



Brintons

Press Release

Topic: Brintons Successfully Resolve Copyright Case in Korea

Contact Name: Melissa Santos – Brintons Pty Ltd

Tel: +61 3 5226 3213

Email: melissa.santos@brintons.com.au

Brintons Successfully Resolve Copyright Case in Korea

Brintons stakes its reputation on providing quality manufactured and beautifully designed woven carpets to its customers worldwide. As a result of being the leader in their field, Brintons occasionally finds itself in the middle of copyright infringement cases. While copyright laws vary substantially from country to country, Brintons is delighted in the successful resolution of one such copyright infringement case in Korea.

A carpet company operating in Korea had copied the design of Brintons Espana for a wedding hall. The dealer admitted to infringing on Brintons copyright and agreed to cease any future infringements on Brintons intellectual property.

Integrity of design is important to Brintons customers, so the company has a real focus on ensuring cheap imitations are kept out of the market. While cheaper imitations may look the same on the surface, it is only once the carpet is installed and fails to live up to the high standard of wear that a Brintons carpet does, will the true cost of an imitation really come to light.

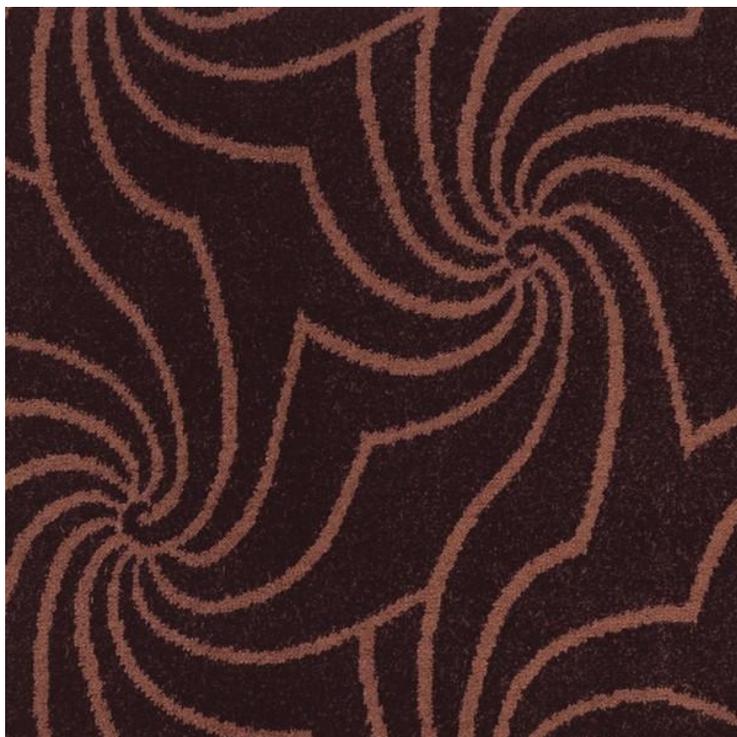
As a trusted global company with leading technology, Brintons processes and expertise comes from over 230 years of experience. Brintons invests significant resource in design development as this is an important part of what makes a Brintons carpet special, its experience in crafting quality woven carpet cannot be replicated easily.

This case has been highlighted in the Korean press after the successful resolution, further emphasising the importance of copyright in the region. With worldwide design studios specialised in forecasting regional trends and interpreting it in a woven carpet, a Brintons carpet truly is a beautiful product to possess.



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Above: The Brintons design copied in Korea, Espana 88/12844

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Editors notes/company background information:

- With 230 years of experience Brintons is proud to call itself a British brand.
- Unlike most other carpet manufacturers, Brintons designs and develops all of its own looms.
- Markets: Brintons supplies carpet to both commercial and residential markets globally. Major commercial sectors include hospitality, public spaces, marine, leisure, and gaming. The residential side of the business supplies carpet through a network of high quality retailers.
- Products: The Brintons product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted and woven axminster rugs.
- Services: Brintons global design team works closely with interior designers, architects, specifiers and end-users to create bespoke carpet solutions. Brintons offers a total project management service to our commercial clients.
- Brintons is committed to the concept of thinking global and acting locally. It has design studios, offices and agents in all of the major markets around the world.
- When you invest in a Brintons carpet, you can expect a product of the highest quality, which is practical as well as beautiful and will look good for years to come.

For further information visit www.brintons.net or contact Melissa Santos on +61 3 5226 3213