

From: [REDACTED]
Sent: Thursday, June 16, 2022 9:02 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Update trade mark for BetStop [SEC=OFFICIAL, ACCESS=Legal-Privilege]

Thank you - happy to be updated when significant matters arise.

From: [REDACTED]
Sent: Thursday, June 16, 2022 8:54:44 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Update trade mark for BetStop [SEC=OFFICIAL, ACCESS=Legal-Privilege]
[REDACTED]

FYI – the Trade Marks Office has objected to our trade mark application on the grounds that it does not consider the combination of the words ‘bet’ and ‘stop’ does not constitute sufficient inventiveness / distinctiveness to be a trade mark.

[REDACTED]

There are some steps that we can take in the interim to strengthen our claim (i.e registering the BetStop business name, including BetStop™ on promo material). We will progress these activities and update you along the way.

We can discuss next week if needed.

Regards

[REDACTED]
Manager – National Self-Exclusion Register Section

Australian Communications and Media Authority

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[acma.gov.au](https://www.acma.gov.au)



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