



# Press Release

Tuesday 19<sup>th</sup> August 2008

## Parliamentary Group to investigate copycat packaging

**The British Brands Group welcomes the All Party Intellectual Property Group inquiry into the effectiveness of the Gowers Review on IP rights and calls on interested parties to submit evidence.**

The All Party Intellectual Property Group has announced the launch of a new inquiry into the effectiveness of the Gowers Review on IP rights. The review will specifically look at the issue of copycat packaging and other practices, asking whether measures implemented to tackle these are working effectively.

The British Brands Group welcomes this latest inquiry. John Noble, Director of the British Brands Group, commented; "the Gowers Review is now two years old and it is time to look again at how brands in the UK are protected from misappropriation."

This inquiry will investigate how effectively the Office of Fair Trading and Trading Standards, the bodies responsible for dealing with unfair commercial practices and copycat packaging, have handled this role. We encourage all interested parties to submit to the inquiry at [alliance@luther.co.uk](mailto:alliance@luther.co.uk) by 3 October 2008.

Look-alike or copycat packaging emulates key elements of the presentation of familiar and trusted branded goods. The use of these distinctive features misleads consumers into believing that the look-alike actually is the brand or is connected with the brand manufacturer.

Research has demonstrated that around 20% of people have bought a copycat product accidentally and 30-50% people believed that there is a link in "brand quality" between similarly packaged products. These figures suggest that over 14 million households have been affected by the problem.

*An example of look-alike packaging on sale in the UK*



## NOTES TO EDITORS

### **British Brands Group**

The British Brands Group was founded in 1994 as a non-profit-making membership organisation. Its primary role is to speak out authoritatively on behalf of brand manufacturers and represents them collectively when commercial and regulatory issues threaten both their value and their ability to be a positive force in society.

While the Group's work focuses primarily on UK policy makers, it also works hard at deepening public understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation. The Group also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

For more information and further background briefings on this subject please visit the British Brands Group website: [www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk).

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