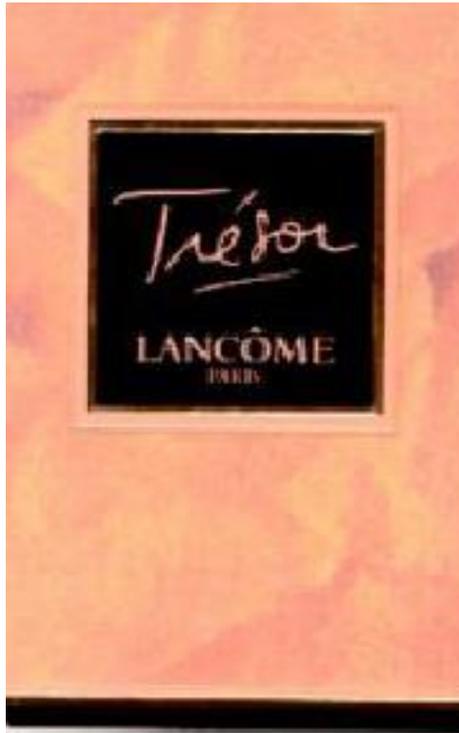
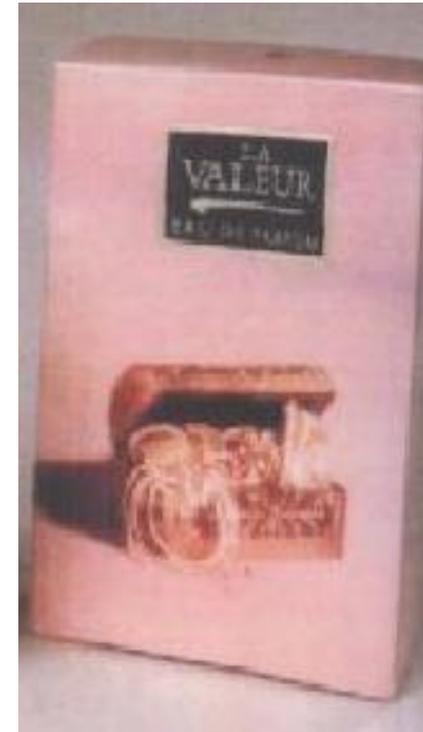


L'Oréal v Bellure – unfair advantage

Trade mark



Infringement



L'Oréal v Bellure – unfair advantage



Claridge's Hotel v Claridge Candles – unfair advantage

CLARIDGE'S

Class 43: hotel services



Unfair advantage – *other examples*

Trade Marks

KRUG (Champagne)

MANGO (clothing)

DARJEELING (tea)

BEATLES (sound recordings)

Infringements

KRuG (fitness equipment)

MANGO (protective helmets)

DARJEELING (women's lingerie)

BEATLE (wheelchairs)

Specsavers v Asda – unfair advantage

Specsavers
(word mark)

Be a real spec saver at Asda.

Designer
All **£70**

George
All **£50**

Kids
FREE
When accompanied with a valid NHS voucher*

ASDA
SAVING YOU MONEY EVERY DAY

WINNER OF BRITAIN'S LOWEST PRICED SUPERMARKET AWARD NOW 10 YEARS RUNNING: WWW.ASDA.COM

*Available with NHS Voucher. Price includes frame and single vision lens(es) only. Available in selected stores. See Asda.com for details of your nearest Asda Optician. Prices without NHS voucher. Offer valid for up to 2000/£50 worth of glasses only.

Spec savings at ASDA

Your ASDA Opticians offers you a complete range of services to suit the eyecare needs of you and your family. Our fully qualified Optometrists, Dispensing Opticians and trained Optical Advisors will offer you help and advice with all eye test services and when choosing from our fantastic range of frames, lenses and contacts at great value prices.

Full Eye Test

Regular eye tests are important for more than just identifying whether your vision needs correcting. Your eye test can reveal a number of other underlying problems such as Glaucoma and Diabetes.

Specsavers v Asda – unfair advantage



An advertisement for Asda Opticians. At the top, it says "One complete price for single vision glasses, whatever your prescription!". Below this, there are two red boxes with white text: "Colleague Benefits" with "Free eye test" and "10% Discount", and "Designer Glasses" with "any 2 for £81 (with colleague discount)". A photo of a smiling woman with red hair and glasses is on the left. Below the photo, it says "Your local Asda Opticians is:" followed by a white search bar. At the bottom, the "ASDA Opticians" logo is circled in blue.

(Used as part of the campaign including the straplines)

Detriment to repute – *examples*

Trade Marks

Claeryn (gin)

HOLLYWOOD (chewing gum)

HELIOS (jams, marmalades)

ZUMA (restaurants)

Infringements

Klarein (liquid detergent)

HOLLYWOOD (cigarettes, tobacco)

DOG HELIOS (dog food)

ZUMA (dog food)

Thomas Pink v Victoria's Secret – detriment to repute

Trade mark

P I N K
THOMAS PINK
JERMYN STREET LONDON

10(3) infringement

