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Stella McCartney and Bono's wife, Ali Hewson in Nude battle

Date: 13/08/2009

Hewson and her business partner Bryan Meehan have a company called Nude Skincare, which specializes in natural probiotic products and now McCartney is to bring out a new scent called StellaNude.

Hewson is concerned that the word 'nude' and the branding being used by McCartney is very similar to her own range of products.

The case questions what can be trademarked and highlights the importance and value placed upon intellectual property. It follows a similar issue over the trademarking of 'virgin' which saw a turning point last month when South African company Bodetrade was granted a trademark to use the phrase 'You can't be a virgin all your life, it's time.' This is the first time a business other than Branson's Virgin Enterprises has won a trademark including the word, apart from olive makers.

Mathys and Squire is one of the UK's leading firms, representing clients including Harley-Davidson, eBay, Google, La Senza and Proctor and Gamble. The firm also filed the first patent for the Iphone. The firm can provide comment over this recent case, discuss who is likely to win the 'nude battle' and comment on why a trademark is so valuable to a business, particularly during the recession.

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