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# 'Trade Mark Mistake Cost Me Nearly £30,000'

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5:04pm UK, Tuesday April 27, 2010

Frazer Evett, Christian Clothing Alliance

**In January this year I had a phone call that stopped my business in its tracks for three months and cost us tens of thousands of pounds.**



Models pose in garments from Evett's Christian Clothing alliance range

I run a business that is now called the [Christian Clothing Alliance](#). We produce and sell clothing with positive Christian messages.

We aim to donate 30% of pre-tax profits to the project Transform International, which empowers Ugandans to rebuild their communities.

I have always prided myself on being thorough in my business practices and have attended many business courses.

The call from another clothing company saying that I was infringing their trade mark by operating under a name that shared the first two words of their name therefore came as a big shock.

I had heard about trade marking a logo, but never just words.

I got in touch with trade mark experts [Trade Mark Direct](#) to clarify my options and we took the decision to re-brand, quickly.



Frazer Evett said he had to consider closing down his business

There was little else I could do; the other business owned the trade mark and my registration with Companies House and owning the URL offered no protection.

I had just weeks to cease trading under the name. Being a clothing company, our branding wasn't just on our website and stationery; it was on much of our stock.

The experience made us question the entire business and we even wondered if it was worthwhile continuing. While re-evaluating the company we decided to take the business in a slightly different direction.

We now sell other Christian clothing brands with similar core values, run a print to order service and help other designers to get their designs made and sold without the headache of setting up their own business.

But failing to have registered a trade mark when we first established the business has had a huge financial impact.

The estimated costs of it all, including stock we can't sell, employing a designer to re-brand, re-working the website, re-ordering stationery, loss of materials and lost sales while rebranding come to a total of £27,941.

The whole experience has made us stronger, but it's one I wouldn't care to repeat. I would urge any business owner out there to make sure their business identity is safeguarded with a trade mark.

:: For advice on applying for a trade mark contact Trade Mark Direct on 0845 680 9762 or visit [www.trademarkdirect.co.uk](http://www.trademarkdirect.co.uk)

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