

Competitors get the message from forum

Messages on Hold had a win in the National Arbitration Forum this week after two competitors registered domain names which were close to the East Perth-based company's trademarks.

Managing director Kym Illman took one of the companies, BTC Direct, to arbitration for registering the name messagesonhold-australia.com.

The company was required to assign the rights to the domain to Mr Illman. On the back of that win a second competitor voluntarily signed over the domain name messagesonholdwa.com.au.

Established more than 20 years ago, Messages on Hold is the biggest on-hold message provider in Australia and South East Asia and lawyers from Lavan Legal argued the company had a substantial and identifiable reputation in its name and trademark.

Mr Illman said he was delighted by the win because competitors using similar names caused confusion in the market place.

"Some smart alec thinks they will ride on our coat-tails and register some similar-sounding name to us and think that's going to be their road to success," he said.

"If you let one get away with it, it's pretty much permission to let everyone follow the same tack."

Mr Illman was also celebrating another success this week with a major US retailer buying the rights to a piece of music created by his Groove Gallery ambient music company for use in a major advertising campaign.

The 13-week nationwide television campaign will go to air in the US from November 4.



Court win: Kym Illman