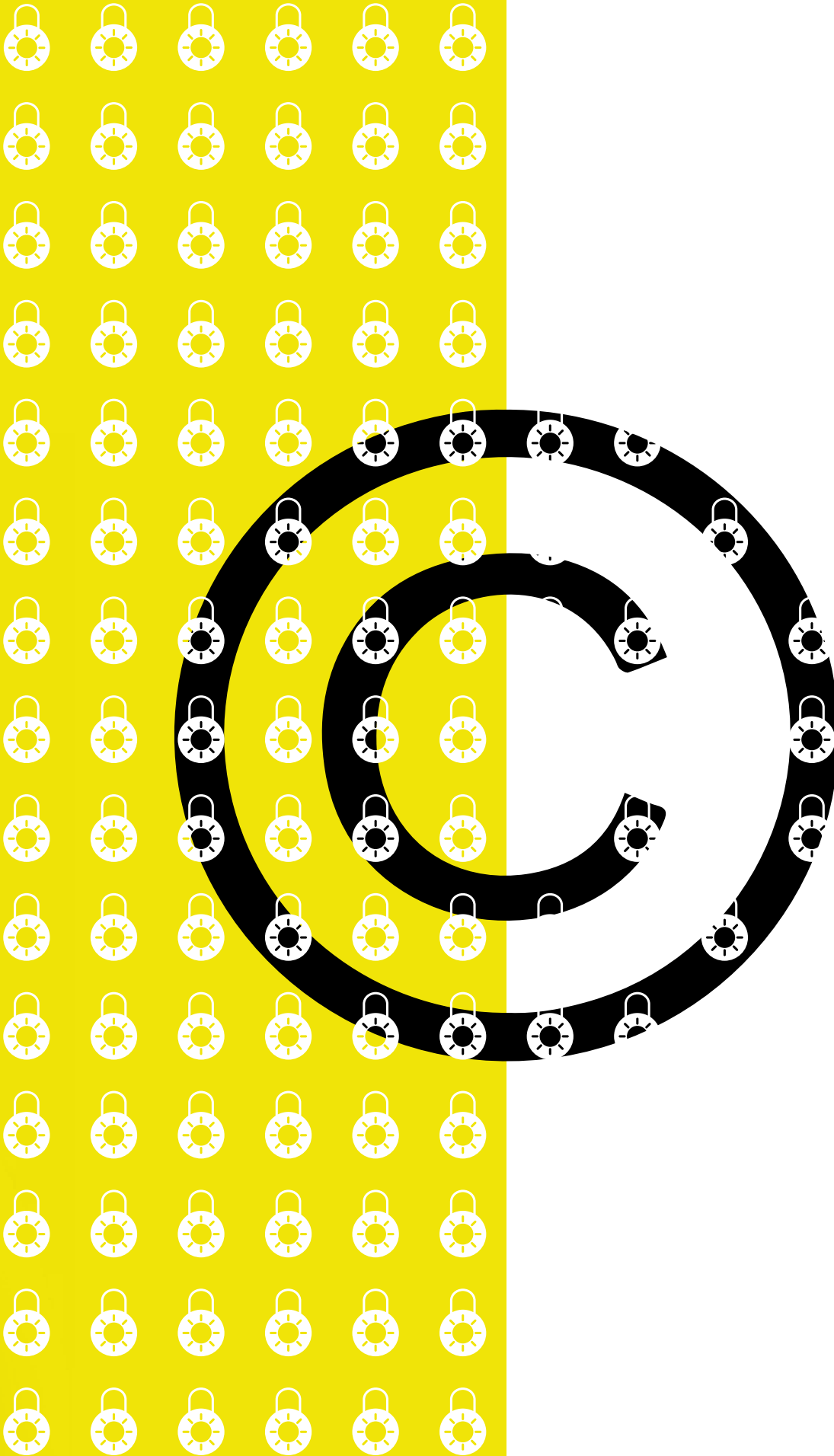
Protecting work drives innovation, keeps standards high, ensures that designers are paid properly and means that consumers are getting a fair deal. It remains as important as ever.

[WWW.DESIGNWEEK.CO.UK](http://WWW.DESIGNWEEK.CO.UK)

**design**WEEK







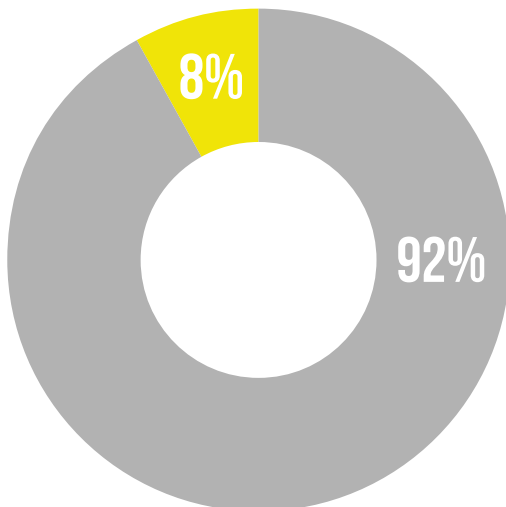
# BREXIT & DESIGN!

A Creative Industries Federation survey indicated that 96% voted to remain as part of the EU, but sadly, the leave vote won. But the main message from ACID is to keep calm!

## ACID SURVEY

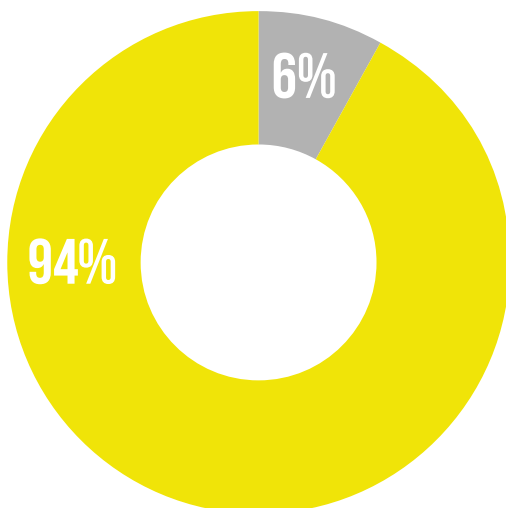
POST BREXIT, IT'S LIKELY UK BUSINESSES WILL NOT BE ABLE TO BE PROTECTED BY A REGISTERED COMMUNITY DESIGN AND COMMUNITY TRADE MARK. DOES THIS CONCERN YOU?

- YES
- NO



SHOULD UK UNREGISTERED DESIGN RIGHT (UDR) MIRROR EU UNREGISTERED DESIGN RIGHT AND LAST FOR 15 YEARS INSTEAD OF 3 YEARS?

- YES
- NO



**WHY? BECAUSE NOTHING WILL CHANGE OVERNIGHT. UNDER THE LISBON TREATY, THERE IS AT LEAST A 2 TO 3 YEAR NEGOTIATION PERIOD (OR POSSIBLY LONGER) BEFORE THE UK LEAVES THE EU AND THIS IS ONLY STARTED ONCE THE UK OFFICIALLY NOTIFIES THE EU OF ITS INTENTION TO LEAVE. THIS MEANS THAT EUROPEAN UNION TRADE MARKS (EUTMS) AND REGISTERED COMMUNITY DESIGNS (RCDS) WILL STILL GIVE PROTECTION IN THE UK UNTIL AT LEAST JUNE 2018, POSSIBLY LONGER.**

So, on a positive note, we are still the 6th largest economy in the world and design punches well above its weight contributing £72 billion to the UK economy. UK designers need to set themselves on a path of productivity to combat stagnation. If your company is still competitive then BREXIT is not relevant and really it is a case by case evaluation. If there is an enthusiasm to make it work irrespective of politics or, almost in spite of it, confidence will play a huge part.

## PLANNING WILL PLAY A KEY ROLE, SO HOW CAN DESIGNERS PREPARE?

- ➔ Identify, examine and strengthen relationships and links to EU countries
- ➔ Identify which EU regulations govern what you do
- ➔ Do you have agreements in place? If so, renegotiate a special deal wherever possible

Since no country has ever left the EU, some say Brexit could take significantly longer. All UK registered rights, i.e. GB patents, trade marks and registered designs held at the UK IPO will be unaffected, as will copyright. Patents granted by the European Patent Office are also unaffected because the European Patent Office is not a body of the European Union.

## INITIALLY, THESE ARE SOME POINTS TO CONSIDER:

- Currently, in the case of designs, which need to be novel, there will be no way of seeking a new UK registration for designs which were registered or disclosed more than 12 months prior, unless the Government decides to implement automatic UK design protection for EU designs. It is too early to speculate on this. Trade marks can, of course, continue to be registered as new UK trade marks at any time, provided that they meet the relevant criteria for protection and do not conflict with prior rights.
- Therefore, the only way to be certain of continuing protection for EU registered designs in the UK after the exit date is to re-register them as UK designs now, provided that they were not registered as EU designs or previously disclosed more than 12 months ago.
- Protection for unregistered EU designs will cease as at the exit date. Eventually and until (if) the Government enacts new design protection legislation, the only unregistered rights available in respect of designs will be the UK national design right and, where applicable, copyright.

## SOME OTHER CONCERNS FROM OUR SURVEY INCLUDED:

*“Losing the ability to gain community design registrations, ideas no longer protected when talking to EU potential clients and extra costs and bureaucracy”*

*“More copycat products and more difficult to protect IP and increased cost of protecting IP”*

*“The general uncertainty surrounding post ‘Brexit’ legislation & the cost and complications of refiling all IP across various territories”*

*“Community Design Registrations & EU trade marks will become null and void in the UK”*

ACID would like to thank its Affiliate Lawyers, Nick Kounoupas of Kounoupas IP, Tony Catterall of Taylors Law, Ewan Grist of Bird & Bird, Gavin Llewellyn of Stone King and Kelly Hudson of McDaniel & Co for their input.

Ultimately, registered designs and trade marks protected as registered EU rights will cease to have effect in the UK. It is possible that the Government will put in place transitional arrangements following the exit date in order to preserve the effect of EU registered designs and trade marks, to give owners time to seek protection in the UK (where available). Hypothetically, it could declare that EU rights automatically confer protection in the UK and be treated as if they had been registered in the UK.

**AT THE FIRST OF MANY ROUND TABLE MEETINGS WITH THE MINISTER FOR INTELLECTUAL PROPERTY, BARONESS NEVILLE-ROLFE, ACID STARTED POSITIVE DIALOGUE TO IDENTIFY THE KEY POINTS TO INCLUDE IN TRANSITIONAL ARRANGEMENTS SO THAT THE VERY BEST TERMS CAN BE NEGOTIATED.**

**ALSO DISCUSSED WAS AN OPPORTUNITY TO PROVIDE UK DESIGNERS WITH STRONGER AND BETTER DESIGN PROTECTION. THIS IS A UNIQUE OPPORTUNITY TO MAKE UK UNREGISTERED DESIGN RIGHT SIMILAR TO THE EU EQUIVALENT AND TO INTRODUCE CRIMINAL PROVISIONS. TOGETHER WITH THE INTRODUCTION OF A NEW LAW OF UNLAWFUL IMITATION, THIS WOULD MEAN THAT IF IP LAW FAILS DESIGNERS THEY COULD RELY ON UNFAIR COMPETITION, GIVING THE UK A COMPETITIVE EDGE OVER EU DESIGNERS.**

**WATCH THIS SPACE!**



**IN A RECENT ACID MEMBER SURVEY 92% SAID THEY WERE CONCERNED ABOUT THE LOSS OF ACCESS TO EU COMMUNITY TRADE MARKS AND REGISTERED COMMUNITY DESIGNS. OTHER AREAS OF CONCERN INCLUDED THE FACT THAT DESIGNS WOULD NO LONGER BE PROTECTED WHEN TALKING TO EU POTENTIAL CLIENTS, EXTRA COSTS AND BUREAUCRACY AND CHANGING ATTITUDES TOWARDS BRITISH DESIGNERS. SOME EXPRESSED A WORRY THAT THERE WOULD BE MORE COPIED PRODUCTS AND IT WOULD BE MORE DIFFICULT AND COSTLY TO PROTECT DESIGNS AND WOULD LEAD TO LESS SALES. AS A RESULT OF A GROWING AMOUNT OF CONCERN, ACID HAS SET UP A BREXIT HELPLINE AND DESIGNERS CAN EMAIL THEIR QUERIES TO [INFO@ACID.UK.COM](mailto:info@acid.uk.com)**

# LOCK UP YOUR IP — UNLOCK GROWTH!

**Acid launches fantastic new benefit to its design databank which now extends to copyright works**

**THE DESIGN DATABANK, HOLDING THOUSANDS OF DESIGN RECORDS, HAS BEEN REDESIGNED TO INCLUDE COPYRIGHT WORKS AND RENAMED THE ACID COPYRIGHT & DESIGN DATABANK WITH ANOTHER ADDED FEATURE TO THE SYSTEM — A DOWNLOADABLE CERTIFICATE WHICH IS CREATED EACH TIME YOU COMPLETE AN UPLOAD.**



The Certificate contains information you may need to prove the existence of your work on a particular date, including your unique file identification number and the date and time that your submission was locked on the system. The certificate

is signed by ACID's Chief legal Counsel, Nick Kounoupis

Providing third party evidence to support unregistered design rights through the Databank has proved to be an essential part of Members' IP strategies. From the original hard copy receipt of designs in the early 2000's through disks, memory sticks and emails, we now have an amazing online upload system accessible through the ACID website which records and locks every file received with a unique identifying number.

In response to feedback from our Members' survey and overwhelmingly supported by our new ACID Council, copyright works, such as novels, artwork, plans, photography, CAD drawings, business documents, agreements and responses to tenders can now be uploaded to the new Copyright & Design Databank.

As with Registered designs, the onus is still on you to include as much information in your upload as possible - remember that whatever you name your file and the file description will be reproduced on the

certificate! Another benefit of our system is that copyright and designs can be uploaded at any time and not just within a 12 month window like Registered designs.

**HAVE A STRUCTURED IP STRATEGY, ENSURING THAT THE ACID COPYRIGHT & DESIGN DATABANK IS THE CORNERSTONE OF YOUR IP POLICY**

We can provide dated evidence from the date of receipt by the system, but you will need to ensure that you keep proof of the works creation prior to that date. Continue to sign and date your work and have a structured IP strategy ensuring that the ACID Copyright & Design Databank is the cornerstone of your IP policy.



*"Design's contribution to the UK economy cannot be underestimated and I welcome ACID's latest innovative IP initiative.*

*Giving designers access to a design databank, which now includes copyright works, supports economic growth. Certificates bearing the ACID brand will add a strong deterrent message to would-be infringers."* **Baroness Neville-Rolfe DBE CMG Minister of State at the Department for Business, Energy and Industrial Strategy & Minister for Intellectual Property.**



# ACID COUNCIL MEETS FOR THE FIRST TIME

Drawn from a diverse selection of ACID members, advocates, legal affiliates and invited members, the ACID Council met for the first time at the Furniture Makers Hall.



**THE OVERALL OBJECTIVE IN CREATING A REPRESENTATIONAL ACID COUNCIL IS TO CREATE A UNITED AND STRONGER VOICE BY DRAWING ON INPUT/ IDEAS/EXPERIENCES TO STEER ACID'S FUTURE DIRECTION ON IP POLICY/ CAMPAIGN PRIORITIES AND STRATEGIC DIRECTION TO CREATE MORE DYNAMIC PROGRESS IN THE FIGHT AGAINST ALL IP CRIME FROM COPYRIGHT TO DESIGN AND MANUFACTURING.**

**INITIAL OUTCOMES:** Outcomes of discussions to steer ACID's future campaigning priorities included an ongoing high priority for criminal sanctions for unregistered rights infringement and, post-Brexit, ensuring that we are at the top table when it comes to negotiations for EU registered design rights and for those who have EU Community trade marks. Developing thought leadership to influence policy and make policy makers aware of the IP challenges for 3D printing will also have high priority. Work will continue to have positive dialogue for improvements to the Intellectual Property Enterprise Court and Small Claims Track, it is still cost prohibitive for most micro and SME designers to pursue infringement.

**BRAND ENFORCEMENT:** Work will commence to create access to an SME-friendly brand enforcement service as an added benefit. Nearly 40% of ACID Survey responders considered this service to be worth considering as a future ACID benefit.

**COMMUNICATIONS:** Overall, to address lack of knowledge regarding issues surrounding IP infringement; by changing the culture that ignorance, arrogance and greed are acceptable justification.

**EDUCATION:** Work with Education Departments to develop a compulsory module within all design courses which would count

towards a degree mark. Create a plan with some very fine focus from which to build over time. Design buyers need to be targeted with IP awareness, education and ethics. Indiscriminate copying can sometimes drive ambition. Development of the Basics of a Proactive IP Strategy learning tool with CDP points and an ACID kite mark awarded on attainment of a knowledge level.

**PROFESSIONAL & GOVERNMENT BODIES:** Raising IP awareness with UKTI and various other organisations including the Economic Development Agencies in our trade body contacts. Maintaining and developing our already excellent relationship with the China British Business Council.

**GLOBAL RELATIONSHIPS:** Create and expand connectivity with BRIC foreign offices and British Councils – we already have strong links through IP Attachés.

**EXPANSION OF SECTOR REPRESENTATIVE ORGANISATIONS:** Create more interaction with Trade Associations generally, and in addition, with organisations such as SDEA, POPAI, NAS which will target architects, designers and shop-fitters. Possibly create a Confederation of IP & Design from all the major sector trade associations to which the membership belong, thus creating a strong representative voice for Design & IP policy

**ALIBABA:** Create dialogue and interaction with Alibaba. Talks have already started with senior Alibaba management on notice & track down amongst many other items on our wish list.

Next stages will be to create an order of priorities establishing a timeframe with attendant budgets. The Council will meet again in November.

## MEMBERS OF THE ACID COUNCIL

*Apologies were sent from Frederick Mostert and Angus Gardner who were unable to attend the inaugural meeting.*

FREDERICK MOSTERT Oxford Intellectual Property Research Centre, University Of Oxford. ANGUS GARDNER Caroline Gardner Ltd.  
ADAM AARONSON Aaronson Noon Ltd. DIDS MACDONALD ACID. JANE BANYAI ACID. BARBARA CHANDLER Barbara Chandler. DAN BLACK Black & Blum Ltd.  
ALEX CROFT Crofts & Assinder Ltd. HILARY DALKE Cromocon Ltd. RUSSELL CAMERON Innermost Ltd. KARIN VERZARIU Key Interiors Ltd.  
NICK KOUNOUPIAS Kounoupias IP. TERRY DADY Microslat International Ltd. RODNEY MCMAHON Morgan Contract Furniture Ltd.  
RACHAEL TAYLOR Rachael Taylor Designs. RACHEL JONES Totseat Ltd. LAURA BREEN Magmatic Ltd. NIALL HEAD-RAPSON Mcdaniel & Co.

# A QUARTET OF DESIGN GUILD MARK AWARDS FOR ACID MEMBERS

ACID Members: Morgan, Knoll, Channels & Simon Pengelly win Design Guild Marks Awards

THE JONATHAN HINDLE AWARD OF EXCELLENCE IS AWARDED TO SIMON PENGELLY



THE FURNITURE MAKERS' COMPANY ANNOUNCED THE WINNERS OF THE PRESTIGIOUS DESIGN GUILD MARK AWARDS FOR 2016 AT A PACKED CEREMONY AT THE GOLDSMITHS' CENTRE IN CLERKENWELL AND FOUR ACID MEMBERS SCOOPED UP AWARDS AND THE FINAL ACCOLADE, THE JONATHAN HINDLE AWARD FOR EXCELLENCE, "THE BEST OF THE BEST" WAS AWARDED TO SIMON PENGELLY.



Jane Banyai, ACID Director said, "Each year the bar goes higher and I am delighted to see that ACID members consistently scoop up these marks of excellence. As members of ACID, all of them take the protection of their intellectual property very seriously and why not? It is the lifeblood of all their brands. Many congratulations and a special acknowledgement to Simon Pengelly being doubly recognized for his amazing designs."

**NOW IN ITS NINTH YEAR, THE DESIGN GUILD MARK AWARDS PROMOTE EXCELLENCE AND RAISE THE PROFILE OF BRITISH DESIGN AND INNOVATION. THEY RECOGNISE AND REWARD DESIGNERS WORKING IN BRITAIN OR BRITISH DESIGNERS WORKING ABROAD. THE AWARD DEMANDS THE HIGHEST STANDARDS IN THE DESIGN OF FURNITURE FOR VOLUME PRODUCTION.**

Nineteen designs were awarded the coveted mark and the ACID member awards were as follows:

- DGM 146** PILOT CHAIR Designed by Edward Barber & Jay Osgerby for Knoll
- DGM 147** COLUMN BOOKCASES Designed by Samuel Chan for Channels
- DGM 148** MAGNUS CHAIR Designed by Samuel Chan for Channels
- DGM 159** KYOTO BENCH SYSTEM Designed by Morgan Studio for Morgan
- DGM 160** UNNIA CHAIRS Designed by Simon Pengelly for Inclass



**Alexander Gifford, Chairman of the Design Guild Mark** said: *"This year the criteria for the Design Guild Mark were curbed to shift emphasis onto volume production and as a result the entries reflected the higher quality of applications we had hoped for. Once again, the entries were equally diverse, from contract to retail, from residential to hospitality and workplace, as were the applicants themselves. Chairing the judging process, for the second year, was a great honour, and watching the great minds in our industry critique the great output of British design was a real pleasure."*



**[WWW.PENGELLYDESIGN.COM](http://WWW.PENGELLYDESIGN.COM)**  
**[WWW.CHANNELSDESIGN.COM](http://WWW.CHANNELSDESIGN.COM)**  
**[WWW.MORGANFURNITURE.CO.UK](http://WWW.MORGANFURNITURE.CO.UK)**  
**[WWW.KNOLLINT.COM](http://WWW.KNOLLINT.COM)**

# ALIBABA & ACID ROUND TABLE MEETING



Following a productive and positive meeting orchestrated by ACID Council member Frederick Mostert with the senior management team at Alibaba led by Matthew Bassiur, Head of Global Intellectual Property Enforcement, representatives from the IPO and Lise Bertelsen of China British Business and ACID members Totseat Ltd and Magmatic Ltd (Trunki), the ACID wish list was discussed at length.



FREDERICK MOSTERT OPENED THE MEETING SAYING, "ORGANISATIONS, SME AND LARGE BRAND OWNERS WOULD LIKE TO WORK WITH ALIBABA COOPERATIVELY AND IN ONGOING POSITIVE DIALOGUE. WE WOULD WELCOME AN OPPORTUNITY TO BE INVOLVED IN THE BETA TESTING OF WHAT MAY WORK TO ADDRESS THE ISSUES ON OUR WISH LIST!" ALIBABA SEEMED GENUINELY KEEN TO ENGAGE WITH US ESPECIALLY TO HELP MICRO & SMES. THE WISH LIST INCLUDES:

- \* Notice and Track-down
- \* Digital fingerprinting
- \* A piracy indicia module
- \* A regimen of proactive monitoring for the apparent infringement of well-known marks
- \* Pro-active monitoring swift removal of problem listings
- \* Willingness to suspend accounts of problem sellers - stringent measures against repeat offenders
- \* Warning messages in key product categories
- \* Micro businesses - special warning messages
- \* Crucially - fast response times (usually within hours) to take-down notices
- \* ACID Copyright & Design Databank internationally recognised by Alibaba.





FROM LEFT TO RIGHT  
 MATTHEW BASSIUR – ALIBABA  
 ADAM WILLIAMS – IPO  
 FREDERICK MOSTERT – WALPOLE & ACID COUNCIL MEMBER  
 LAURA BREEN – MAGMATIC  
 MOLLY MORGAN – ALIBABA  
 DAN DOUGHERTY – ALIBABA  
 DIOS MACDONALD – ACID  
 RACHEL JONES – TOTSEAT  
 AIMEE CHANDE – ALIBABA  
 LISE BERTELSEN – CBBC  
 HANNAH MERRIT – JIMMY CHOO WALPOLE  
 ROZ LYNCH – IPO  
 ERIC PELLETIER – ALIBABA

## THERE WILL BE AN INTRODUCTION OF NATIONAL ID NUMBERS AND IF THEY ARE USED INCORRECTLY, THEY ARE OUT!

Matthew Bassiur, only in post since Jan 2016, outlined his ambitious plans for an overall 3-5 year strategy which will embrace game changing ideas, global support for each country and creation of a global IP strategy. On decentralisation, a major challenge, he has now set up a Platform Governance Team headed by Jessie Teng to look at notice & take down, good faith, delisting, technology and offline investigations. There is also a global counterfeiting programme (apparently there are 1 billion listings per day!) to work with brands, associations and Governments. In particular, on Notice and Takedown, he is determined to share the “how to” technologies and test purchases and programs. Identifying “who are they?” in offline investigations and, once identified take out distributors and manufacturers based on intelligence sharing.

There are some 600 brands involved in the Good Faith Programme which shifts the burden to Alibaba based on 100 separate submissions. To date there is a 90% success rate. To be part of this costs 1,000 dollars. Describing the FREE Market Safe programme aimed at micro and SMEs accessible for members and non members, this is an educational journey to aspire to the Good Faith Programme and there are plans to combine AliProtect and AliExpress.

On de-listing, the common issues involved were “blurring of trade marks” and “paperwork heavy”. Eliminating the 4th strike for take down and reducing to 3 strikes within a timeframe and down to 1 strike for blatant offences are significant improvements. There will be an introduction of national ID numbers and if they are used incorrectly, they are out! On image theft, increasing penalties will bring in a strikes criteria and there will be a focus on creating and expanding partnerships in law enforcement. One prime objective will be to help SMEs as well as international brands aim to comedown in less than a day – launching later this year.

Finally, there will be a global advisory board on IP infringement and enforcement. ACID urged Alibaba to ensure grass roots micro and SME representation. This will go hand in hand with platform governance, ethics, compliance and respect for IP and a publicly declared discouragement for illegal use of protected content. Their platform will be an English language “one stop shop”.

**NEXT STEPS** included a commitment for this catalyst group to stay in touch and keep the dialogue open to develop our objectives and a *seminar was planned for August 2016*. Actions speak louder than words so it remains to be seen whether grass roots reality matches strategic promises.

Writing in the Financial Times following the meeting, Frederick Mostert said,

**“IF ALIBABA DEVELOPS MODERN WEAPONS FOR THE CURRENT ONLINE ENVIRONMENT, IT HAS THE POTENTIAL, LIKE EBAY, FOR CONSTRUCTIVE CO-OPERATION WITH BRAND OWNERS.”**

# MEMBER FOCUS

**Pete Machell, DMYO Originals**

## HOW DID YOU BECOME INTERESTED IN DESIGN?

*In short, I graduated in Architecture in Edinburgh in 1975 and have spent my professional life in Design & Production both in Industry and running my own enterprises. The various sectors I have worked in include Woven Textiles, Knitted Textiles, Screenprint, Lithoprint, Graphic Design, High Tec Sign making, Building & Construction, and Furniture Making which I upgraded with CAD Design and CNC Routing approximately 4 years ago.*

## HOW WAS YOUR COMPANY FOUNDED AND WHEN DID THE IMPORTANCE OF DESIGN BECOME APPARENT?

*The main reason I left Architecture was that there was not a high enough proportion of creative design in any large architectural project, whereas the applied arts offered a much higher proportion, and a more intense creative input, which is what I was after.*

## HOW IMPORTANT IS BRAND PROTECTION TO YOUR BUSINESS?

*I am quite worried that the new "Cut & Paste" generations of would be designers and entrepreneurs have little regard or respect for originality, and there is a cultural belief that anything seen on the internet must be public domain and there for helping yourself to, without any royalties, credits, comebacks, compensation, criminal proceedings, recriminations, etc.*



## WHAT STEPS HAVE YOU TAKEN TO PROTECT YOUR NEW DESIGNS AND PRODUCTS?

*I was once asked to design a folding garden chair for an agent to take to a Japanese Trade Fair. Adding up all the exposure factors in this situation, this was the most likely situation I ever came across for plagiarism to occur. I approached the Patent Office and got my free 30 minutes of consultancy, where it was decided that my product had no innovative process or behaviour that would warrant full Patenting, and the costs to do so, per country, were related to me, when I recovered from fainting.*

*However, it was recommended that I register the design, for a reasonable fee, for which I got a certificate and serial number to include in all the promo material, labels, etc. I did feel howev-*

*er that I should be prepared to let the design go if it were copied, or spend an endless amount of time and costs to pursue a claim internationally. I think I joined ACID shortly afterwards.*

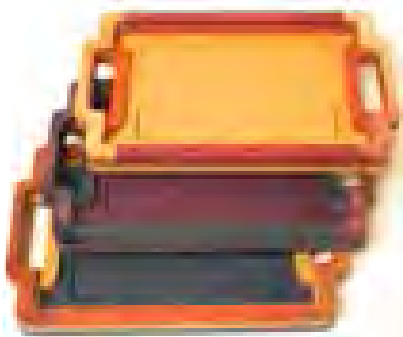
*These days I am not aiming for huge markets any more, but I still photograph any new work I am pleased with. This is especially the case now that I am designing with CAD and using CNC technology for fabrication. I feel that any recent digital product will be so much easier to rip off, so I send the photographs to myself recorded delivery as proof of originality, but I quickly follow that with putting my latest products on the ACID Copyright & Design Databank where they are dated and verified. I feel this is a very necessary service that any original designer should use.*

[WWW.DMYO-ORIGINALS.WEEBLY.COM](http://WWW.DMYO-ORIGINALS.WEEBLY.COM)



*"I did feel however that I should be prepared to let the design go if it were copied, or spend an endless amount of time and costs to pursue a claim internationally. I think I joined ACID shortly afterwards."*

Pete Machell



**WHICH ACID SERVICES HAVE YOU USED AND HOW HAS YOUR COMPANY BENEFITED FROM ITS ASSOCIATION WITH ACID?**

*Primarily, I print the ACID logo on my price tags, as a shop floor deterrent- no, please put your camera back in your pocket, madam...! I have the ACID logo permanently on the home page of my website and it appears as a single photo frame on my slideshow, again on the home page. The Copyright & Design Databank is a great tool, offering extra dated proof of existence and originality, and I do hope that commercial enquiries follow from designs I have listed on ACID Marketplace.*

**HOW HIGHLY DO YOU PRIORITISE THE PROTECTION OF YOUR DESIGNS?**

*As mentioned above, I feel there is an increasing acceptance that originality, once on the internet, is free of charge, and I probably show my age when I find this really hard to accept.*

**WHAT DO YOU CONSIDER TO BE THE BEST WAY IN WHICH GOVERNMENT COULD SUPPORT DESIGN LED BUSINESSES, PARTICULARLY IN THE BUILD UP TO BREXIT?**

*Government could support designers and manufacturers by helping to lower the enormous costs of getting products in front of buyers, sourcing new potential markets, and supporting brand protection.*

# TRADE FAIRS IN CHINA: STEPS TO PROTECT YOUR IPR



**THE CHINA IPR SME HELPDESK SUPPORTS SMALL AND MEDIUM SIZED ENTERPRISES (SMES) FROM EUROPEAN UNION (EU) MEMBER STATES TO PROTECT AND ENFORCE THEIR INTELLECTUAL PROPERTY RIGHTS (IPR) IN OR RELATING TO CHINA, HONG KONG, MACAO AND TAIWAN, THROUGH THE PROVISION OF FREE INFORMATION AND SERVICES. THE HELPDESK PROVIDES JARGON-FREE, FIRST-LINE, CONFIDENTIAL ADVICE ON INTELLECTUAL PROPERTY AND RELATED ISSUES, ALONG WITH TRAINING EVENTS, MATERIALS AND ONLINE RESOURCES.**

Trade fairs are an excellent opportunity for a business to showcase their new products and scout out business partners for manufacturing, promotion, and distribution. Unfortunately, in China these exhibitions are a common prowling ground for infringers, so it is of utmost importance to ensure all intellectual property precautions are undertaken. It is not sufficient to merely gain intellectual property rights for a company's assets – steps should be taken before, during and after a trade fair to ensure maximum protection. This article takes a look at some of the steps foreign businesses should take.

## **BEFORE THE TRADE FAIR: FAIL TO PREPARE, PREPARE TO FAIL**

*Determine your strategy in advance of the trade fair. Do you want to take enforcement action at the fair, or only use the fair as an opportunity to gather evidence? If you are not certain about securing all necessary evidence and paperwork to carry out an action at the fair, gathering evidence there first may be a better strategy.*

*Prepare the required documents – some may need to be notarised and legalised which can take up to two months. The required documents include:*

- Certificates of IP right ownership (notarisation and legalisation strongly recommended, and in the case of some Chinese authorities, required) of patents, trademarks and copyrights (if registered).

- Photographic evidence of alleged infringing products (where available), which are displayed at the trade fair.
- Notarised and legalised Power of Attorney (POA) in favour of the person seeking to enforce the IP rights.
- A catalogue of basic information regarding suspected infringers who may be present at the trade fair, including company name, information about the alleged infringing products, and their contact details.

Visit the trade fair's website, or contact the organiser, to gain information on any complaint centre that there may be at the trade fair and if there is any IP protection information available to you. If there is no complaint centre present, check if the local IP authorities are authorised to enter the trade fair to enforce IP rights. Furthermore, take steps to research if there are any 'suspicious' organisations (i.e. those you know or suspect to be handling infringing items) expected to attend. The organiser should be able to provide a list of exhibitors with stall numbers prior to the trade fair.

Carefully read the exhibitor contract. Are there measures in place to be taken if counterfeit products are identified? Will it be possible to expel exhibitors or clear stalls? If it is unclear in the contract, take steps to clarify the arrangements with the organiser. If there are no such provisions, you or your SME Association should consider lobbying the organisers to secure appropriate sanctions.

Use experienced agents or lawyers and obtain any necessary entry passes for them. At a number of trade fairs in China, only foreigners are permitted to enter. For example, the Guangzhou Export Commodities Fair (Canton Fair) restricts admittance of Chinese nationals who do not have stated business at the fair.

## AT THE TRADE FAIR: BE PRO-ACTIVE, NOT REACTIVE

Where possible, visit the trade fair during the set-up phase and visit known, past or suspected infringers. Infringers may be selling to customers outside of the fair even if they are not openly displaying infringing goods. It is wise to collect business cards, brochures and other information from any suspicious individuals. While infringers may appear in various guises with different company names, they usually provide the same mobile phone number.

Know where the relevant IP authorities are located and in particular, it is prudent to make yourself known to the authorities before any potential issues arise and consult with them on specific issues at a particular event. If you decide to file a complaint at the IP Office of a trade fair, the alleged infringer is usually given a certain amount of time to respond, therefore it is important to file any complaints as early as possible at the trade fair.

Remember, displaying products at trade fairs can (but not in all circumstances) constitute 'publication' which may affect their novelty value. For example, if you display a new product at a trade fair in such a way that its innovative elements are clearly visible and have been documented in some manner then you could be prevented at a later stage from obtaining a patent for that product. Current patent law provides a grace period, meaning that an invention or creation does not lose its novelty if a patent application is filed within six months of when it is first exhibited at a trade fair recognised by the Chinese Government.

Take a digital camera or camera phone to secure evidence. Note that while such devices are not prohibited, some exhibitors (particularly if they know they are infringing IP rights) may object to picture taking. Consider having a notary public accompany you because in most circumstances only notarised evidence will meet formal evidentiary requirements in China. Without a notary, there is scope to argue that the evidence is not genuine. If you do not take any enforcement action, ensure that you maintain a database, recording the details of suspected infringers and obtain as much evidence as possible which can be used for potential enforcement later.

## AFTER THE TRADE FAIR: ACT ON THE INFORMATION YOU HAVE GATHERED

- Follow up on evidence gathered or actions taken at the trade fair.
- If action was taken at the trade fair, follow up with the authorities and conduct follow up investigations to check if the infringer has halted the infringing activities.
- Send cease & desist (C&D) letters to known infringers prior to the next trade fair.

It may be more prudent to wait instead of taking immediate enforcement action. Pursuing networks of manufacturers, traders and overseas customers often leads to the discovery of common links, makes priority targets clear and makes progress easier to measure. For example, the exhibitor may not be the main target (they may be a small reseller or trading company), so it might make sense to obtain evidence at the trade fair and investigate the exhibitor afterwards so that more substantial targets, a manufacturer or even infringing networks can be disclosed or pursued.

**INDIVIDUAL SMES AND SME INTERMEDIARIES CAN SUBMIT THEIR IPR QUERIES VIA EMAIL QUESTION@CHINA-IPRHELPDESK.EU AND GAIN ACCESS TO A PANEL OF EXPERTS, IN ORDER TO RECEIVE FREE AND CONFIDENTIAL FIRST-LINE ADVICE WITHIN 3 WORKING DAYS THE CHINA IPR SME HELPDESK IS CO-FUNDED BY THE EUROPEAN UNION.**

**TO LEARN MORE ABOUT THE CHINA IPR SME HELPDESK AND ANY ASPECT OF INTELLECTUAL PROPERTY RIGHTS IN CHINA, PLEASE VISIT THEIR ONLINE PORTAL AT [WWW.IPR-HUB.EU](http://WWW.IPR-HUB.EU)**

# ROB LAW OF TRUNKI JOINS LEADING DESIGN NAMES AS AN ACID AMBASSADOR

**ANTI COPYING IN DESIGN IS DELIGHTED TO ANNOUNCE THE APPOINTMENT OF ROB LAW, MBE, MANAGING DIRECTOR OF MAGMATIC LTD. AND THE ORIGINATOR OF TRUNKI, TO ITS ILLUSTRIOUS GROUP OF ACID AMBASSADORS.**

ACID Ambassadors are tireless in their support of the preservation of design originality, ethics and respect for intellectual property and ACID is honoured to have influential Ambassadors representing our purpose and spreading goodwill. Rob Law joins design legends such as Sebastian Conran, Kevin McCloud, new high flier Lee Broom and many others who are outspoken advocates of ACID's work.

On being appointed as an ACID Ambassador, **Rob Law** said, *"We need basic design protection in the UK and ACID is campaigning tirelessly to enhance the rights for designers. I'm proud to offer my support as they continue to lobby to improve design law and help creative industries keep their competitive advantage. As a designer and entrepreneur, we all dream our designs will become commercially successful, once they are it's a sad fact of life they get copied. ACID supports designers through what is often a traumatic time to inform and lobby for better rights."*



Jane Banyai, ACID Director said, *"No-one knows more than Rob how heart-breaking it is when one's ideas are taken blatantly and the law, as it stands, does not appear to support him and others like him, so I very much welcome his advocacy in the continuing fight for fair competition and a strong IP framework which will support design champions, something which is in the DNA of the UK and about which we excel."*

## NEW TOTSEAT APP INITIATIVE ATTRACTS APPROVAL FROM SEBASTIAN CONRAN

**ONE OF THE WORLD'S LEADING DESIGNERS, ACID AMBASSADOR SEBASTIAN CONRAN, HAS ENDORSED AN INITIATIVE BETWEEN TWO INNOVATIVE SCOTTISH BUSINESSES AS THEY PILOT A NEW SALES APP IN JOHN LEWIS STORES, AMONGST OTHERS, THIS SUMMER.**

The multi-award winning Totseat chair harness, which creates an instant high-chair for a baby from any adult chair, now carries the TappStory app, devised by the Dundee-based eponymous tech start up. TappStory enables products to talk to customers instantly, when tapped with a phone or mobile device, creating a more personal dialogue than a traditional website.



Mr Conran said, *"It's not always easy for small design-led companies to make an impact in the market, and anything that gives a quick, attractive way of getting their message across to customers is going to be of interest."*

*"Small companies pooling resources makes a lot of sense, and you often end up with something greater than the whole. This approach is yet another example of the brilliant links between innovation and design we have in the UK."*

Mr Conran is a recognised champion for design and chairs the University of Dundee's Design in Action programme, from which the TappStory business originated.

The Totseat chair harness is sold in over 30 countries worldwide and plans are already afoot for the Totseat TappStory to enter the German market this autumn.

[WWW.TOTSEAT.COM](http://WWW.TOTSEAT.COM)

**SMALL, INNOVATIVE BUSINESSES LIKE ACID MEMBERS TOTSEAT ARE TRAILBLAZERS WITH THEIR CHAIR HARNESS AND ARE YET AGAIN LEADING THE WAY WITH A NEW TYPE OF INSTANT CONSUMER CONNECTIVITY, A GREAT IDEA TO PUT CONSUMERS IN DIRECT CONTACT WITH MICRO AND SME INNOVATORS.**



# NEW MEMBERS



We would like to welcome to the ACID community

COMPANY NAME	DESIGN CATEGORY
BE OUR GUEST T/A FLOWER WALL WALES	Bridal
BROADLANDS POTTERY	Ceramics
DUDSON HOLDINGS LTD AND SUBSIDIARIES	Ceramics
ALEXANDER HARDISTY	Design Agency
OH HAPPY GIRL!	Design Agency
BUTTERFLY CRAFTS	Fabrics & Textiles
FAWZIYAH RAJA SURFACE PATTERN AND TEXTILES	Fabrics & Textiles
GAYNOR MARSHALL DESIGNS	Fabrics & Textiles
LIZ CONNELL TEXTILES	Fabrics & Textiles
RUSTIQUE INTERIORS	Fabrics & Textiles
SARAH CAMPBELL LTD	Fabrics & Textiles
STUART RODGERS	Fabrics & Textiles
VICTORIA GREEN LTD	Fabrics & Textiles
ZOË HILLYARD	Fabrics & Textiles
HEY HOLLA LTD	Fashion
JULIE WILLIAMS	Fashion
AFREDA & DARWIN LTD	Furniture
EARTHWOODCRAFTS.COM	Furniture
GRANT PALMER	Furniture
JENNIFER FINNIGAN	Furniture
MAGNUS LONG LTD	Furniture
MAKE IT SO DESIGN	Furniture
MAMMOTH SPORT LTD	Furniture
OCHRE & WOOD	Furniture
ROB SYKES LTD	Furniture
STUDIOGBD/ GORDON BYRNE DESIGN	Furniture
TIM FENBY DESIGN LTD	Furniture
UBER HOME LTD	Furniture
BELoved BEARS MEMORIALS	Garden Products
LOVING SLATE	Garden Products
ORNATE PRODUCTS LIMITED	Garden Products
ADE HARMER ART	Giftware
GRAHAM HIGH	Giftware
HULLABALOO PRINTS LTD	Giftware
MELISSA BRIDSON	Giftware
NOSHEEN AHMED	Giftware
OCEAN PEARL UK LTD T/A DUCK TAGS	Giftware
THE T BIRD GIFTS LTD	Giftware
VERITY & VOSS LIMITED	Giftware

COMPANY NAME	DESIGN CATEGORY
AMANDA HALL ILLUSTRATION	Graphics
BEL'S ART WORLD	Graphics
THISISNESSIE LTD	Graphics
WHITECOCK	Graphics
I DREW THIS	Greetings Cards
ROUND TOP HILL	Interior Accessories
TWEEDIE BEASTIES	Interior Accessories
WHISKY FRAMES	Interior Accessories
J W WORKS LIMITED T/A WHITEWORKS	Interior Design
PARKINS INTERIORS LTD	Interior Design
BIGMETAL	Jewellery
ETORA	Jewellery
FOREVER JOMA LTD	Jewellery
IS2 GALLERY	Jewellery
JEWELLERY BY FRED	Jewellery
JEWELLERY BY REBECCA WILKES	Jewellery
LEESA RAYTON DESIGN PLUS	Jewellery
MAIDEN ISLINGTON	Jewellery
NANOOK JEWELLERY	Jewellery
NICOLA BOTTONO	Jewellery
REBECCA GLADSTONE JEWELLERY	Jewellery
SARAH STRAUSSBERG LTD	Jewellery
SUZANNAH KEY JEWELLERY	Jewellery
CHARLES LETHABY LIGHTING	Lighting
AYCHES	Product Design
BCB INTERNATIONAL LTD	Product Design
DOGMATIC (UK) LTD	Product Design
JIM LE FEVRE	Product Design
METFIELD BUILDING LMT / CONTEMPORARY SHEPHERDS HUTS	Product Design
SPARTAN PRECISION EQUIPMENT LTD	Product Design
SUSANNAH WEILAND COLLECTIONS	Product Design
VINCENT EKE	Product Design
ART PARTNERSHIP	The Arts
BLOSSOM SUGAR ART LTD	The Arts
DUCK & PEACH ILLUSTRATION AND DESIGN	The Arts
GILL DAVIES ART	The Arts
STUART STOCKWELL ASSOCIATES	The Arts
YVONNE COOMBER ART LIMITED	The Arts

## ACID'S JOINING CRITERIA FOR NEW MEMBERS

In accordance with our policy that all members are provisional members for the first 6 months of their subscription period, we publish a list in each newsletter of companies which have recently joined ACID. 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.

# ACID SCOOPS IP CHAMPION AWARD ON BRITISH IP DAY!



5th July 2016 marked the first ever British IP Day, encapsulating the importance of intellectual property (IP) driving success across the creative industries, branded goods and the manufacturing and design sectors. The aim of British IP Day was to make the voice of intellectual property heard in Parliament. With the help of Alliance members we arranged meetings between IP creators and businesses with their MPs in Parliament.



**SUCCESSFUL MEETINGS WERE HELD ON THE DAY WITH BEACHBODY, THE ROALD DAHL ESTATE AND MILLIE MAROTTA AND THEIR RESPECTIVE MPS; PETER LILLEY, CHERYL GILLAN AND SIMON HART. THE EVENING SAW A RETURN TO THE TERRACE MARQUEE IN THE HOUSE OF COMMONS FOR THE ALLIANCE SUMMER RECEPTION, KINDLY SPONSORED BY THE PREMIER LEAGUE, WITH SPEECHES BY SECRETARY OF STATE FOR CULTURE, MEDIA & SPORT, JOHN WHITTINGDALE MP, MINISTER FOR IP, BARONESS NEVILLE-ROLFE, AND PETE WISHART, MP, CHAIR OF THE ALL PARTY IP GROUP, WHO HOSTED THE EVENT.**

The Secretary of State again highlighted the massive success of our creative industries and how they drive our economy as the second biggest exporter. Parliamentarians, creators and industry leaders attended the reception bringing together a wide range of experience and expertise and further raising the profile of IP to the UK economy. Pete Wishart stressed the need to work together to ensure that IP is front and centre of future Government policy.

Baroness Neville-Rolfe presented the inaugural IP Champion Award to Dids Macdonald, OBE., for ACID's campaigning work to improve the protection given to design rights within the 2014 IP Act. The judging panel of John Alty (Chief Executive of the IPO), Lord Clement-Jones and Pete Wishart, MP commended all the entries.

## EVENTS

FOR FURTHER UP TO DATE INFORMATION ON ACID EVENTS VISIT OUR EVENT CALENDAR AT [WWW.ACID.UK.COM](http://WWW.ACID.UK.COM)

4TH-7TH SEPTEMBER - AUTUMN FAIR, NEC, BIRMINGHAM

11TH SEPTEMBER - 100% DESIGN FORUM, ACID PRESENTATION, OLYMPIA, LONDON

12TH-14TH SEPTEMBER - GLEE, NEC, BIRMINGHAM

21ST SEPTEMBER - TOP DRAWER, PAPERFEST, ACID PRESENTATION, OLYMPIA, LONDON

6TH OCTOBER - DESIGN FOR EUROPE SUMMIT, ACID PRESENTATION, TALINN, ESTONIA

10TH OCTOBER - CRAFTS COUNCIL, 'DESIGN RIGHT, MEDIATION, IP STRATEGY' ACID PRESENTATION, LONDON

27TH OCTOBER - UNFAIR COMPETITION SEMINAR WITH BRIFFA, LONDON

24TH NOVEMBER - ACID 3D PRINTING SYMPOSIUM, LONDON TBC



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