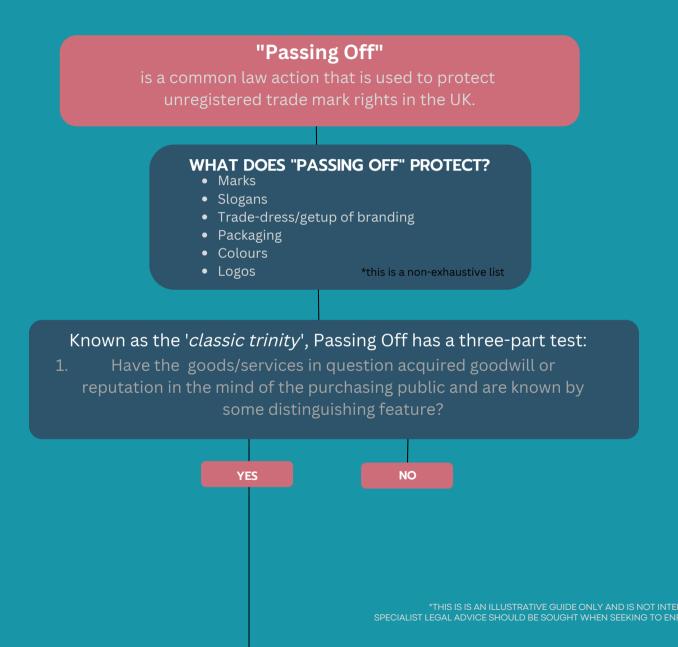
## "PASSING OFF": ENFORCING AN UNREGISTERED TRADE MARK



SEPTEMBER 2022.\*

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 Has there has been a misrepresentation (intentional or unintentional) by the 'infringer' which leads (or is likely to lead) consumers into thinking that goods/services offered by the 'infringer' are those of the original party?



3. Has damage has resulted or is likely to result as a consequence of the misrepresentation?



## POTENTIAL REMEDIES INCLUDE:

- an inquiry to establish the extent of loss
- damages or an account of the infringer's profits
- an order for the delivery up or destruction of the relevant goods
- injunctive relief

\*THIS IS IS AN ILLUSTRATIVE GUIDE ONLY AND IS NOT INTENDED TO BE LEGAL ADVICE. PECIALIST LEGAL ADVICE SHOULD BE SOUGHT WHEN SEEKING TO ENFORCE TRADE MARK RIGHTS.

## COULD THE INFRINGER HAVE A POTENTIAL DEFENCE?

In addition to defending a case on the basis that the "classic trinity" elements of passing off are not made out, a defendant to a passing off claim can potentially rely on other defences:

- i. use of the defendant's own name. This defence has limited application in respect of corporate names and will not apply if the defendant has deliberately changed or chosen its name to mislead consumers;
- ii. honest concurrent use of the 'misleading' element by the defendant; and
- iii. equitable defences such as delay/acquiescence.
- However, in the Fanzine case, the above do not appear to be relevant.



If you wish to discuss enforcing unregistered trade mark rights, please contact our Head of Intellectual Property Will Charlesworth will.charlesworth@saunders.co.uk

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