

Stephanie,

It was good to meet you at the recent meeting of the Commerce Queensland International Trade Committee and by telephone this morning. During that meeting you asked for specific examples where companies had issues that could affect the workability of FTA's with some of the potential partner countries, and we specifically discussed the IP and copyright issues in China. I have an example that may be of interest to you and the negotiating team.

Background:

EGR is a privately owned, Queensland based manufacturer and marketer of plastic automotive products, plastic sheet and point of purchase displays. We manufacture product in Australia and export to 26 countries around the world. The products we make include window visors, bonnet protectors, body kits, rear wheel covers and tonneau covers. EGR does not currently sell automotive products directly into China.

Issue:

On a recent trip to China by one of EGR's Directors, he identified some product very similar to the product we make with a distinctive ECR logo which has the same font and layout as EGR's. I have attached some photos for you to review. You will notice the similarity between the ECR logo on the first picture, and our corporate EGR logo on the third picture from our web site.

Action:

EGR, prior to becoming aware of this issue, had commenced the process of registering the EGR logo in China.

Since becoming aware of the issue, EGR has appointed a Lawyer firm Allbright in Shanghai to find out more about the company, which we believe was Shen Jing and has renamed itself ECR, and establish what recourse EGR may have. The contacts at Allbright are Carol Wang, and lawyer Wang Xuejie.

Request:

I seek your assistance in the following areas:

- * passing this information onto the relevant FTA negotiators as an example of where our brand has been manipulated for the benefit of a Chinese producer.
- * advice on suitability of the legal firm we have selected in China
- * any advice you may be able to offer in preparing our defence of our logo both in China and in other markets should ECR choose to export in the future.

I would be happy to discuss in further detail if you feel necessary.

Regards,

Mark Thompson

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ECR Logo



ECR Product



EGR Logo