

A True Story – Marketing Advisors Beware!

Why you need to recommend a trade mark search report from CG Lawyers to your clients

The background

A printer who also provides graphic design services designed a logo for a client who paid \$100,000 for printing material with that logo. This was all done in consultation with a marketing consultant whom the client had retained.

What happened

The client later received a letter from a large organisation pointing out that the logo breached the registered trade mark rights of that large organisation. The organisation demanded that the marketing consultant's client stop using the logo immediately and destroy all material printed with it.

Whether justifiable or not, the client blamed the printer, the graphic designer and of course the marketing consultant for his predicament.

How the marketing advisors could have avoided the blame game

The problem could have been avoided if the marketing consultant, the printer or the graphic designer had advised the client to buy a trade mark search report before investing in that logo design.

Even if the client refused the advice, the marketer, the printer and the graphic designer could have protected themselves more from the 'blame game' by at least having made the suggestion.

Lesson Learned

If you are a marketing consultant, a website developer, a business coach, a graphic designer, a printer, an accountant, a lawyer or otherwise involved in advising others about their branding, protect yourself from the blame game by advising your client to get a trade mark search report from CG Lawyers before investing in promoting a particular brand.

Why CG Lawyers?

We are value for money and highly specialised

We offer niche personal service augmented by the latest technology

We love your creativity!

How to Contact Us

CG Lawyers is located in Sydney's Inner West at Suite 111/140-144, Parramatta Road, Camperdown, NSW 2050. To learn more about how CG Lawyers can assist you, visit www.cglawyers.com.au, call 1300 614 914 during office hours, or email enquiries@cglawyers.com.au.

