

Court orders blackout of bleach brand

The Cape High Court has found FAM Products guilty of trademark infringement and ordered them to stop selling their All Blax brand of household bleach or using the trademark. The judge ruled that FAM had chosen the name All Blax to benefit from the popularity of Albion Chemical Company's 45-year-old Albex bleach trademark. The two products' packaging was also very similar. In their defence FAM claimed that they were trying to benefit from the fame of the New Zealand rugby team.

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