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MAGAZINE

YOUR VOICE AGAINST DESIGN THEFT



Fighting Spirit:

ACID Member Lola Design take on Temu - Pages 14-17

A Burning Issue: Guest Editor & Safety Expert Simon Stokes on the dangers of counterfeit toys

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Hello ACID Community!

Happy New Year!

2025 marks 25 years since the Millennium and 25 years since the scare of the Millennium Bug! An invisible threat in the ether poised to steal all our hard work if we failed to put all the right protection in place to ensure our computers wouldn't fall foul of the dreaded data wipe.

The Millennium bug thankfully amounted to little more than a bad drawing and a lot of yellow stickers put on machines. Yet, invisible – and visible - threats of stealing hard work remain throughout the design, manufacturing and creative communities. Like the Millennium bug, putting measures in place to mitigate risk is half of the battle.

Prevention and Deterrence are two of ACID's pillars, so what more fitting theme for our magazine to start off a new year than one which encompasses resolutions and solutions.

This year, we're introducing new benefits, such as an IP HealthCheck to help keep your IP in tip top condition and a new startup business category to make sure your new business and creations are protected from the get go (p10-11). Not only that, but we'll be continually reviewing and improving our existing benefits, as well as seeking out new sources of support. One such source is this issue's Guest Editor, Simon Stokes (p6-7). Simon has over 30 years' experience as a toy safety expert at Bureau Veritas and has seen more than his fair share of unsafe, counterfeit products and, more often than not, these unsafe copies are claiming to be the original, legitimate product. This is where compliance can add another string to your brand and design protection bows; shouting about your IP and diligent product development sets you apart from the copycat market, and is more important than ever when the threat exists in both online and offline spheres.

In our digital age, technology shows no sign of slowing down and 2025 is sure to see even more advances in this area, including AI. ACID Brand Protection Partner, SnapDragon

Monitoring, are always on hand to help and their predictions for 2025 will surely get you ahead of the online copying game (p8-9).

Someone who knows how important it is to fight the online fakes is ACID Member Lola Design (p14-17). Amanda and Frank Mountain, the amazing brains behind the brand, have fought tirelessly against Temu. From online battles to offline meetings with their MP, their story is both determined and inspirational. Their MP has already tabled a question in Parliament and Dids will be meeting her imminently. Following this, a direct letter to Temu's Head of Trust & Safety will be sent expressing our concerns, not only for Lola but on behalf of many others who are experiencing similar issues. Shout out if you need similar support.

On a practical level, for any ACID Members also facing the trials of Temu copies, ACID Legal Affiliates McDaniels Law have some tips to get you prepared (p18-19) and will kick off this year's fantastic webinar programme on 16th January with ACID Lunchtime Learning – Temu Tactics. Check our events page and socials for more information on this and much more.

As we in the ACID Community know, a design is not just about the end product but the financial and emotional investment in creative thoughts, repeated sketches, prototyping, refining and marketing that leads to the final design emerging. To then have all this hard work disregarded by a copycat is soul-destroying. That's why we're so delighted that members of the UK IPO were able to visit ACID member Robert Welch's design and production facility to see a full design process from ideation to production (p12-13).



Laura Newbold Breen, ACID CEO

Mc Daniels Law



Lola Design meet Rachel Maskell MP to discuss their Temu challenges.

When it comes to fighting infringements, whether online or offline, the biggest weapon we have is stronger deterrence through more robust laws. At ACID, we've long been campaigning for a Design Consultation; the need for simpler, clearer and easily enforceable design law is imperative if we're to keep growing our invaluable creative industries, especially with their contribution to the UK economy. ACID have created a dedicated set of resources to ensure your voice is heard so please do keep an eye out for our communications on this. Please do complete a case study, send a letter to your MP or even if you only have time to sign our IP Charter, it all helps and we may not get another chance to change the future.

So let's look forward to another year for our ACID Community. Please do keep in touch with us – whether you have successes to celebrate, problems to share or just want to chat.

On behalf of the ACID Team, we wish you a healthy and prosperous 2025.



ACID LUNCHTIME LEARNING Temu Tactics

with McDaniels Law

16 January

12.30 - 13.30pm



Online Webinar



OPPORTUNITY KNOCKS TWICE: TWO CRITICAL CONSULTATIONS FOR CREATIVES

AI
regulations



The Creative Industry faces two vital consultations - Copyright and AI and a forthcoming Designs Consultation – poised to shape the future of intellectual property (IP). These are crucial opportunities for creatives to protect their rights amid evolving legal and technological landscapes.

Copyright and AI Consultation: Addressing AI's Impact on Creative IP

The UK Government's consultation on copyright and artificial intelligence (AI) seeks to address challenges posed by AI's use of copyrighted materials for training. Closing on February 25th 2025, it proposes measures to balance creators' rights with AI innovation.

Key Government Proposals:

- Trust and Transparency:** AI developers must clarify their use of copyrighted materials.
- Control and Compensation:** Creators should decide whether their works are used for AI training and be compensated.
- Innovation Support:** AI developers should access quality materials without undermining IP protections.

Other topics include copyright for computer-generated works and digital replicas. While the Government aims to protect the UK's creative economy, there are concerns about enforcing rights and preventing unchecked exploitation of creative works.

ACID raises key questions for creatives:

- How can "greater clarity" from AI developers be achieved without a voluntary Code of Conduct?
- How can small and medium-sized enterprises (SMEs) monitor, enforce and monetise their rights effectively?

→ Will a clear business model ensure fair compensation and prevent misuse, and can it be easily applied?

ACID warns that, without robust safeguards, AI threatens to erode traditional copyright protections, especially for SMEs. We urge stakeholders to act now, emphasising the difficulty smaller creators face in quantifying economic impacts amid rapid and exponential AI advancements.

Designs Consultation: Protecting Unregistered Designs

The upcoming Designs Consultation, to be announced in February, we hope will be an opportunity to strengthen protection for unregistered designs, building on ACID's successful advocacy for criminal penalties for registered design infringement. Extending such penalties to unregistered designs would be transformative for small businesses, which often rely on these protections.

Take Action

Creatives must seize this chance to influence IP laws. Submit responses to the **Copyright and AI Consultation** by February 25th 2025 and prepare for the **Designs Consultation**. Together, these initiatives could secure fairer protections and foster a more equitable creative economy. To submit your view online <https://ipoconsultations.citizenspace.com/ipo/consultation-on-copyright-and-ai/>



Dids Macdonald OBE
Director of Public Affairs/IP
Policy & Campaigning

Uncertainty in the legal protection of Three-dimensional designs

To what extent are 3D designs protectable in UK law? This has been a recurrent question for many, many years. But we are still no closer to having definitive guidance on the issue despite an important recent case.

Up until 1989, 3D designs could be protected by copyright law, irrespective of their artistic quality. However, in the 1988 Copyright, Designs and Patents Act, all but "works of artistic craftsmanship" were shunted into a new form of intellectual property called the "Unregistered Design Right", protectable for 10-15 years rather than the life plus 70 years available to copyright owners.



Nick Kounoupas,
ACID Chief Counsel and IP
Director

So, what is this creature, a work of artistic craftsmanship? Despite a number of cases over the years, including two which went to the House of Lords, then the highest court in the land, we are still no nearer to understanding what one is. It had been thought that as a result of certain decisions of the Court of Justice of the European Union that a 3D design would now be protected under UK law, irrespective of artistic quality or craftsmanship if it were original. However, this has now been thrown again into confusion as a result of a very recent decision of the English Intellectual Property Enterprise Court called *Water Rower*. In this case, the Judge had to consider whether there was any conflict between the EU jurisprudence asserting that if a 3D design were original it could be protected by copyright law, and English jurisprudence, which requires artistic craftsmanship. The Judge agreed a conflict between the two but emphasised that English law still requires a work to have been created by a craftsman and to have had an aesthetic purpose and EU law could not change this.

Now, why is it so important for 3D designs to be protected by copyright law? Currently there is an absurd situation under UK copyright law that precludes nearly all 3D designs from being protected by copyright law, whereas anyone taking a photograph of that 3D design secures protection in their photograph for their entire life plus another 70 years. Furthermore, the original drawing of that design is also protected by a term of life plus 70 years. Yet the design itself,

representing the individual personality of the designer and his individual freedom does not possess the same protection.

This has been an issue on which ACID has been campaigning for many, many years and we look forward to the forthcoming UK designs consultations, which we expect to see during 2025. We will, of course, be campaigning vigorously for further protection for 3D designs and, at the very least, to ensure that the deliberate infringement of an unregistered design is made a criminal offence as copyright infringement is.

Watch this space.



IP and Compliance; don't toy with counterfeits!



Toys are an important, developmental aspect of our society, helping our children to enjoy their precious childhood and learn and grow into the designers, innovators and creators of the future. I'm sure that as a child every one of you had a favourite toy and just maybe that toy, without you realising it at the time, helped to make you into the person that you are today. I also suspect that many of you remember a trip to your local toy shop, walking up and down the aisles in wonder, looking at all the amazing toys that you wished you could have.

Today, with the expansion of e-commerce and emergence of more and more online marketplace platforms, the world has become a much smaller place. Now a consumer can buy toys directly from the manufacturer, whether they're based in China or Chiswick, all from the comfort of their own sofa. Though this is a convenience for today's busy consumers, it can also be an unforeseen danger.

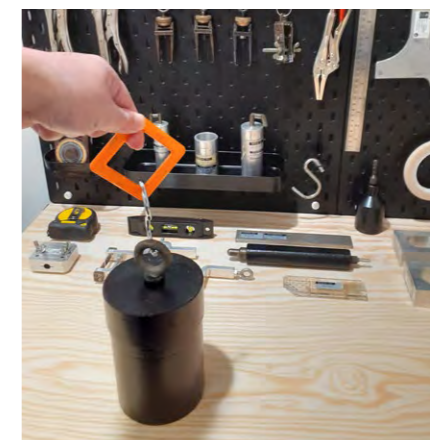
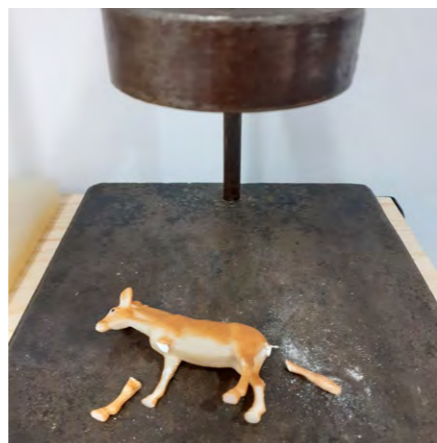
Having worked at Bureau Veritas, specialising in toy safety, for a little over 30 years, I have seen an awful lot of toys; some amazing innovations, some not so amazing and some, well let's just say intrinsically dangerous. Sadly, over the last few years, we have seen more and more dangerous, illegal



and counterfeit toys become readily available to the unwary consumer.

Whilst online marketplaces aren't the only culprit, and I know that some online marketplaces make a lot of effort to try and ensure that they only feature safe and genuine toys, there still seems to be a worryingly high number of unsafe and/or counterfeit products available on these platforms.

As an exercise, I planned to spend an hour browsing a specific online marketplace to see how many questionable toys that I could find. As it turned out, I only needed seconds not hours to find them. On the first page of results for a search of "minion toys" I spotted at least a dozen toys that I would suspect to be counterfeit!



Not only are counterfeit toys infringing on someone else's IP rights, we must also question whether these toys are even safe to be given to a child.

How do you know if these counterfeit toys contain harmful chemical substances?

How do you know if a counterfeit toy advertised as being suitable for a child under 3 years of age has any detachable small parts that the child could choke on?

Sadly, the answer is, you don't!

The toys could be safe but is the manufacturer of a counterfeit toy likely to spend hundreds if not thousands of pounds on safety testing? It would seem unlikely.

Counterfeit products not only potentially damage the brands and reputations of law-abiding manufacturers but they may also increase the risk of injury to consumers, in particular children.

Do we really want to gamble with the safety of children by allowing these

kinds of products to be available on the market?

The good news is that there are pieces of legislation being worked on with a view to improving the safety of toys. This legislation is likely to include specific obligations for online marketplaces as well as the implementation of a digital product passport for toys sold in the EU, which will provide consumers with a means to check that a toy complies with all applicable legislation.

As responsible manufacturers, a good way to protect your brand and reputation, and to comply with your legal obligations as economic operators, is to have your products safety tested. At Bureau Veritas we have a global network of laboratories who conduct testing against the requirements for most major markets and a dedicated UK based team to guide you through the process and manage the testing for you.

We are also happy to provide you with advice on applicable requirements, the content of your product technical file, upcoming changes to standards and legislation, and much more to ensure you have the tools required to compliment your IP strategy and to best protect your products.

GUEST EDITOR

Simon Stokes

Technical Solutions Manager – Toys and Children's Products Specialist, has over 30 years in the field of toy safety. He sits on three BSI committees: CW15 - Safety of toys, CW1 – Safety of child use and child care products and CW1/4 – Feeding, drinking and mouthing.

If you would like to understand more about Safety and Compliance, visit:

www.bureauveritas.co.uk/our-markets/consumer-products

or contact:

simon.stokes@bureauveritas.com

Key Trends Shaping Brand Protection in 2025

As technology advances, it's easier than ever for bad actors to mimic and damage brands online. Anticipating how these threats will manifest in 2025 will help you to put the right defences in place.

From machine learning to tech that makes counterfeiting easier, we're outlining some of the major phenomena likely to affect your online brand protection strategies in 2025.

Trend 1: Rise in Fraudulent Websites

As well as mimicking brands on marketplaces and social media, counterfeiters are now exploiting online technology to create copycat websites. These sites are designed to look, feel and act like an official brand site.

This often starts with domain infringements – registering URLs similar to a brand's. By copying brand assets, they can scam potential and returning customers – either by selling low quality counterfeits, or phishing for information like usernames, credit card details and passwords.

Trend 2: Copycats will Continue using Marketplaces to Ride the Coattails of Successful Brands

Retailers like Temu, Amazon, eBay and Alibaba have made it easier for small businesses to list products. However, this also creates opportunities for counterfeiters to sell fake goods under a brand's name.

Additionally, advanced 3D printing technology allows counterfeiters to manufacture high-quality replicas of patented products. And, while these

platforms have measures in place to help brands combat counterfeiting, the sheer volume of products listed makes it challenging to manually monitor and identify unauthorised items.

A recent EUIPO report found that nearly 20% of companies have already fallen victim to 3D-printed counterfeits. This technology is expected to increase counterfeiting risks in manufacturing by up to 50% in the near future.

Trend 3: AI-Generated Content will Pose New Threats

AI has been huge in 2024, and it's only going to get more advanced in 2025.

AI can aid online impersonation of brands through the creation of deep-fakes; that is, photographs that look real but aren't. When assisted by AI, it doesn't take long to create highly realistic copycat websites, social media accounts and product listings.

Threats aren't just intentional. People may innocently use AI tools to generate what they believe are original works, while in reality they're similar to (or derivative of) your existing

copyrighted text, images and other creative content.

In this way, more people may unwittingly create products or services that infringe on your brand's intellectual property rights.

Trend 4: Brand Protection Threats putting a Strain on Resources

As technology continues to advance, brands are going to be put under more pressure to manage their reputation and integrity. Ignoring the problem is likely to impact the bottom line, as customers are duped into purchasing fake products – money they should be spending with you.

As high-quality fakes and copycat accounts become more common, consumer confidence is likely to be shaken – and your brand reputation could take a hit, too.

However, manually monitoring websites, marketplaces and social media can put a strain on resources. It takes up energy that could be spent on more creative pursuits.

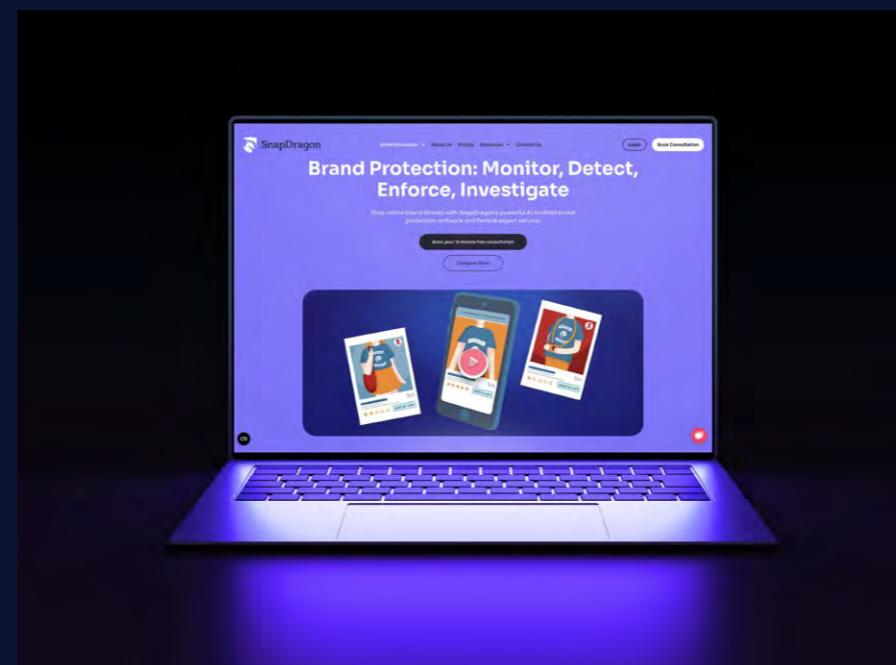
Trend 5: Using Brand Protection Software

When it comes to brand protection in 2025, you can't afford not to be proactive.

SnapDragon brand protection software is already helping brands to tackle these threats, and others.

Our tools constantly scan online platforms for fake products, unauthorised use of brand assets, and other suspicious activity. We can also help in issuing takedown notices. Our service is always-on and looks on digital platforms and domains that are otherwise overlooked.

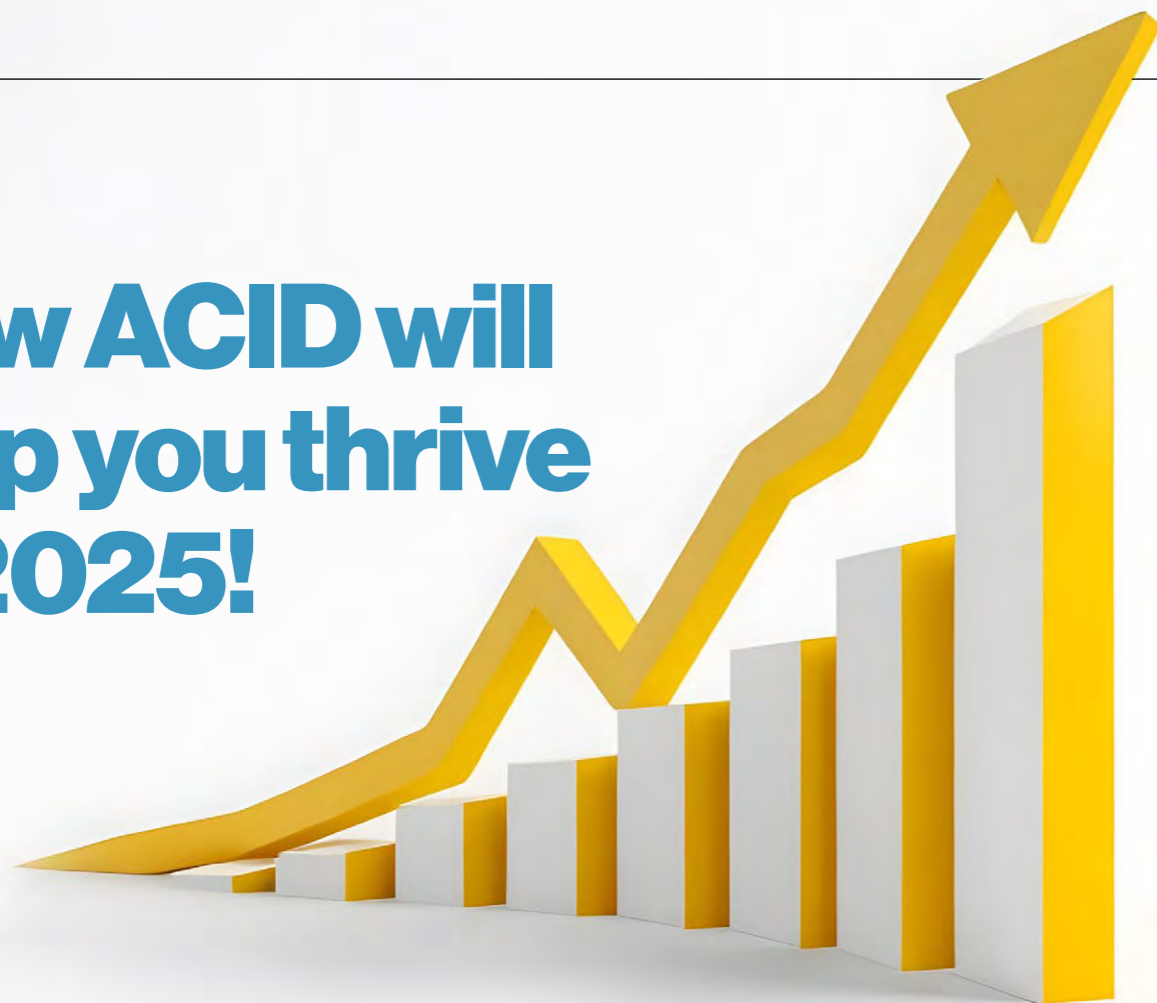
2025 is likely to be full of new surprises. With the help of SnapDragon, you can quickly identify and respond to new brand protection trends as they arise.



Mary Kernohan,
Chief Commercial Officer,
SnapDragon Monitoring

www.snapdragon-ip.com

How ACID will help you thrive in 2025!



Another year is upon us. Though a new year means a new start to many, we all often still face the same old challenges – especially when it comes to dealing with those copycats!

The team at ACID HQ spend a lot of time putting our heads together to ensure we're offering the best benefits we can to help you deter copycats and prevent your precious IP from being stolen.

This year we are introducing some great new benefits to ensure you feel fully informed and supported.

New Startup Category

When you're starting your own business, every investment you make has to count. You really have to ensure you have everything you need to launch without breaking the bank.

That's why we've listened to your feedback and, to help get your business off the ground, we're giving startups 50% off Category 1

membership for their first year. Without strong IP protection, your hard work bringing your new products and brand to market can be vulnerable to copycats and infringement. ACID's resources and support can help you:

- ➔ **Strengthen your brand's reputation** by demonstrating that your designs are registered and protected.
- ➔ **Avoid costly legal battles** by being proactive in securing your intellectual property.
- ➔ **Gain peace of mind** knowing that your designs are backed by an established organisation dedicated to protecting creativity.

ACID membership equips you with the tools to navigate the complexities of IP protection, so you can focus on growing your business.



Laura Newbold Breen,
ACID CEO



New IP HealthCheck for Category 1-4 Members

The ACID Intellectual Property (IP) HealthCheck is a great tool for lone, micro and SME creative, design and manufacturing businesses to help safeguard innovations, brands and creative assets.

We've put together a simple, online questionnaire which should take no more than 20 minutes to complete. It'll give you an opportunity to identify and review any existing IP and potential risks, such as infringement or expired rights.

Once completed, a summary of your answers will be sent to the ACID Team to review. You'll then have a call with one of our lovely ACID people to discuss your answers, provide advice, support and signposting to any resources or legal support you may require to ensure you mitigate any brand damage or legal dispute risk.

So don't delay! Make our IP HealthCheck one of your New Year's

resolutions. It will help you access information to best protect your IP, prevent infringement and deter copycats.

The IP HealthCheck can be accessed via your member hub and is entirely free for Category 1-4 Members. It will also be available to non-members at a fee, so watch out for communications on that soon!



New Intellectual Property Strategy Review (IPSR) Process

ACID corporate members have long benefitted from a free review of their Intellectual Property (IP) strategy with one of our brilliant specialist IP Legal Affiliates, to ensure their valuable assets are adequately protected and leveraged.

Now our corporate members can rejoice! No more filling out reams of paperwork. We're moving our ACID IPSR online so you can complete it quickly, safe in the knowledge you're

taking the steps to ensure you stay up to speed with all things IP whilst getting on with the most important thing – running your business.

Once you have completed your IPSR, the ACID Team will connect you with a Legal Affiliate who will arrange an hour's review with you, making recommendations to ensure you maintain a top-notch IP strategy that's right for your business.

Corporate members will soon be able to access the IPSR questionnaire through their member hub. We'll also be making this available at a fee to non-corporate members and non-ACID Members too. Watch out for news on this!

Of course, all the ACID benefits you know and love are still available and we have a roaring webinar programme for you this year, with informative and insightful topics at least once a month; from AI to HR, Trademarks to Tackling Temu. Make sure you check our events page and keep an eye on our social channels for more.



If you have any questions about ACID membership, our work, our events programme or anything else, please don't hesitate to email us: info@acid.uk.com

The IPO Designs Team Visit Robert Welch Designs



ACID Ambassador Rupert Welch, Joint MD of Robert Welch Designs and his design team welcomed eight members of the Intellectual Property Office (IPO) Designs Team to their UK headquarters in Chipping Camden last week to introduce them to all the elements of the design and manufacturing journey from seed of a design idea to marketplace, The Robert Welch brand is one of the most iconic names within homewares nationally and internationally.

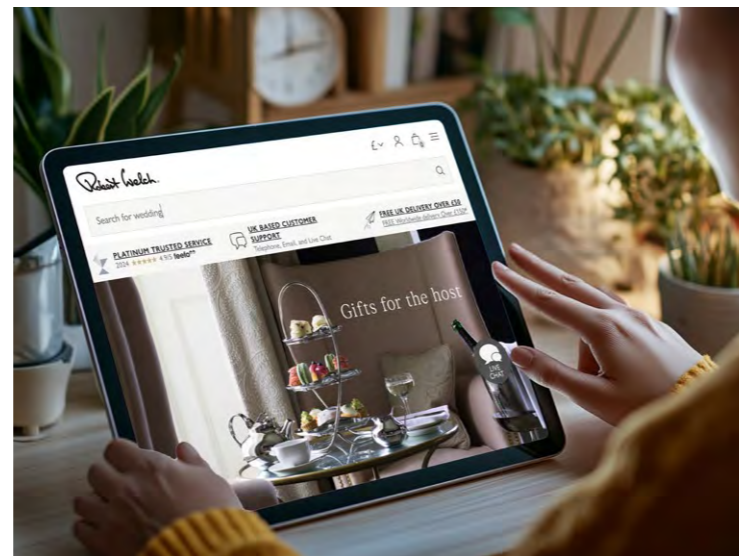
Together with Dids Macdonald and Nick Kounoupas of ACID, the IPO team were given a rare insight into the incredible thought that goes into each and every design by the talented husband and wife Design Directors, Paul and Kit de Bretton Gordon. From initial sketches, CAD drawings to 3D printing, prototype iterations, the manufacturing process and the incalculable "sweat equity" that goes

No stranger to significant copying by some well-known retail names in the UK, as well as international manufacturers, Rupert Welch and Juliet Loudon, (IP and Legal Counsel) shared the consistent challenges they face and highlighted the significant cost and time it takes from business building and growth to fight copyists and also the potential threats to livelihoods through lost business. They

a pioneer in the use of stainless steel, their family-run company has a rich history of award-winning British design

into every single designed product, each element was demonstrated in detail. Robert Welch Designs' raison d'être is to bring beauty, quality, and functionality into homes around the world with timeless products which are built to last forever.

Founded in 1955 by Robert Welch MBE, a pioneer in the use of stainless steel, their family-run company has a rich history of award-winning British design.



Dids Macdonald OBE., Chair and Co-founder said, "I am a strong advocate that policy-making gains depth and clarity when rooted in the realities of those it serves. Visiting a successful designer-manufacturer, we hope, offered our friends from the IPO a firsthand glimpse into the challenges, opportunities, and impacts of their decisions on real-world innovation and production. Such interactions have the potential to bridge the gap between abstract legislation and tangible outcomes, highlighting how policy influences workforce dynamics, creativity, and economic growth."

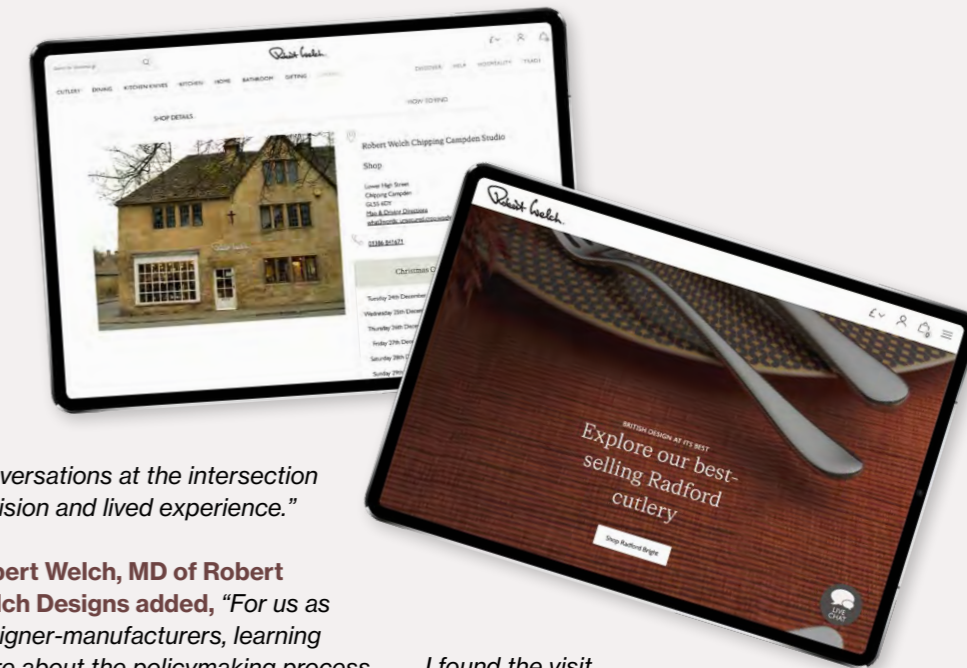
Nick Kounoupas ACID Chief Counsel said, "When policymakers step into the shoes of end-users, they witness the ripple effects of streamlined regulations, access to resources, or conversely, the hurdles posed by bureaucracy. Meetings like this can foster empathy, inform smarter decisions, and can inspire policies that empower industries rather than constrain them. By engaging with grassroots success stories, policymakers don't just shape better frameworks—they champion growth, innovation, and sustainability from a position of informed understanding. The most effective policies aren't crafted in isolation but emerge from

conversations at the intersection of vision and lived experience."

Rupert Welch, MD of Robert Welch Designs added, "For us as designer-manufacturers, learning more about the policymaking process creates opportunities to align our needs with legislative frameworks. Understanding how policies are shaped enables us to anticipate changes, adapt to regulations, and harness available support. We were delighted to share our expertise and challenges with the team from the IPO, and we hope it fostered a productive dialogue that benefits both parties."

Commenting on the visit, Jeff Lloyd, Deputy Director of Trade Marks & Designs Policy said, "The team and

I found the visit fascinating and insightful. It was wonderful to hear the stories and see the hard work behind some of the iconic Robert Welch designs and to hear from the team about the challenges they have faced around the copying of their work. The Designs Review consultations will bring forward options to streamline and simplify the UK designs system and we look forward to hearing the views of ACID members".



Members of the UK IPO Design and Robert Welch teams with Dids and Nick

Member Focus LOLA DESIGN

Faith Capstick,
ACID's
Social Media &
Communications
Executive
interviews Amanda
Mountain, Founder of
Lola Design

Can you tell us a bit about the inspiration behind Lola Design and what makes your designs unique?

Lola Design was born out of my passion for creating beautiful, uplifting designs that bring joy and colour into people's lives. The inspiration comes from a love of nature, animals, and the little details that make the world around us so extraordinary. I've always believed that art has the power to make us feel good, and that's a principle that sits at the heart of every piece I create.

Faith Capstick,
AUTHOR
ACID's Social Media
& Communications
Executive



You've experienced some serious copying issues recently. How did you first discover that your designs were being infringed, and what was your immediate reaction?

We first discovered that our designs were being infringed thanks to an article by Progressive Greetings, which highlighted how other greeting card manufacturers were being copied. This initially alerted us to the scale of copying happening on platforms like Temu and Shein. When we dug deeper, we found over fifty of our own designs among the copies!

I was honestly shocked by the sheer scale of what Temu was doing, it was like mass industrialised copying, not just targeting us but so many other talented artists as well. It was devastating to see the work we pour so much heart and soul into being replicated and sold without any respect for the original creators. It made me question why I even keep designing if this is what we have to face repeatedly. And that's a question no designer should ever feel forced to ask themselves.

While the experience has been incredibly frustrating and disheartening, it's also strengthened our resolve to protect our work and support fellow creatives. It's a reminder of how important it is to stand up for originality and ensure that artists & designers' rights are respected.

Lola Design has been proactive in using ACID tools, like uploading your work to the ACID IP Databank and displaying the ACID logo. How effective do you feel these measures have been in preventing and deterring copying?

Using these ACID tools has been an important part of protecting our designs. I do feel that these measures help deter copying and make people think twice before infringing our intellectual property (IP). They send a clear message that we take our rights seriously and are prepared to act if necessary.

However, in recent years, with bigger players like Temu and Shein entering the picture, it's become clear that these larger companies have absolutely no respect for original designs or the creators behind them. They operate on such a huge scale that the usual deterrents seem to have little to no impact. It's incredibly disheartening, but it's also a call to continue raising awareness about this issue and pushing for stronger protections for creatives.

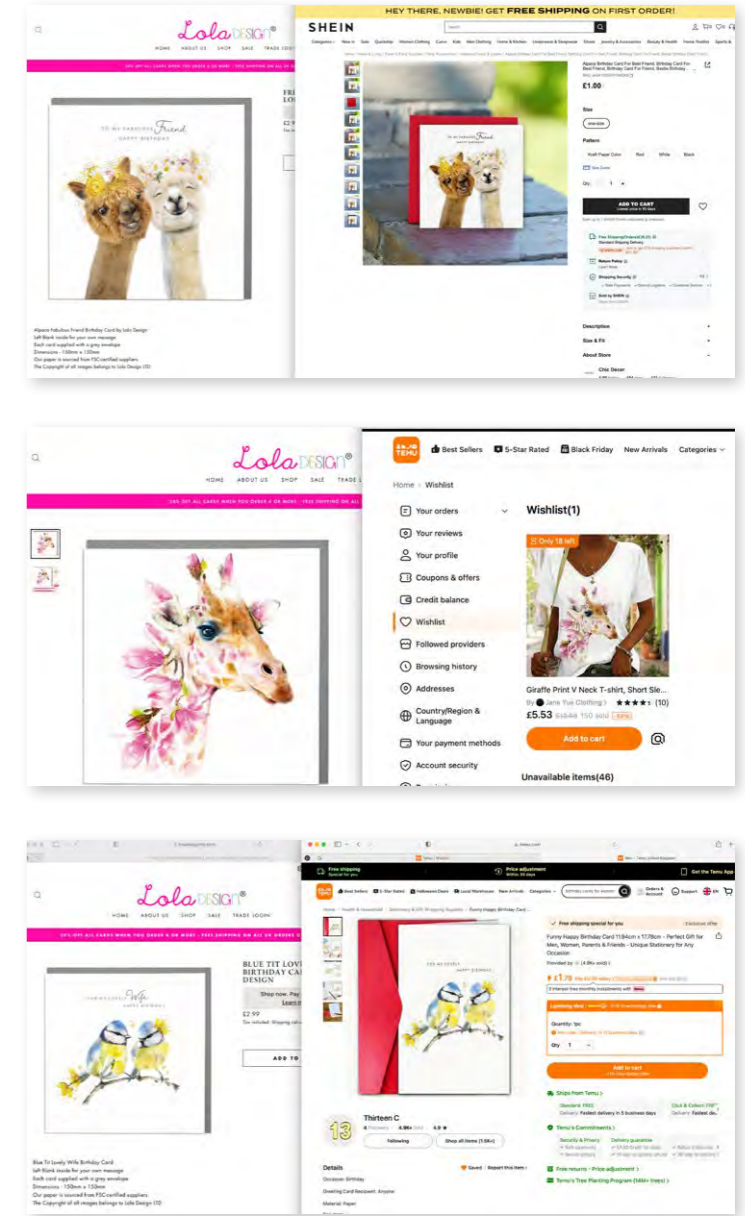
We'll keep taking every step we can, even registering our designs with the UK IPO office, because every small measure helps, and it's crucial to

stand firm against this kind of blatant exploitation.

Your recent meeting with your local MP highlights the significant challenges UK designers face regarding online infringement. Could you share what was discussed and how you hope this meeting might influence change?

During our recent meeting with our local MP, Rachael Maskell, we highlighted the significant challenges small UK design-led businesses like ours face due to rampant online infringement, particularly by platforms such as Temu and Shein.

Examples of Lola Design copies on online marketplaces Temu and Shein



We discussed how these companies steal original designs, undercut prices, and avoid UK taxes, causing devastating impacts on revenue, jobs, and morale. For instance, a copied product can be sold on Temu, and even when listings are removed after being reported, the damage is already done, with profits taken by the seller and platform.

We emphasised how this issue goes beyond individual businesses. It undermines the £97.4 billion UK creative industries, which employ nearly 2 million people. The UK greeting card and stationery market alone is worth £4.15 billion, yet platforms like Temu and Shein act as backdoors for counterfeit goods and IP theft, profiting unfairly at the expense of UK creators and businesses. Worse, their practices risk being legitimised if such companies are allowed to float on the UK stock market.

We proposed key actions, including raising parliamentary questions about why platforms like Temu and Shein are allowed to sell lookalike products unchecked, despite the significant harm caused to UK businesses and the creative industries as a whole. These questions would aim to hold such platforms accountable for profiting from IP theft and evading UK taxes.

Additionally, we have suggested a meeting in Westminster with ACID's Co-Founder and Chair, Dids Macdonald OBE, to discuss practical steps to strengthen IP protections. This includes implementing stricter regulations for online platforms and introducing faster mechanisms for removing infringing products. The goal is to safeguard the UK's creative industries, protect designers, and ensure companies like Temu and Shein are held accountable for their actions. We also highlighted the urgent need for fair tax reforms to



ensure platforms like Temu and Shein cannot gain an unfair competitive advantage over UK businesses by bypassing UK tax obligations.

By addressing these issues, we aim to not only protect small design-led businesses but also uphold the integrity of the UK's creative industries, ensuring they remain a key driver of growth and innovation in the economy.

Dealing with infringement cases can be emotionally



and financially draining. What advice would you give to other designers experiencing similar issues?

Dealing with infringement can be incredibly tough, both emotionally and financially, but it's important to remember that you're not alone in facing these challenges. My first piece of advice is to document everything. Keep records of your original designs, including dates and any drafts or sketches, as these can be vital if you need to prove ownership. We also register our designs with the UK IPO, which provides an added layer of legal protection and makes it easier to enforce our rights if needed.

Make use of the resources available to you. Organisations like ACID can provide valuable support, including tools like the IP Databank and advice on protecting your rights. Displaying logos like the ACID logo can also act as a deterrent to potential infringers. While it may not stop everyone, it shows that you're serious about protecting your work.



It's also important to report any infringement as soon as you spot it, even if the process feels frustrating or slow. Platforms are more likely to act if they receive complaints, and every report helps build a case for stronger regulations.

build a case for stronger regulations.

Finally, don't let copying discourage you from creating. It's easy to feel disheartened, however remember that your talent and creativity are what set you apart. Stay focused on what makes your work unique and lean on the support of your creative community. Sharing experiences with others in similar situations can be incredibly reassuring and can even lead to collective action for change.

Many designers look up to Lola Design for your beautiful work and strong stance on IP protection. What message would you like to convey to them about the importance of safeguarding IP?

To every designer out there, we want you to know that your creativity is incredibly valuable, and protecting it isn't just about safeguarding your work, it's about honouring the passion, time, and effort you pour into everything you create.

Think of your IP as the heart of your business. Without it, your unique voice and vision can be at risk of being diluted by those who don't respect the artistry behind what you do. Taking steps to protect your designs, like using the tools such as the ACID IP Databank, is a way to ensure your work is recognised and respected.

It might feel like a daunting battle sometimes, especially when faced with bigger players, but remember you're not alone. By standing firm and supporting one another as a creative community, we can make it harder for others to exploit what we've worked so hard to build. Keep creating, keep inspiring, and never stop believing in the value of your ideas they're what make the world brighter and more beautiful!

What is Lola Design's message to copycats who infringe original designs?

To all the copycats out there: Please stop! Copying someone else's work isn't flattering or harmless, it's stealing. Every design we create comes from hours of thought, effort, and love, and when you copy it, you're not just taking a piece of art you're taking a piece of our story.

Copying doesn't make you creative, it only highlights what's missing. Instead

of replicating someone else's ideas, why not focus on finding your own spark? Building something original and genuine is far more fulfilling than riding on the coattails of someone else's hard work.

We believe in fairness, respect, and the value of creativity. So please, respect the designers who put their heart into their work and find a way to channel your own ideas because there's nothing more rewarding than making something that's truly your own.

Do you feel the copying of designers has become blatant? What steps would you like the Government and policymakers to take to better protect UK designers from infringement?

Yes, I do. The copying of designers has become more blatant than ever, especially with the rise of large online platforms where IP theft is rampant and difficult to control. It's not just small-scale infringement anymore,

it's industrial scale copying, where entire collections are duplicated and sold at a fraction of the price, often by companies that don't adhere to fair practices or respect the work of designers.

To better protect UK designers from infringement, I would like to see the Government and policymakers take more decisive action. This includes implementing stricter regulations for online marketplaces, ensuring they take responsibility for the products sold on their platforms and act swiftly to remove infringing listings. More robust IP laws should be put in place, with higher penalties for those found guilty of copying and selling counterfeit goods.

Policymakers could also push for better international cooperation to hold global platforms accountable and ensure that UK designers have a fair playing field. Additionally, creating incentives for platforms to comply with IP protection guidelines and enforcing tax rules for international sellers would help level the playing field and protect UK businesses.

It's time for the Government to recognise the value and importance of our creative industries and take action to defend the designers who contribute so much to the economy and culture of the UK.



Amanda (aka Lola) and Frank
Founders of Lola Design

www.loladesignltd.com

Tackling Temu;

ACID Legal Affiliates McDaniels Law discuss tactics, takedowns and triumphs over this online giant

Last month, a number of UK based designers and publishers discovered a plethora of unauthorised listings replicating their designs on the Chinese online marketplace, Temu.

This latest round of online marketplace copyright infringement has already affected several ACID members, and it is possible that more will be impacted.

Temu amassed a large customer base after it was founded in 2022 as a result of its access to low-cost products. The platform's model allows third party sellers to advertise and sell their products direct to consumers on the Temu website and app. It is owned by multinational commerce group PDD Holdings and has recently been valued at \$150 billion.

The infringing sellers are able to access designs from the original designers' websites or online storefronts then quickly amend, or simply replicate, the images and advertise them on Temu - often

with very generic descriptions that appear to have been written using AI. Because of their business model, Temu is not directly responsible for the listings being present on their platform. However, if the infringements are reported to Temu and they fail to remove them, then they may face liability for the facilitation of the infringements, as was apparent in

the recent case of cases C-148/21 and C-184/21 Christian Louboutin v Amazon Europe Core Sarl and Ors [2022].

With this in mind, Temu have been quick to respond to reports of infringement, which McDaniels Law has experienced first hand. Upon reporting a number of infringing

listings, Temu had discontinued them within three days (including the weekend). Additionally, in one case, Temu's response stated that they would be performing intermittent inspections on the listings that had been reported in order to help protect the rightsholder's works.

If you discover that your designs have been copied by a Temu seller, you can report the listing through Temu's online intellectual property infringement report portal. For assistance on how to do this, and for a further explanation on how your copyright may be affected by infringing listings, McDaniels Law have created a Temu takedown factsheet, which ACID members can access through their Member Hub.

ACID members can also benefit from McDaniels Law's fixed fee, discounted letter. This is used to report all of the infringing listings at once and request that Temu undertake further monitoring in relation to the reported listings. As mentioned, this has been met positively by Temu in the past. Details on costs can be found within the guide.

It is crucial that you have the tools to effectively report and remove content online that infringes your copyright. The products listed on Temu offer extreme discounts on genuine products. Therefore, the unauthorised



advertisement and sale of your design could take customers directly away from purchasing your product.

In addition to the issue of infringing listings being published in the first place an additional problem is that sellers are able to simply re-upload the same infringing products once they have been taken down. Often, they will open a new seller account under a new pseudonym and continue their infringing activity. This appears to be a continuing issue which Temu are attempting to solve through means such as intermittent inspections

"It is really worrying how many products we have come across on Temu that are flagrant infringements. At McDaniels Law, we have created a comprehensive guide which sets out how to report copyright infringement to Temu. Copyright protection is critical to creative businesses, so it is important that designers are given the best tools to be able to enforce their rights". Kelly Hudson, managing director of McDaniels Law

Going forward, it is undeniable that Temu will have to take more effective steps to police what their sellers are

advertising on their platform and prevent sellers from re-appearing under a different pseudonym once their original listings have been discontinued. However, for now it is hoped that taking proactive steps, such as reporting infringement through Temu's online portal, will keep the infringers at bay and act as a safeguard for designers' rights.



Anna King,
Trainee Solicitor
McDaniels Law
www.stoneking.co.uk

Making an Exhibition of Ourselves:

Decorex and ACID Partnership prevails!



Our industry encourages innovation, which requires an environment where creators feel confident that their ideas and efforts will be respected

Decorex, a leading name in the luxury interiors and design industry, operates at the intersection of creativity, innovation, and business.

Intellectual Property (IP) is an essential asset in this realm, safeguarding the originality, ingenuity and competitive advantage that are hallmarks of the design industry. For Decorex, valuing and caring for IP is not just a legal necessity but a strategic imperative that underpins its reputation, fosters innovation, supports its stakeholders, and ensures long-term success.

Decorex worked closely with ACID at the 2024 show and intends to continue their partnership in the future, showcasing our intent to help improve and support exhibitors through any replication of products within the industry. Having ACID's pillar of knowledge involved can help support our exhibitors when this does potentially arise.

The core of Decorex's brand identity lies in showcasing the craftsmanship of unique and innovative designs. These designs, whether they manifest as furniture, lighting, textiles, or accessories,

are often the result of countless hours of research, ideation and expertise. IP rights, such as copyright, trademarks and design rights protect these creations from unauthorised replication or misuse.

When we, as an exhibition, value IP it sends a clear message to our exhibitors, attendees and the broader design community that originality is celebrated



and protected. This assurance hopefully encourages designers and artisans to participate in Decorex without fear that their hard work will

work is used and monetized.

By prioritising IP protection, we contribute to a sustainable ecosystem where innovation is rewarded, and risks are minimised. This ecosystem benefits not only individual creators but also the industry as a whole, as it fosters healthy competition and continuous advancement in design standards.

We want to protect the creativity of our exhibitors,

strengthen our reputation and ensure a vibrant future for the design industry. We hope that our continued work with ACID will create a safe environment for our exhibitors to be.

Decorex will take place from 12-15 October 2025.

Please visit [Decorex.com](https://www.decorex.com) for more information.



be copied or misappropriated. In doing so, we hope to foster a culture of trust and creativity, ensuring that we can remain a hub for cutting-edge, original designs.

Our industry encourages innovation, which requires an environment where creators feel confident that their ideas and efforts will be respected. IP rights provide this assurance by granting designers control over how their



Sam Fisher,
Event Director
www.decorex.com

Member SHOUT OUT

A warm welcome to some of our new members. We have been delighted to share their work through our social media channels. Keep up with our latest news on Facebook, X and Instagram.



Beech Band

Beech Band's innovative new device is making waves in the health sector, offering support for individuals with Parkinson's in managing stammers, speech, and physical movements. Early findings suggest the band may also have benefits for those with anxiety and tremors, highlighting its potential to make a significant impact.

We're excited to see how this groundbreaking technology evolves and supports those in need. Let's give Beech Band a warm welcome to our vibrant community!

📷 @beechband
🌐 www.beechband.com



Rosita Bonita

Rosita Bonita crafts show-stopping wearable art that's designed to make you feel glamorous and unstoppable! Inspired by timeless fantasies and icons of myth and folklore, Rosita's pieces are lovingly handcrafted with screen-printed illustrations on leather and eco-friendly silver, transforming materials into tactile statement jewellery that's both nostalgic and novel.

📷 @rositabonitauk
🌐 www.rositabonita.com a



Beverley Hicklin Design

Beverley is a talented surface designer and illustrator with a deep love for textiles, paper, and vibrant patterns. From her early days as a printed designer to creating stunning collections for big names like Donna Karan and Calvin Klein, Beverley brings a wealth of experience and a love for colour into all her work. Now based in France, she's continuing her creative journey with a beautiful mix of hand-drawn and digital designs.

📷 @beverleyhicklindesign
🌐 www.beverleyhicklin.com



Emma and Paint

Emma's artwork is a vibrant blend of animal and plant motifs, inspired by nature and her walks through the Cotswolds. With roots in travel and design, her pieces are full of colour and life, perfect for fabrics, interiors, and stationery!

📷 @emmaandpaint
🌐 www.redbubble.com/people/EmmaAndPaint



Guild Hall School

Ranked as a top global leader in Arts, Drama & Music, Guildhall delivers world-class training with leading artists and ensembles. From innovative programs for young learners to professionals, they're shaping the future of the performing arts!

📷 @guildhallschool
🌐 www.gsmd.ac.uk



Ink and Ivy Group

Founded by brothers Mike and Dan Read, Ink & Ivy combine their skills in packaging, product, and graphic design to create fun, sustainable products that are good for people and the planet. Their designs are beautiful and practical, they can be gifted and kept on the wall as 3D art and decoration.

📷 @inkandivygroup
🌐 www.inkandivygroup.com



Betti Fleur Art

With a passion for both traditional and digital mark-making, Betti Fleur Art brings her unique style to life through captivating creations that celebrate creativity and expression.

📷 @bettifleurart



May Wild Studio

Founded by Rebecca May & Michael Wild, May Wild Studio challenges conventions by blending visual art with traditional craft. Through storytelling, collaboration, and 3D artworks, they raise awareness on nature and environmental issues with a sustainable focus.

📷 @maywildstudio
🌐 www.maywildstudio.com



Devon Screen Company

Specialising in sustainable pop-up display screens with integrated planters, their collapsible Displayory™ system combines functionality and design to elevate events with style and ease. Perfect for all you creatives who like to display art, crafts, crochet or books. What a fantastic design!

📷 @devon_screen_co
🌐 www.thedevonscreencompany.co.uk



Artichoke

With over 30 years of experience, Artichoke pairs architectural joinery with interior design, crafting timeless interiors inspired by classical design. Their work goes beyond creating beautiful homes—it's about making history.

📷 @artichoke_ltd
🌐 www.artichoke.co.uk



Foris Studio

Founded by Thom O'Nions, Josey Garbutt, and Krav Metcalfe, Foris Studio crafts contemporary British furniture with a commitment to sustainability and quality. Using British-grown timber, their pieces honour tradition while embracing a modern vision.

📷 @foris.studio
🌐 www.foris.studio

New Members

ACID welcomes the following new members to the ACID Community

Company	Industry	Company	Industry
Armac Martin	Interior Accessories	Rosie Made A Thing	Greetings Cards
Weaver Green Ltd	Fabrics & Textiles	S.T.R.A	Interior Accessories
OLDE ENGLANDE REPRODUCTIONS LTD	Fires & Fireplaces	Becca Who Ltd	Interior Design
Custom Fronts Ltd	Furniture	Casa Ren Studio	Interior Design
Danetti	Furniture	AS ABOVE LTD	Jewellery
Lewis and Wood Ltd	Furniture	Dower and Hall Concessions Ltd	Jewellery
Matthew Pomfret	Furniture	Maria Marinova	Product Design
Sofa Source LTD	Furniture	Zenozoic Halters	Product Design
CNTRD.CLO	Graphics	Cintia Bertaccini Paper Art	The Arts
Myroslava Kosovych	Graphics	Made by JillyT	
Fiona Fuller	Greetings Cards	Roxi Khan	

Anti Copying in Design Ltd

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

Membership Office:


+44 0800 080 3230

Email: info@acid.uk.com

Online: www.acid.uk.com

Social Media:

 @ACID_tweets

 Anti.Copying.In.Design

 anti.copying.in.design

ACID Registered Office:
Fifth Floor, Suite 23, 63/66 Hatton
Garden, London, EC1N 8LE
Company Reg. No 3402512.
VAT Reg. No 707 5923 23

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

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Events

ACID Lunchtime Learning webinar - Temu Tactics

16th January 2025
12:30-1:30pm

ACID Lunchtime Learning webinar - Employment Law Update

30th January 2025
12:30-1:30pm

Spring Fair, NEC

2nd - 5th February 2025

ACID Lunchtime Learning webinar - Patents Explained

12th February 2025
12:30-1:30pm

ACID Lunchtime Learning webinar - IP Basics

13th March 2025 12:30-1:30pm

MyDCA South West,

Exeter 18th March 2025

Furniture Component Expo,

Telford, 19th March 2025



www.carbonbalancedpaper.com
Stanbury Chameleon Reg. 2222



Sign the
ACID IP Charter
to support our campaign for respect, ethics and compliance.
www.acid.uk.com/become-a-charter-signatory

ACID's Joining Criteria for New Members

In accordance with our policy that all new members are provisional members for the first 6 months of their subscription period, a list of all provisional members is available on request and will be published by industry sector in the next ACID magazine. In the event that there is any complaint against a new member, please write to the Chief Executive Officer 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 Officer 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.

A MEMBER OF

