

From: [REDACTED]
Sent: Tuesday, October 11, 2022 7:43 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FYI - Adverse report - BetStop trademark [SEC=OFFICIAL, ACCESS=Legal-Privilege]

[REDACTED],

FYI – LSD has advised that we have received a second adverse report from the Trade Marks Office regarding our application to obtain a trademark for BetStop, and it is refusing to register BetStop for trademark.

The objection is based on distinctiveness grounds as it sees that the words BET and STOP hold ordinary dictionary meanings which do not sufficiently meet the registrability threshold because when the words are combined they convey "a meaning that is not inherently suggestive of a trade source".

[REDACTED]

Happy to discuss.

Regards

[REDACTED]

Manager – National Self-Exclusion Register Section

Australian Communications and Media Authority

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