Search & Seizure
Protection IP rights owners interest
What is IP?

- A bundle of rights
IP Search & Seizure
Border Protection of IP - Notice of Objection

- Copyright Act
- Trade Marks Act
- Olympic Insignia Protection Act
- Major Sporting Events (Indicia and Images) Act
Breach of Confidence
Try some of our new range, you won't be disappointed.
• If you buy now you will save 20%!!! Dresses from Chloe, DVF, Marc Jacobs, BCBG and more..

Best sellers.
• If you buy now you will save 15% of our most popular dresses. Excellent quality guaranteed. Don't miss the opportunity !!!

Contents of slide from former site www.designerbrandoutlet.com
Misleading & Deceptive

- Intention not a factor
- Strict liability for representations
  - Ambiguous
  - Silence
  - Erroneous
- But not Puffery
Product Get-Up!!

Not necessarily as trade mark issue... but
Product Get-Up!!

To overcome the concern, P&G forced Nappy-Safe to change its packaging enough to remove the confusion in the minds of consumers.