

## The Scotch Whisky Association

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## The Scotch Whisky Association

- 56 members representing over 90% of the Scotch Whisky industry
- Principal aim is to protect and promote Scotch Whisky at home and abroad
- 5 In-house lawyers
- Around 60 legal actions pending at any one time around the world



## Scotch Whisky

- Whisky distilled and matured in Scotland
- Defined by law in the UK and over 60 other countries
- Qualifies as a geographical indication of origin under the TRIPS agreement
- Protected by the laws of passing off/unfair competition



## Advantages of Litigating

- Interim relief
- Obtaining Information
- Obtaining Precedents
- Serious consequences of further breaches

# Publicity

# Misleadingly Labelled "Scotch"



Our obligation to protect "Scotch Whisky" is absolute

No scope for "creative solutions"

### Misleadingly Labelled "Scotch"



Misuse of Indirect Indications:  
again no scope to compromise

"Clan"

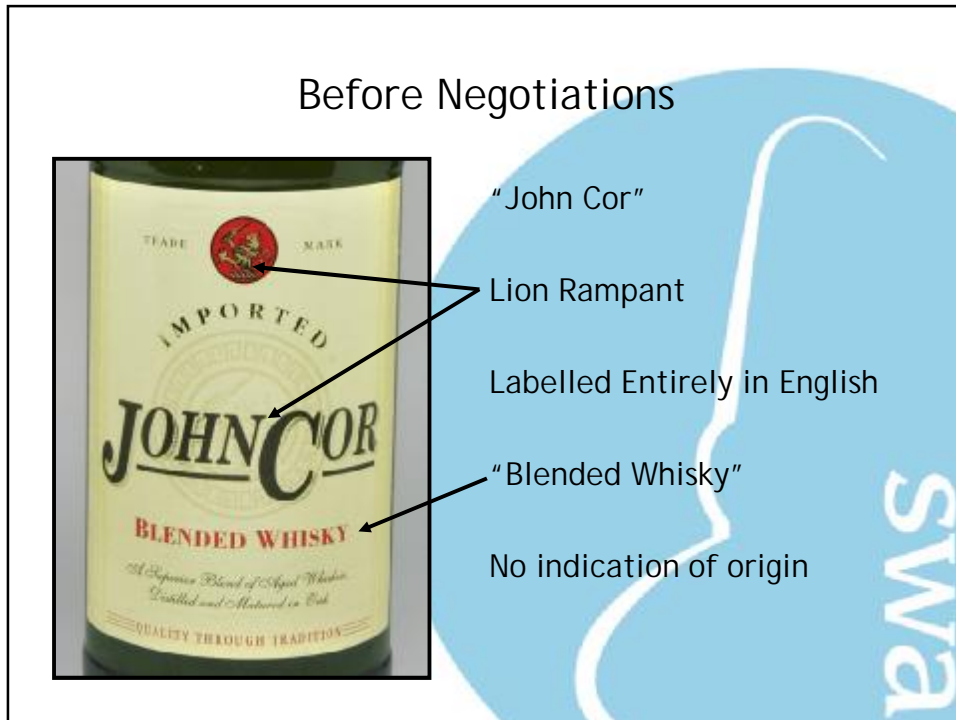
Tartan

Bagpiper

### False Age Claims



"30 Years Old"



Legal Action remains our favoured remedy...



SWa

for swift resolution of legal problems



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