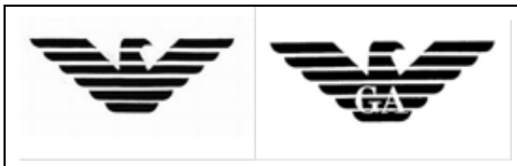
PRESS RELEASE

Giorgio Armani's eagle logo takes a sharp nosedive and falls flat on its face

Big companies that bully small companies with their trade marks will never get my sympathy. I have no issue calling them out, especially when the trade marks are completely dissimilar and there is absolutely no connection between the parties' respective businesses to cause confusion.

Giorgio Armani (GA) is the latest company to be on the receiving end of Trade Mark Wizards' anti-bullying principles. GA sent a very strong cease-and-desist letter to our client, Martin Orena, demanding he withdraws his trade mark applications and agrees never to use any type of eagle image in his branding.

	
Giorgio Armani's marks	**Martin Orena's marks**

Despite GA's bullyboy approach, we offered them a way out by putting forward a reasonable settlement offer. However, they simply ignored our response and decided to escalate matters. Absolutely no problem for us – we were not going to *beg* GA to settle the dispute and neither were we going to give in to their ludicrous demands. Instead, we decided to go all the way to a decision and fight for justice.

The Hearing Officer decided unequivocally in our client's favour, acknowledging the enormous weaknesses of GA's case. Importantly, the Hearing Officer found GA's attempt to establish a link between clothing and crypto currency to be extremely far-fetched.

GA now have until 3rd March 2023 to file their appeal. We hope GA appreciates that we are not intimidated by their deep pockets, and we'll be happy to take part in the appeal if need be. If GA decide not to appeal, we expect a prompt payment of the costs awarded to our client, otherwise we will apply to have GA added to the list of unpaid costs orders at the UKIPO.

Let it be known that Giorgio Armani does not own the concept of an eagle. Well done to the team at Trade Mark Wizards and congratulations to Martin Orena for standing his ground.

If you, or someone you know, is being bullied by any organisation regarding a trade mark matter, you can contact us at trademarkwizards.co.uk for a consultation with one of our attorneys to make sure your brand is secure and protected.

Lord Sugar

For technical case details go to trademarkwizards.co.uk/case-studies/giorgio-armani-v-martin-orena

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