

ACID[®] MAGAZINE

YOUR VOICE AGAINST DESIGN THEFT

Trunki in Lockdown



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MBE

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Dear ACID members,

It's hard to imagine the seismic challenges that have changed our world during these troubled times and the team and I send all our very best wishes to you and yours for your health and safety. We are all working from home offices, keeping up to date with all your requests and it has been inspiring to speak to so many ACID members during this time. Our community has perhaps had a little more time to look at their IP in preparation for when we emerge as we have seen an unprecedented rise in lodgements to the IP Databank. Ensuring that there is an audit trail behind your new designs is critical, especially as there are those who may seek the fast track to market through theft.

At our ACID Council meeting recently, Council members shared some of the insights into how they are coping and what they have been doing to climb personal, mental and commercial hurdles and I am delighted to share these with you on page 3 opposite.

This month we celebrate one of our ACID Ambassadors, the courageous Rob Law, MBE on the publication of his book which is available on Amazon. Rob Law's sense of survival, peppered with a wry sense of humour have been his beacon. Faced with the raw pain of losing a sibling early in life, health mountains to climb and a monumental fight against behemoth design thieves this book provides a small snapshot of the DNA of a much-respected pioneer and determined warrior.



ACID Council meets Deputy CEO from the Intellectual Property Office, See pages 4 and 5

One of the things essential to campaigning and keeping up to date with your requirements of us as an organisation is that it is a two way conversation and we hear your views. Only recently, we incentivised an ACID survey which has guided our strategy to meet the need of members.

I am delighted to say that Jenny Gordon Goldsmith was the winner and received a £250 award. As Jenny said, "I am

so delighted to have been picked in the ACID membership survey draw and really do appreciate the £250, especially at this time. I think it is great how you are constantly considering the benefits of your members and how to improve these benefits moving forward. I was considering uploading to the ACID Marketplace and am now thrilled to have the opportunity to also be mentioned in one of the Member Focus articles."

MEMBERS

ACID Council

LOCKDOWN INSIGHTS

The ACID Council, whose members span many design sectors, met recently and shared some of their insights during the current Covid-19 challenges. Want to meet the ACID Council, take a look [here](#).

TEAM HEALTH, MORALE

One business has been baking cakes, taking part in blogs and undertaking local voluntary work. They encourage and demonstrate mindfulness in the community and within their team and ensure there is regular contact as well as, telephoning them and being aware of identifying mental health issues. Always ask the question, "How can I keep the team motivated and supported?" Positive communication is king. Reward and show loyalty if you have a good team. Keep team morale up and maintain contact with your customer base. Run small website promotions and online social media initiatives to "come and see!" products.

One Council member holds meditation classes – yoga, fitness and has a "building a website initiative" to build up skills, how to do social media etc. As a policy, concentrate on small amounts of good news.

And what better way to reinforce how important

mental well-being is following a recent Mental Health Awareness week, "Awareness of mental ill-health has arguably never been so important and the impact on people's mental health is already extremely concerning. Social isolation, fear of contagion and loss of family members is compounded by the distress cause by loss of income and often employment. It is now crystal clear that mental health needs must be treated as a core of our response to and recovery from the Covid 19 pandemic."

ENCOURAGING BUYING

BRITISH - Maybe in the reduction of Chinese manufactured products being imported there is more of an opportunity to buy UK products. As Brexit comes closer this is also a precursor for buying British and post Covid 19 will be even more so.

BRAND BUILDING -

ThisNessie are creating art classes on Instagram! 200 people joined and they turned it into a subscription box. They keep their core business going by selling products with rainbows supporting the NHS, finding products that are a sign of the times.

Juggling as a small business is key, get team input to share as all staff have

families and children and may be finding life a little more tricky and challenging. Focus on a website push to more of an online focus. This will lead to your brand being further exposed. Basically, keep positive, and create the bug to adapt and innovate which will build on online sales growth.

SHARING TEAM SKILLS

- Identifying in-house skills and sharing these via short focused masterclasses internally is a great idea. For example, many designers are not experienced with Microsoft Excel, or merchandising, marketing, IP protection and document management. It's a good time to upskill your team and increases interaction.

WEBINARS -

Think about webinars which will add value with specialist subjects. The market is saturated with seminars, there are other things that business are starting to cover like coming out of the current crisis, Design Protection, etc. When folks are time-rich there is resilience, a time for quirky ideas, keeping spirits up. Think of ideas to cheer people along.

COVID EMERGENCE STRATEGY -

Another priority is strategizing how we can get manufacturing back, safely, with other

trades? How can we make distance working work? Returning to work will bring back overheads without necessarily the business trade to cover overheads, so bide one's time to find solutions. Be confident about the future – things will be different, hold on to the fact that as the UK, we are all pretty entrepreneurial.

USEFUL CONTACTS:

Mental Health

iHasco provide Mental Health Welfare Training and you can watch their recorded [webinar](#) on 5 simple strategies for improving and maintaining staff wellbeing. Download their [Mental Health & Wellbeing White Paper](#). Read their [mental health awareness blogs](#). The Furniture Makers is an excellent resource for information C19 here

ACID campaigning update

– CAUTIOUS OPTIMISM!

After nearly four years of lobbying Government on the importance of EU unregistered rights protection for UK designers, post Brexit, ACID is delighted that the UK text on design rights includes the recognition that designs shown in the UK would receive protection across the EU. ACID has consistently gathered evidence supporting the potentially calamitous consequences of losing unregistered rights' protection in EU27 for UK designers, the majority of whom rely on unregistered rights.

[Click here](#)

[Click here](#)

[Click here](#)



The draft text (page 216 for Designs' reference) was shared by the UK negotiating team with the Task Force for Relations with the United Kingdom as a draft negotiating document, that is, to be shared among negotiating teams only, in line with the provisions of the Terms Reference. However, the text has now been made public.

ACID Chief Counsel Nick Kounoupias said,
"This certainly is good news for UK designers who will need protection within the EU post 31 December 2020. However, it has still to be agreed by the EU. We can see no reason in principle why this should prove to be a controversial issue for the EU, and we look forward to hearing that it has been

agreed in the future. The fact that there is a provision in the text that designs shown in the UK would receive protection across the EU as we leave the EU is hugely significant"

We were delighted that David Holdsworth, Deputy CEO of the Intellectual Property Office joined us on a Zoom meeting with representatives from the ACID Council. He outlined his role and key priorities of IPO Corporate Plan. He explained that he is responsible for all registered rights functions, patents, trade marks and designs, including the associated tribunal and mediation services. His role also has responsibility for policy concerning registered rights and unregistered designs.

A Corporate Plan has been approved by the IP Minister, the Rt. Hon Amanda Solloway, MP.

Dids Macdonald raised concerns about the language of IP as articulated in the recent announcement by DCMS Minister Liz Truss which was copyright dominated in the digital world. An anomaly, as the digital world is also inhabited by physical goods and brands, trade marks and designs which are rarely, if ever, referred to in dialogue, policy or actions.

David explained that digital policy was the responsibility of DCMS whereas overall policy of IP including copyright was the responsibility of the IPO. There is some overlap but both Government Departments liaise closely in those areas.as the IPO is the UK's Registrar for IP Rights and operates as a trading fund. DM raised challenges with the digital areas of DCMS and engagement with ACID. DH kindly offered to broker introductions for ACID to have discussion and raise with the appropriate officials in DCMS.



CAMPAIGNING

Lack of engagement with the new IP Minister - The Minister for Intellectual Property has now been in post since February 14 but has not engaged with key stakeholders including ACID or the Alliance for Intellectual Property. However, a positive meeting was held on 7 July with the IP Minister in listening mode’.

It was good to raise concerns about the lack of enforcement for SME’s, the need for criminal provisions for unregistered designs’ infringement and on urgent issues that have arisen due to COVID-19, but also vital medium-term policy priorities as we begin to exit the immediate crisis.

IP in the USA - Nick Kounoupas also highlighted that the US IP Czar and his IP team have top priority in the White House whereas in the UK it appears the IP Minister has little voice or similar priority or status.

Criminal Provisions for unregistered design infringement was raised following an IPO letter saying, “that the criminalisation of unregistered designs will not be considered at the moment” but offered no explanation or qualification of this statement. David was asked, “Doesn’t the IPO have a responsibility to the UK design stakeholders to say why and the rationale behind this? ACID was cautiously optimistic when David explained that with the current C19 priorities and forthcoming Brexit/Trade talks that this was a matter of capacity and not policy. The enforcement review would offer the opportunity for ACID to put forward its evidence and views in this area.’

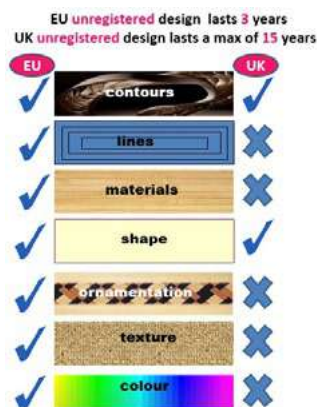
Online Harms - Creative industry Round Tables - Concerns were again raised that there appears to be a change in policy

where this will only include copyright issues whereas brands, trade marks and designs suffer greatly from online infringement to their businesses. Another example of copyright focus in a digital world which includes physical goods and therefore infringement online. David referred to the fact that digital policy was under the remit of DCMS but would take this back to the team so that consideration could be given to the voices of brands, trade marks and designs (and, therefore physical goods) being heard in these areas.

Intellectual Property Enterprise Court (IPEC) - Small Claims Tracks (SCT) Following ACID having successfully campaigning for a SCT within the Intellectual Property Enterprise Court over 8 years ago, it is still not possible to pursue a registered design infringement which is anomalous given the current push (rightly) to register designs but this does nothing to support SME design-led companies who make up the backbone of the design sector. Claims are often small but, in principle, this would also add to the deterrent factor of holding a registered design. Currently only unregistered designs’ cases can be heard in the SCT. David said he would take this back to the team and expand upon progress

Corporate Plan 2019/2020 – IPO targets included an Enforcement Review (which focuses on identifying if the UK legal framework is effective and proportionate across all IP rights) should have been completed by March 2020 but David informed us that this has been delayed because of Brexit work and the current Covid 19 crisis

Access to Justice on IP issues – One of ACID’s co-founders Adam Aaronson gave a relevant analogy that



UK designers will be disadvantaged if they lose the ability to rely on registered & unregistered EU design right

there is an unlevel playing field in relation to access to justice for IP theft between small and large companies and, often this is a deliberate strategy.

- For lone, micro and SMEs in a David v Goliath IP issue, they do not have fair and even playing field with access to litigation because it is cost and time prohibitive. Therefore justice, is the luxury of the rich
- In, say, a motor vehicle accident with an individual motorist in a mini and, say a Marks & Spencer pantechnicon, wherever the fault lies, there is a level playing field in access to justice

Litigation is still the luxury of the few - Whilst, often, in articulated Ministerial (& IPO) prowess the UK is heralded as one of the best in the IP systems in the world (according to the Taylor Wessing legal index). What is not said is that there is no level playing field accessible to lone, micro and SMEs Creative Industries’ champions who not only face ongoing and growing copying challenges but almost impossible enforcement issues due to lack of time and funds to pursue effectively.

1. Case Study Microslat – Microslat are considering the reply from the IPO on their case study - Copying is rife and a threat to

many SME’s like Microslat and poses a threat to both his business, his livelihood and of those they employ. The cost to pursue infringement would have potentially put them out of business – reinforcing the point that made about timely and cost effective legal redress (there is no point in Ministerial responses saying we have the best system in the world if it is impossible for SME access). There is a need for a real deterrent with criminal provisions for unregistered design infringement.

2. Case Study, Mel Holliday, Chiselwood (kitchen designers and manufacturers) - Their IP case went all the way to the High Court incurring crippling expenses along the three-year journey. They lost on a legal technicality and the perpetrator did the same thing a few weeks after the case. She explained that not only was this hugely costly but also immensely time-consuming for a small business. She also outlined the significant emotional toll and its profound effect on the team’s morale in that, despite the battle for what they believed was just, they lost on a technicality and the company went on to damage them further.

We welcome GUEST EDITOR, and ACID Ambassador ROB LAW, MBE

Trunki has just celebrated turning 14 and I'm reminded of the summer of 2006 sitting in my bedroom trying to navigate a hand luggage ban during the height of aviation terrorist threats. I couldn't influence when the government would lift the ban, so I chose to focus on what I could control: keeping costs down, pivoting my marketing to staycations and exporting to markets not affected by the ban. I knew if I could ride out the storm there would be opportunities on the other side.

In any crisis there is always opportunity. As we fight to keep our businesses alive and relevant to the new normal, we find ourselves pivoting and taking our businesses in new directions; whether that's lowering our operational costs, changing marketing strategy and reinventing our routes to market. It's essential for us to focus on what we can control and not get drawn into wasting energy on what we cannot.

Managing our costs is in our immediate control

and many businesses including ours have slashed their investments. However, as we see opportunities so too do less scrupulous operators and there has been a huge increase of counterfeiting and copies flood the market.

How do you balance investing in IP & defending it against conserving cash? It's really tough but one thing I have learned is business is all about relationships. Having open conversations with key IP stake holders and exploring how they can support you through this tough period can help you navigate this storm.

What will life be like on the other side? I keep hearing business talk about returning to a "Pre COVID" world. However, I think the lockdown experience along with long term health caution until there is a vaccine will fundamentally change so much that the new normal will not see us return to the past.

One example of this is the rapid acceleration and

adoption of ecommerce. Whilst we as a nation have become one of the most advanced to embrace online retail, there has been a huge uptake in the newer categories like online grocery shopping along with the older generations having no choice but to become ecommerce adopters. Looking across to Europe, who have been slower to move to online retail, ecommerce has been the only option for survival in lockdown.

Ecommerce as a percentage of retail sales has probably jumped 10 years ahead and I can't see why people would want to go back to less convenient ways to shop for a lot of their needs. China is already the world leader and we have seen the front line of IP protection move to the mega marketplaces like Alibaba and JD.

Emerging from Lockdown we need to start thinking more about protecting our IP online, what tools we can use to monitor and take down listings and support organisations

GUEST EDITOR

like ACID to lobby the big online players, as well as Government, to make protecting and enforcing our IP in the digital post COVID world.

Stay safe
Rob Law AKA Trunki Daddy

Read more here
<https://www.acid.uk.com/65-roses-and-a-trunki>

Rob Law's inspiratic book 65 Roses and a Trunki is available through Amazon



CASE STUDY

RETAIL

Retail IP theft in David v Goliath dynamics continue to be a threat and trend between highly innovative designers and retail chains. In last year's IP Crime Group report we put the spotlight on BaBaBing, and Aldi and this year shine the spotlight on a talented UK designer versus a global design brand with outlets in 51 different markets globally with £233 billion in net sales.

Jessica Linklater's hand painted "scribble" design, below on the right was designed in 2015 and is produced by cotton and

silk weavers in West Bengal and her workshop workers in Kolkata. In February 2020 she discovered a well-known high street and global online retailer selling identical designs on different products. Other retailers have also had very similar versions online. The UK Directors of the retail chain, following Jess's letter, came back to say that they would like to meet to discuss the matter outside the realms of legal action and wanted to discuss this with her to directly to reach an amicable solution. Since then, when Jess offered a mediation through ACID's cost and time effective mediation protocol, the retailer, thus far,

has refused to cooperate, saying that this would not be independent, leaving her few options but to go to the press to expose this story. Mediation, by its very nature is non-adversarial and impartial so it is hoped that further negotiations will be more fruitful.

This is another typical case study example of small UK innovator against major high street retailer

'Since reporting this case study both parties have agreed to mediation and are hopeful of resolving the dispute. Watch this space.'



Left High Street Retailer and Right Robe de Voyage Original or Copy?

CASE STUDY

CASE STUDY

ONLINE INFRINGEMENT

FMM Sugarcraft design and manufacture an extensive range of innovative cutters, tools, and equipment for the cake enthusiast. They have a global market and are considered market leaders. They have been in this business since 1948 but now their future is being severely threatened by online theft. Online theft in the digital world

knows no borders and the difficulties of facing a world-wide trend to infringe their designs and a sea of counterfeit products have placed almost insurmountable mountains to climb to survive.

Whilst FMM register most of their designs in the UK, unless they register them in all territories it is an impossible fight. With little consistency and responsibility to originators, online platforms and search engines are not being held to account sufficiently to control the uncontrollable. Memorandums of Understanding, accountability, easy to access means of take down

and track down are in many cases still impenetrable for the majority. IP issues and harms to businesses were not included in the recent Online Harms White Paper.



PASSPORT TO ETSY TAKE DOWN, ACID MEMBER SUCCESS



Chasing Threads v Bangkok Handcraft
Anti Copying in Design member Em Royston recently found copies of her brand Chasing Threads (under company Maid In China Ltd) best-selling item – the Stitch Passport Cover – on Etsy. She was outraged that the copied product listing even had her text copied word for word. Fortunately, after informing Etsy, the offending listing was removed overnight.

Em Royston wanted to share her experience with others who have experienced online infringement and said, “I am pleased that Etsy responded so quickly as it was quite shocking and upsetting to stumble across! Luckily, knowing I had the design lodged on the ACID IP Databank gave me the

confidence to challenge the listing with Etsy as an infringement of my intellectual property.”

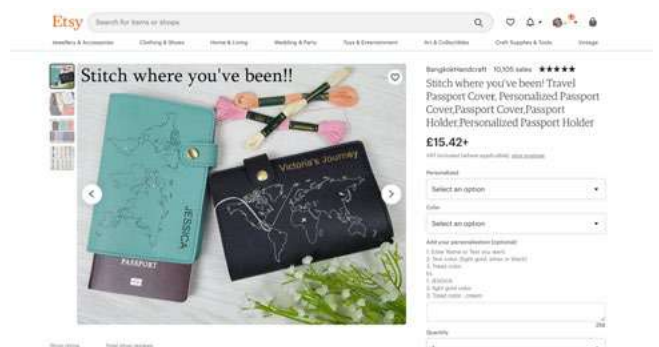
ACID COMMENT
“It is reassuring that Etsy demonstrated an immediate response to Em’s complaint through the intellectual property infringement report and this will give confidence to other designers that they can take decisive action in a cost & time effective manner. That she was able to rely on evidence of when her design was lodged on the ACID IP Databank gives additional and valuable third-party evidence of IP ownership should it be required. Maybe in future, Etsy might provide a facility for giving extra information on the form which could help clarify IP ownership further.”

Steps to take down - Report the alleged infringement to Etsy, through their online [Intellectual property infringement report](#). Em gave reference to her [long](#)

[standing \(2017\) listing](#) of her original Stitch Passport Cover design under the registered trade marks Maid in China and Chasing Threads and also listed that she had also lodged the design on the ACID IP Databank together with its unique certificate number which is created when there is a lodgement.

Facts of the case - Em Royston believed the listing by Bangkok HandCraft (BC) was created in December 2019, two years after her own design. Em’s passport cover in various colours had been live with Etsy and ‘best-selling’ within the Passport Cover category. Bangkok Handcraft had copied every aspect of her product:

- The exact placement of the world map (they have other non-stitchable passport covers where the world map is printed in an entirely different position), as well as the location of the perforations are an



CASE STUDY

exact replica of the unique feature of her design.

- The product slogans, branding, and title are copied directly from her product, i.e. the unique phrases “sew where have you been?!” and “stitch where you’ve been”.
- The vast majority of the product description is a word-for-word copy of that on her own product listing, of over 100 words.

This was a clear, direct, and fully intentional imitation of her established product and Etsy listing. The 2017 original design of the Stitch Passport Cover is lodged with the ACID IP Databank which can be used for dated evidence of the design’s existence and insisted the copyright infringement to be remarkably clear. Em’s [Etsy](#) listings can be found [here](#) as an example of the copied text.

Em further commented, *“Had Etsy allowed this listing to remain, they would be supporting a seller who is in direct contravention of my intellectual property rights which would have been in direct contrast to the spirit and intention of Etsy to support and advocate for unique and innovative design. Happily, Etsy responded positively to the take-down request.”*

This is one of Em’s best-selling product and the basis of her company, and so the existence of a cheaper imitation being sold through Etsy was extremely harmful to her livelihood.

About - Chasing Threads comprises a collection of beautiful products that are perforated, so that they can

be easily stitched. Read more about Em Royston in this [months Member Focus](#). Em’s other brand, [Maid In China](#), makes unusual tea ware inspired by the magic of the Circus. From a tea set that becomes a moving merry-go-round, to a toast rack disguised as a travelling tiger: ordinary items come to life in fine bone china and luxe gold aesthetic. Maid in China stands for product that is as clever as it is beautiful, functional and on-trend.

www.wearechasingthreads.com / <https://maidinchinadesign.com/>

Other useful information about track down and take down

If you find you are being potentially copied on popular websites, you do have the opportunity of contacting the potential infringer and putting in a complaint. We recommend you contact the websites below: As an ACID member you can also contact one of the ACID Legal Affiliates and take advantage of your free period of legal advice per query. If you would like further information on how to do this please ask or [click here](#).

Take-down links
[Amazon - Etsy Seller Handbook - Etsy IP Policy and Reporting Tool](#) -
[About Vero - eBay - How to report an infringement - eBay - Info for users - Alibaba IP Protection Policy - Alibaba IP Infringement Claims](#)

Notonthehighstreet – Statement on Partners Website – you will need to complain internally. External complainers (non-partners) should use the contact form too. “We own, or are the

licensee to, all right, title and interest in and to the Service, including all rights under patent, copyright, trade secret or trademark law, and any and all other proprietary rights, including all applications, renewals, extensions and restorations thereof. You will not modify, adapt, translate, prepare derivative works from, decompile, reverse-engineer, disassemble or otherwise attempt to derive source code from the App or any other part of the Service. You must not extract or otherwise use any of the content on the Site and/or Service for commercial purposes without obtaining a licence to do

so from us or our licensors. We respect the intellectual property rights of others and we ask our Sellers to do the same. If you are aware that any of your intellectual property rights have been infringed on the Site, please contact us [here](#) to report the concern.”



Our ACID Council represent the diversity of the ACID member community

Our ACID Council represents the diversity of the ACID member community. They all have one thing in common, all of them have or are experiencing IP theft and are passionate about articulating this to Government. They bring a lot to the table and they represent, articulately, your voices to stem the tide of indiscriminate copying of our sector. Thank you to them for their advocacy in progressing our message. Consistently infringing the IP of designed organisations is not acceptable. These are the stories behind our much-appreciated Council members.



Adam Aaronson

Adam Aaronson - Adam Aaronson has been at the heart of British studio glass for nearly 40 years, first running galleries dedicated to glass art and subsequently as a glass artist in his own right, learning how to create glass art later in his career and developing self-taught methods. Adam is a skilled maker and a truly diverse and talented glass artist. He is constantly experimenting with techniques and exploring new ideas,

including the potential of large sculptural works designed for the outdoors. Adam was a founding member of ACID. www.adamaaronson.com



Alexander Croft

Alex Croft - Managing Director of Crofts & Assinder - Alex Crofts is the Managing Director of Crofts & Assinder Ltd a company based in Birmingham specialising in the design, manufacture and global distribution of cabinet and architectural hardware and fittings. Alex has worked at Crofts & Assinder Ltd for 9 years and became Managing Director in 2009. He is a Fellow of the Chartered Institute of Personnel and Development and is an alumni of the Goldman Sachs 10,000 small business programme. Alex is also a Liveryman and Court member of the Worshipful Company of Furniture Makers based in the City of London. He lives in Sussex. www.crofts.co.uk



Angus Gardner

Angus Gardner - Caroline Gardner Publishing Ltd - The Caroline Gardner brand began in 1993, after a chance meeting between Caroline and a neighbour who was looking

for handmade cards on behalf of a Japanese gallery. In 1995, with a move south of the river, Caroline – inundated with orders – decided she needed some help with her card-making, so she set up a home office and hired an office hand. From here she didn't look back and her husband Angus Gardner joined the business as a Director and together they laid the foundations for the future of the business. In 2014 – the Company made its very own leap into the world of retail. Now based in Fulham in West London, with a central London store and they sell in over 20 different countries. www.carolinegardner.com



Duncan Maclay

Duncan Maclay – MD, ThisisNessie - Duncan Maclay spent 12 years on Fleet Street running national newspaper Sports Desks before joining the family business ThisisNessie which he helped his wife to found in 2012. They employ fifteen staff. Nessie McClay heads the creative side of the business, and Duncan provides the leadership and vision on the business side while his experience in print media and technology ensures that ThisisNessie is always on the cutting edge. Having created a multi-million-pound market ThisisNessie found themselves besieged by copiers and imitators both large and small, leading them to ACID. Duncan is committed to finding ways to protect small businesses from copying online; to

putting the author back into authenticity and to standing at the vanguard of baking a conscience into creativity in the UK.

www.thisisnessie.com



Laura Breen

Laura Breen – Head of Legal and HR, Trunki - Trunki's Head of Legal, joined the company in 2013 as PA to CEO & Trunki Daddy Rob Law, MBE. Increasingly, 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, pioneering a multi-faceted approach to Brand Protection, and becoming the manager responsible for all aspects of IP at Trunki. They have built an ever expanding active and passionate presence in the world of IP. Trunki proactively engage with designers about design protection, openly sharing ongoing triumphs and challenges with copycats and 100% fakes on design: the most notable of these being the recent high-profile Supreme Court case involving PMS.

www.trunki.co.uk



Nick Robinson, Managing and Technical Director BabaBing Ltd- is a company that specialises in the Design and

Development of Child Nursery Products. This family business specialise in Product Design and Sales within the company. Established in 2005, BaBaBing prides itself on designing its own range of products that are distributed globally. Nick was formerly Nick worked for a medical company based in Herefordshire in a role of Product Development for 2 years. Nick moved back to Yorkshire to take up a Product Design Engineering role at Surgical Innovations Ltd whereby he was assigned to designing cutting edge Keyhole Surgical Equipment working alongside leading laparoscopic surgeons based in Leeds.
www.bababing.com



Rachael Taylor - Rachael Taylor & Make it in Design – Rachael is a surface pattern designer, illustrator, and Director at Rachael Taylor. Co-founder of Make it in Design. Rachael is a fun and energetic surface pattern designer and illustrator who creates 'patterns to make you happy'! Rachael also runs her own design label along with successfully licensing several global branded collections. Her designs feature on fashion, home decor, greetings, stationery, gadgets, and ceramics. She is also co-founder of the ground-breaking e-course called The Art and Business of Surface Pattern Design in she shares her expertise and knowledge in surface pattern design. The success of the e-course led the brand-new ventures, Make it in Design and MOYO Magazine. Rachael is also regularly hired to deliver seminars and lectures around the UK & more recently the USA. www.rachaeltaylor.com
www.makeitindesign.com



Rachael Jones – Totseat – Recent Queens Award winner for Innovation, Rachel created the Totseat travel highchair after several, unsuccessful experiences of eating out with her baby daughter. Either the highchairs proffered were filthy, offered from within the storage of the loos, or they were old, unloved, and unsafe. Keen to keep her child anchored safely and comfortably, enabling a happy family outing, what began as a 'jumper tied around a chair' turned into the Totseat travel highchair. Now an award-winning brand, the Totseat has strong IP and a fierce team defending it. Anyone found to be breaching the Totseat's IP is actively pursued – small or significant, as some now know to their cost. Rachel's passion for IP has led to her being recognised as a leading expert on how SMEs can best protect their IP on global e-commerce platforms. In addition to Totseat, she works alongside the team at www.snapdragon-ip.com, an e-commerce monitoring and take-down service, specifically for SMEs.
www.totseat.com



Rodney McMahon - Managing Director Morgan Furniture. Rodney's passion for manufacturing in the UK and interest in design, led to the acquisition and revitalisation of Morgan and he is active in shaping the future of the furniture industry, particularly through training. Rodney is Finance Director and past

Chairman of the BCFA, is a Furniture Industry Research Association Council member; he is a Fellow of the RSA; Morgan Furniture is a wholly British, design led business making contemporary furniture for the contract market from its dedicated 4500m2 workshops and studio in Hampshire where they start the process with trees and finish with beautifully crafted chairs. They believe the design and manufacture of truly original, high-quality furniture is the result of passion, design integrity, experience, craftsmanship and an unflinching dedication to quality.

www.morganfurniture.co.uk



Russell Cameron – Innermost. Russell Cameron co-founded the British design brand Innermost with fellow designer Steve Jones in 1999. Innermost has gone on to collaborate with emerging and established designers around the world designing and producing their own award-winning brand of innovative lighting and furniture for the residential and hospitality industries. With offices in London and Hong Kong, Innermost has a distribution network in over 50 countries, and uses its manufacturing expertise to produce for a select number of other global design brands. Russell is based in London and Shropshire and is also a Lighting Industry Association Council member.
www.innermost.net



Sabah Nazir is the founder and creative director of Sabah Designs a luxury stationery

brand she founded in 2004 from her kitchen table. The company have built a strong portfolio and have been supplying to departmental stores, high-end gift boutiques, and independent bookshops and retail their products through online outlets such as Not on The High Street, Amazon, and Etsy. Sabah is also the founder of the 2011 multi-award-winning brand Islamic Moments, UK's first Islamic greetings card and stationery company. Sabah was recently appointed as an 'Exporting Ambassador' for the Department of International Trade due to the high volume of the company's exporting activity. She is regularly invited to speak at business seminars and voluntarily mentor's start-up businesses. Sabah also makes frequent appearances in national discussions about entrepreneurship, women in business and is a consultant on the fast-growing halal economy.

www.islamicmoments.co.uk



Mel Holliday Chiselwood Limited Mel Holliday is co-founder with her husband Martin Holliday of Chiselwood Limited, designers and manufacturers of handmade kitchens and furniture. She has been in her role as managing director for nearly 30 years. Chiselwood has won many accolades over the years for its unique designs including the only European kitchen company to reach the world finals in the USA Sub Zero Design contest in 2017. Mel has been proactive in protecting Chiselwood designs looking to ACID for support when their IP has been infringed. Mel constantly strives to ensure that both Chiselwood designs and those companies she works alongside are armed with the information they need to protect their IP.
www.chiselwood.co.uk

JAIL FOR MAN WHO SOLD ILLEGAL DEVICES

On 1 June 2020 at Manchester Crown Court, Crown Square, Daniel Aimson was sentenced to 12 months in prison after pleading guilty to conspiracy to commit fraud. See also Daily Mail coverage.

In 2017 Greater Manchester Police launched a joint investigation alongside FACT into Aimson, who was a serving GMP police officer at the time. Investigations confirmed Aimson was involved in managing a company that produced Internet Protocol Television (IPTV) devices that allowed access to content like sport and films that typically require a monthly subscription. The company also sold streaming services allowing anything between 48 hours to six months access to paid-for content. The pass enabled the viewer to log on to an online portal where paid-for content was available without the need for a physical IPTV device. Financial intelligence quickly identified bank accounts linked to the company to which thousands of pounds were being transferred in an effort to conceal the proceeds from their illicit business. Over a seven-month period between January to August 2017, the turnover for just one of the accounts linked to the company was in excess of £300,000, none of which was declared to HMRC. Further analysis of the account revealed that between September 2016 and May 2017, approximately 1,640 illicit IPTV devices were sold. On 5 September 2017 Aimson was arrested at his home address and a number of items were recovered



implicating him in the fraud. He was immediately suspended from his role with the police.

A satellite TV provider who did a cost analysis of Aimson's illicit activities deemed that the loss to their company alone was more than £924,000. The loss to the same satellite TV provider from Aimson's online portal streaming service was estimated to be £1,200,000.

Detective Constable Paul Bayliss of Greater Manchester Police, said: *"Aimson was making enormous amounts of money from what he knew to be an illegal activity. He was a police employee with a good career. That is now in tatters and he's facing a lengthy prison sentence during which to contemplate his foolish and deceitful actions. I'd like to thank our partners at FACT whose hard work and diligence helped us bring the prosecution. This type*

of crime costs legitimate companies millions each year in loss of revenue, which ultimately results in a loss to the exchequer. This sentencing should serve as a message to those who think they can access or provide such content without consequences: you are breaking the law, costing the country money and we will do everything in our power to prosecute such offending."

FACT Chief Executive Kieron Sharp said: *"This result is an excellent example of the serious actions taken against those who provide illicit content through streaming services. Individuals are motivated by the financial benefits from providing illegal content, but FACT is leading the way in combatting digital piracy and has worked closely with Greater Manchester Police to hold these suppliers accountable for their actions. We thank Greater Manchester Police for their work on this and FACT*

will continue to monitor channels used to advertise, market, sell and distribute apps, devices and streams to take action against suppliers and operators. If you come across any content that doesn't look legitimate, FACT works with Crimestoppers to make it easy for you to report it. Contact Crimestoppers anonymously by calling 0800 555 111 or filling out their online form at <https://crimestoppers-uk.org/give-information>."

Dids Macdonald, ACID's CEO said, *"FACT can rely on criminal provisions for crimes of this nature and I commend their exceptional work with the Greater Manchester Police. It is lamentable that when high street retailer steals a designer's intellectual property and potentially their livelihood, especially if they rely on unregistered rights, that this is still not seen or treated with criminal provisions."* www.fact-uk.org.uk

AXMINSTER

AXMINSTER
Tools & Machinery

CORPORATE MEMBER PROFILE



www.axminster.co.uk

Axminster Tools, established for nearly 50 years, is a family run organisation. From a small store in Axminster, Devon, it's grown to eight nationwide stores and a multinational mail order business. We also support businesses and the education sector with specialist teams to work with

those areas and a wholesale distribution arm working with partners both in the UK and abroad. By choosing our own path, almost all functions remaining in-house at our Axminster Head Office. It's here that we design and manufacture new products, produce completely unique copy and content for marketing our product range and house our

contact and distribution centres

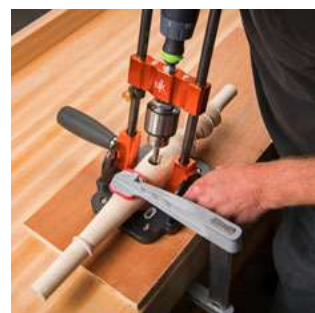
Could you tell us a little about the history of Axminster Tools and Machinery Ltd and the driving force behind its success as one of the major suppliers in the country?

A strong work ethic and passion of our teams is our driving force. Recently, we've seen key changes in our leadership team due to retirement of those instrumental in building the business. Since then we've been working hard to really assess who we are, what we do and how we can deliver our message and product to our customers. By doing this we can build upon the success of the company to date and hopefully take it to the next level both in the UK and internationally.

Placing a high focus on your marketplace, your workplace, supporting your community, buying British and supporting the environment is key. To what do you owe your sustained success and growth in such a competitive marketplace?

Our success comes from several factors; being a family business has helped us to instil values and an ethos of really caring about our customers.

Ensuring we recruit and train our staff at a high level in order is critical so that we can offer our customers expert assistance on all aspects our business. Our manufacturing and procurement arms have allowed us to bring products to market that are unique to us and help cement our position as a company that truly understands the woodworking community's needs. Our focus is that every product is supported with high quality imagery and informative descriptions. Encompassing all aspects of the business and our employees' hard work and loyalty helps us to continue



to drive things forward, particularly during times of change.

We're confident of our market position and don't want to drive down prices to a point where it's unsustainable for anyone. Through working to understand our customers on an ongoing basis, we're able to offer affordable and competitive products, supported by the service that they deserve; whether that's someone just



starting out at home or an industrial-level workshop. Looking to the future and ensuring that the woodworking community continues to attract new entrants remains a priority. Many customers learnt their skills either as a child or in education and with a reduction today, our role is to step in either by supporting educational centres that are teaching these skills or providing our own videos, guides and knowledge sharing. If I had to choose one single element that has really helped to drive and sustain our position in a competitive marketplace, I would say it's our passion and sharing our customer's passion for a job well done. We're passionate about them having the right tools to create their best work and we're passionate about ensuring we treat them exactly as we would like to be treated; with dependable service that exceeds their expectations wherever possible.

As a well-known and leading brand in your sector, good design is often copied. When you have come across infringements, how have you dealt with them?

During these past 5 decades, we've been relatively fortunate to have experienced very few incidents of infringement though the first was many

years ago when we were relatively new to manufacturing. A wood turning chuck system that we both designed and manufactured in house was copied by the Chinese market. Without proof of the infringement or knowledge to support the claims, our response hinged around ensuring that we improved our own product making ours a superior version. Our own chucks have evolved multiple times since then, thanks to our knowledge of the consumer needs and our ability to design, manufacture and test in house. Other infringements have primarily included image or copy theft which we've never fully protected in the past. The fact that we work with a network of dealers meant many of them used our copy and images, even our part numbers, to sell our products, which is something that is a bit of a grey area. In general, we've been fortunate that a quick email or letter highlighting the issue where appropriate has resulted in the content being removed. As we move into a new phase of our business, we're even more aware of our need to create great content and then protect it, hence our continuing work with ACID.

What is your message about the copying culture that pervades some of your sector and those who ride rough shod over the law?

Whilst there is some copying culture in the woodworking industry, primarily in manufacture, this has lessened in recent years with changes in manufacturing in Asia. Many machines and products still come out of the same factories around the world and will be re-badged making them appear as copies. Our role is to try and add a variation or improvement wherever possible to ensure that our items are unique, and we try to focus on ensuring we're compliant rather than auditing others. Within any industry there are those that feel a need to copy others and this can be both flattering and frustrating. Whilst I understand that in some instances this

can be a genuine oversight, for those that do it purposefully I'd have to ask why? If you don't have the knowledge or ability to push your own business forward without breaking the law, it will eventually catch up with you, whether that's with legal issues or a lack of trust from your customers.

As ACID members for a couple of years now and clearly IP ethics, compliance and respect for intellectual property are the cornerstones by which you operate. What do you think could be done to promote this more generally in the UK?





All these areas are hugely important to both businesses and individuals. With an upturn in social media and the continued rise of the internet, we reside in a content culture. Almost all individuals will be impacted by IP rights at some point, whether that's in their work life or at home. We should be doing more to educate people on basic IP legislation to ensure that they don't inadvertently infringe someone's rights or have their own IP infringed upon. I'd love to see more done in formal education to help provide individuals with basic business sense including these areas as it's such an important aspect of life once you leave the education system.

The ACID team visited your amazing factory premises and carried out an Intellectual Property Strategy Review and gave various recommendations. Clearly the intellectual capital within your workforce is part of your strength – its skilled people, your know-how, market intelligence. At what stage are you at in implementing the recommendations?

We've started implementation but we're yet to truly take the recommendations on board as much as we would have liked. Recently, we've been through a period of change of leadership team and two of the individuals heading up the ACID project have since left the company. This, combined with an overhaul of our entire

company vision, purpose and focus has meant that we've not given it the time that it truly deserves. However, we have now appointed internal IP champions who will be able to implement and maintaining the recommended actions. So far, we're working with ACID primarily on the protection of our product designs, but our next phase will be more centred around our general content protection as well.

Is enough done by government to promote IP respect within corporate social responsibility?

If it is, I wouldn't say that I'm aware of it. For that very reason, I'd have to say in my opinion, no there isn't enough done to promote it.

ACID is campaigning for stronger enforcement for design infringement. Since the 2014 IP Act introducing criminal provisions for intentional registered design infringement but also for individual directors, do you believe that if this is extended to unregistered designs infringement, it will become more of a deterrent, and would you support this?

I think it would potentially become more of a deterrent but that it would be harder to police. There is a need for greater IP awareness regarding design infringement and the provisions are for dealing with it. Whilst I think it may help, people still break the law



regarding registered designs, so implementing this further for unregistered designs may continue to be ignored by those who choose to. In terms of supporting it, I genuinely believe that for anything to be effective, we need to ensure that all business owners and individuals are fully aware of what intellectual property is and the rules, regulations and rights around it. If individuals are educated well then anyone then knowingly breaking those regulations should clearly face penalties for doing so.

Can you give us a steer on what you feel ACID's achievements have been and what we could do in the future to raise further awareness about IP theft?

For us the biggest achievements are helping businesses to understand what measures they can put in place to protect some of their biggest assets – their intellectual property. IP is a huge legal area and we would be lost as to what best to action and

how to move things forward without ACID's support and recommendations. Helping creators and designers such as ourselves by bringing a wealth of IP knowledge and experience must be truly commended. How do we raise more awareness of IP theft? By growing the network of businesses that ACID support, by ensuring that any infringements are identified and dealt with professionally and in line with current legislation and by continuing to advocate for greater education and awareness of intellectual property law.

www.axminster.co.uk



ACID Member

SCABETTI

is our Member Focus contributor



In our latest Member Focus we want to share a fascinating insight into British art and design studio, Scabetti, led by design-duo Dominic and Frances Bromley. All the inside stories of our amazingly diverse membership all have one common theme – protecting their intellectual property to achieve growth and putting IP at the heart of their business strategy. Scabetti is no exception! We also want to celebrate and share the success of our members too!

When and why did you first start creating your products/designs?

I formed Scabetti at the beginning of 1999 with the aim of creating sculptural tabletop pieces. The initial concept didn't stretch much further than that and I was fairly naïve in terms of my business planning! I had a strong desire to create particular forms and translate them into some form of product – my theory was that if I loved what I created, then surely others would feel the same way enough to part with their hard earned cash.

Did you have any knowledge of intellectual property when you started your business?

Yes, I'm pretty sure that we dipped into the field of intellectual property whilst studying industrial design at university. I worked as a product designer for a

number of years before setting up my own business, so again it's something I would have been aware of.

Which ACID Membership services have you used and how have you benefited from being a Member?

From the very start, I've made sure the ACID logo or wording were present on my website, promotional literature and on exhibition stands in the UK or overseas. I've uploaded new designs onto the IP databank and when we've had any IP 'issues' we've called for advice.

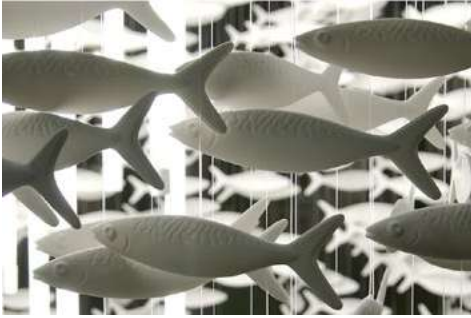
Have you brought anything new to the marketplace recently that you would like to share?

Sadly no! In many ways we've become a victim of our own success, or rather one particular creation, Shoal – a sculptural luminaire, or chandelier if you like, comprised of hundreds of bone china fish. However, we are currently trying to make time to develop a new collection that's quite different from our fish work!

What is the best aspect of ACID Membership for your business?

I like to think that membership of ACID acts as a deterrent against wannabe plagiarists. Also, I like that our small contribution helps support an organisation that believes in the importance of design and protecting it.

ACID MEMBER



What advice would you offer to a new designer?

Join ACID! And document your designs; keep a record of when and where you first show them to the wider world.

ACID values the support of its members to enable it to campaign for design law reform. Do you have any messages for Government/Policy Makers on IP issues?

It would be great if legislation was in place to force high street and internet retailers to take greater responsibility for not purchasing copies.

Contrary to the Italian sounding name, Scabetti is actually a British art and design studio, taking its creative lead from Dominic and Frances Bromley. Located in the rural Staffordshire Moorlands of England, they work closely with ceramic makers in the nearby Stoke-on-Trent Potteries to produce the beautiful bone china used in much of their work. Over the years, they have become known for using multiples of the same form, creating some very special sculptural installations. Regardless of the scale, their approach is to produce beautifully considered, sometimes quirky, but always desirable objects, made with pride and quality as locally as possible.

www.scabetti.co.uk



Registered and unregistered design rights

DO YOU KNOW THE DIFFERENCE?

On this example of an Alessi corkscrew as a registered design (left) it would have design protection in any or all of the following: contours, lines, materials, shape, ornamentation, texture or colours. On the (right) if the design was relying on unregistered design rights it could only rely on shape and configuration as shown



Many ACID members are still confusing officially registering a design with an Intellectual Property Office and lodging unregistered designs (and copyright works) on the IP Databank, so we thought we would answer some of the frequently asked queries so that there is clarity and no confusion!

- **What is the difference between a registered design right and an unregistered design right?** An unregistered design right arises automatically, and you don't pay for it, you pay a fee for registering a design.
- **What are the criteria for an unregistered design and a registered design?** It must have individual character (the overall impression on the informed user must be different), it must be your own work (not copied from anyone), it must not be offensive or include the use of flags.
- **What does a registered design protect?** Lines, colours, contours, shape, texture or material of a product or any part thereof of a design
- **What does an unregistered design protect?** Just shape and configuration at the moment but see a further note about the new Supplementary Design Right being introduced on 1 Jan 2021
- **What is a Supplementary Design Right?** - As from January 1st, 2021, the UK will introduce a Supplementary

Unregistered Design Right to mirror the protection afforded by registered design right (shown above left), it will last for 3 years for the UK only. *After a long campaign by ACID the text has been included in EU/UK negotiations on design rights includes the recognition that designs shown in the UK, However, this still has to be negotiated.

- **How long do these IP rights last for?**

	Years
UK Registered ¹	25
UK Unregistered ²	15
UK Supplementary Unregistered ³	3

Notes

- ¹ Renewable every 5 years
- ² After 5 years there is a Licence of Right
- ³ Introduced on Jan 1 2020
- **What are the benefits of a registered design?** - It is a monopoly right and you don't have to prove copying (although it can always be challenged). You basically have a numbered certificate which says you "own" the design. Also, it lasts for a long time so long as it is renewed every 5 years.

AND WHERE DOES THE ACID IP DATABANK COME IN?

- **Where can I get a registered design?** - You can apply directly to the UK Intellectual Property Office www.ipo.gov.uk and you can also seek advice from our legal affiliates. Watchpoint – what you submit is what you rely on should any case proceed through the legal process, so it is always advisable to ask for expert help about what to include when you register your designs.
 - **How much does it cost?** 1 Design costs £50, up to 10 costs £70 and there is a sliding scale up to 150 (ACID campaigned to get these prices reduced!)
 - **What is a Licence of Right if I have an unregistered design?** You can allow someone else to use your design by selling or giving them a licence of right. In the final 5 years you must give a licence of right to anybody who asks. You can ask the IPO to help if you can't reach an agreement on the terms of the licence.
 - **So, what happens when my rights expire?** Do I still own the design? In a nutshell, No!
 - **When should I use the IP Databank?** This service offers our Members access to a Databank system where Members can lodge documents and images of their 2D or 3D designs if they are relying on unregistered design rights (UDR)/copyright or as an added safeguard for registered designs, underpinned by the strong ACID brand of deterrence.
 - **What are the benefits of the IP Databank?** It facilitates cost effect document management and can be used in all sorts of situations. For example, when prototyping a design, recording each important stage from idea to marketplace, adding to the audit trail as evidence of a design's evolution and the incremental stages.
 - **Copyright can't be registered in the UK; can I send my copyright work to the IP Databank?** Yes, Images, artwork, design drawings, basically anything that is protected by copyright.
 - **What other documents should I consider lodging on the IP Databank?** Some designers send copies of responses to tender highlighting that they have done so, thus adding to the deterrent factor. Some send us signed agreements for safe keeping, others send technical specifications or trade secrets.
 - **If I need to enforce my design rights what is the difference between registered and unregistered design rights?** With a registered design you don't have to prove copying, with an unregistered design right the onus is to prove that you "own" the design which is where a strong audit trail is essential.
 - **Enforcing your design rights** – will be covered in another article. However, litigation doesn't mean going all the way to a final Court hearing. Often, a strongly worded letter can get a good result, and this is where our Legal Affiliates can help. All members are entitled to initial free advice. Currently, although ACID campaigned for a Small Claims track through the Intellectual Property Enterprise Court, it still only hears unregistered design right cases which doesn't make sense.
- does not add to Unregistered Design Rights (UDR) but provides reliable 3rd party independent evidence of a design or document's existence on the date of receipt by ACID i.e. an audit trail. Design files are held on our secure system and remain unseen by anyone unless required as evidence to substantiate design ownership.
- The majority of the thousands of settlements on behalf of ACID members have been based on unregistered design rights. Enforcement of unregistered design right infringement is only as good as the evidence you can provide to substantiate ownership. Unregistered Design right only protects the shape or configuration of a 3D product* (see above as from Jan 1st, 2021). The majority of UK (and EU) designers rely on unregistered design rights which is why ACID set up the IP Databank to offer an alternative strand to evidence creating.
- ACID always recommends that you register your designs officially if you possibly can because it is a stronger right. Using the ACID IP Databank



FIESTA'S CONTINUING FIGHT FOR IP JUSTICE PREVAILS



Fiesta Studios reaches favourable settlement with Sparta Statues in ongoing IP Infringement battle.

Long-time members and supporters of Anti Copying in Design (ACID), Fiesta Studios Limited, a company designing, licensing and wholesaling high-quality giftware, homeware and ornaments, has successfully resolved an ongoing and persistent copyright infringement dispute with Sparta Statues. The matter has been settled without the necessity for Court proceedings. Following legal correspondence, an agreement was reached with Sparta, and although the terms of that agreement are confidential, Fiesta is delighted with the outcome and is looking forward to moving on with its business.

Fiesta Studios holds the exclusive licence to sell various 'Greenmen' designs and became aware that Sparta was selling what appeared to be infringing copies of several of those designs, thus infringing their

copyright. Initial requests, asking the company to discontinue the sale of the infringing works, proved unsuccessful. Fiesta sought immediate legal advice from IP specialists, ACID legal affiliate firm, McDaniel & Co.

Director and IP solicitor Kelly Hudson of McDaniel & Co said,

"As an ACID legal affiliate who has acted for Fiesta Studios on many occasions, I am familiar not only with the IP provenance of Fiesta's designs but also their proactive and instant stance on copying issues. As soon as they discover an IP infringement, we can act decisively and quickly. On this occasion, even though the terms of the settlement are confidential, they are very happy with the outcome and it sends a clear message to them that Fiesta mean business, at all times strengthening their IP message to those that copy."

Andy Kingston, Managing Director of Fiesta Studios said,

"I am absolutely sick and tired of those who do not respect basic intellectual property ethics, respect and compliance and seek the fast track to market through plain and simple IP theft. We are proud to be members of ACID and support their ongoing campaigning to ensure that the theft of unregistered designs will be a crime, in the same way as it is a crime to intentionally infringe a registered design. This will strengthen the message that crime does not pay, especially when prison sentences are involved."

ACID COMMENT,

"Sparta must surely receive a very strong message that any company that infringes Fiesta's designs will be named and shamed. The message is crystal clear – no-one can flagrantly copy the designs of others who are the official licensors. Let this be a strong message to anyone contemplating design infringement, that the consequences are serious."

CASE STUDY

New Members

ACID welcomes the following new members to the ACID Community



Company Name	Industry	Company Name	Industry
Stable Pottery	Ceramics	Yateley Papers	Interior Accessories
Anna Thompson Art	Fabrics & Textiles	Midsummer Home Design Ltd	Interior Design
Designed by Jamie	Fabrics & Textiles	Stylemongers Of Bristol	Interior Design
Designer Silk	Fabrics & Textiles	Alice Clarke Jewellery	Jewellery
Jan Olive Designs	Fabrics & Textiles	Alyssa Smith Jewellery Ltd	Jewellery
Leah Hanlon	Fabrics & Textiles	CEES	Jewellery
Merupri Priska Kranz Illustration	Fabrics & Textiles	Clare Lloyd Accessories	Jewellery
Vicky Yorke Designs	Fabrics & Textiles	Emefa Cole Limited	Jewellery
Brakeburn / Jackson Distribution Ltd	Fashion	G&S Flair Ltd- Trading as J.Yohanna (brand)	Jewellery
Cubique Ltd	Fashion	Rock + Raw Jewellery	Jewellery
Lady Lucie Latex	Fashion	Rock That Biscuit	Jewellery
Penny Burdett Designer Knitwear	Fashion	Rosa Pietsch	Jewellery
PinkRose	Fashion	Ruth Haldon Design	Jewellery
Riri Kim	Fashion	Tiafi Ltd	Jewellery
Robe de Voyage	Fashion	Yejide Adeoye	Jewellery
Andrew Hunt	Furniture	Spottidog.com	Kitchen & Bathroom
Derelict Design Ltd	Furniture	O-60 LTD	Product Design
Global Upholstery Solutions Ltd T/A blackswan	Furniture	Abbey Distribution	Product Design
Gresham Office Furniture	Furniture	Airbob	Product Design
Handy Ltd	Furniture	Brik Confectionary Ltd	Product Design
Jamie Gordon Design	Furniture	Jordan Bespoke	Product Design
Kyoto Futons LTD	Furniture	Lighthouse Display International POS Limited	Product Design
Matthew Preston	Furniture	MyDoggo.uk	Product Design
MorriSofa Europe	Furniture	Niamh Holmes	Product Design
Parker Knoll Upholstery Ltd	Furniture	Phone pilot	Product Design
smartBoxmaker	Furniture	Photobooth Props Ltd	Product Design
Steve Bristow Stone Masonry	Furniture	Right Sign Group	Product Design
Teemo Designs Ltd	Furniture	Taylor Jacks Ltd	Product Design
Zenith & Zass Beds Limited	Furniture	The Blue Bear Partnership Ltd	Product Design
Istagrow Ltd.	Garden Products	United Products and Services Ltd	Product Design
Dreamair Ltd	Giftware	Water Master Ltd	Product Design
IPrange	Giftware	Wunderhaus	Product Design
Lucy Coggle Designs	Giftware	Charlotte Smithson	The Arts
WPL Gifts Ltd	Giftware	Edame Creative	The Arts
David McGeeney	Graphics	Karen Hughes Art	The Arts
Lifescape Ltd	Graphics	Martina Chilvers Art	The Arts
Angela Faulkner Collection	Greetings Cards	Samantha Bryan	The Arts
Doodleicious Art Ltd	Greetings Cards	Stuart Stockwell Associate	The Arts
Miss Shelly Designs	Greetings Cards	The Harris Tweed Florist Ltd	The Arts
The Little Paper Flower Shop	Greetings Cards	Emma Jones	Toys
Lara Piercy	Interior Accessories	Hellion Toys	Toys
Nina D Illustration Art & Design	Interior Accessories		

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 ■

SAVE THE DATE FOR ALL THOSE IN THE FURNITURE & FURNISHINGS SECTOR!

ACID Webinar – it's time to get IP 'savvy'



Designers in the furniture/furnishings/interiors/bedding sector work in a diverse landscape. So, whether you design for homes, offices, schools, luxury yachts, restaurants, or public places or maybe you are a bespoke furniture maker, the designs you create are all underpinned by intellectual property which needs to be protected. Great designers find solutions. This requires skill, talent, and an ability for many to translate a brief into market viability. They are the key players for how products look, feel, and perform. This vital experience is achieved by acquiring the relevant technical and industry knowledge, often, through sheer sweat equity. This has a significant value.

British furniture designers and makers are some of the best in the world but unfortunately, there are those that want to take the fast track to market by free riding on your ideas and creativity to copy or "adapt" them.

On July 23rd ACID's co-founder and CEO Dids Macdonald, OBE., will share some of her practical insights into building a proactive intellectual property strategy to enhance growth and protect designs. Dids, whose designs were copied

shamelessly by some major high street retailers, believes that taking a few steps to better understand the laws that protect designers can make all the difference.

With Dids Macdonald will be Gavin Llewellyn, a partner at Stone King and a design law expert who will be there to answer all your IP questions and dispel some of the myths about IP

ACID supports those in the Furniture/Furnishings sector [here](#)



Find out more about how An Anti-Copying in Design (ACID) webinar sharing insights on IP and design protection to achieve growth

Attend a webinar on 23rd July at 11am to hear more:

[Click to Register NOW at Zoom](#)

- What is intellectual property?
- Why is it important?
- How can I protect my designs?
- Online theft, what can I do?
- What are the myths surrounding IP?

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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

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