

Press Release



Cisco upsets the Apple Cart

Apple Computer launched their new iPhone product this week, which combines a wide touchscreen iPod, hand-held computer running Apple's operating system, a web browser with links to Google, camera and mobile phone. The development of the product has involved 200 patent applications and Apple claim the iPhone is five years ahead of any other mobile phone.

The day after the product launch, Cisco Systems, the computer networking manufacturer announced it is suing Apple over the use of the iPhone name. Set to be one of the most talked about trademark battles, both parties have been trying to reach an agreement for several years over the use of the iPhone trademark. Cisco has owned the iPhone name since 2000 and had even launched its own iPhone product several weeks previously which is an internet enabled phone using Voice over Internet Protocol (VoIP). This is just the latest in a line of trademark battles in which Apple has been involved.

Simon Dakin, Associate at Actons Solicitors said: "It will be interesting to see the outcome of this case as Apple have already launched their iPhone product and are clearly hoping this will be as successful as their iPod mp3 player. Cisco have applied to the courts for an injunction to prevent Apple copying their iPhone trademark. This case should act as a reminder to all companies embarking on new product development to ensure they seek early legal advice for the protection of any associated intellectual property rights"

If your company is developing a new product and has not yet taken legal advice on the intellectual property rights, please contact Simon Dakin on **0115 9 100 200** or email enquiries@actons.co.uk who will be pleased to assist.

Ends

Notes:

1. http://newsroom.cisco.com/dlls/2007/corp_011007.html?CMP=ILC-001 - Cisco press release
2. <http://www.itma.org.uk/trade-marks/5-infringement.htm> - Institute of Trade Marks

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3. http://www.intellectual-property.gov.uk/resources/trade_marks/index.htm - UK
Government IP website resource



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