

From: [REDACTED]
Sent: Friday, July 22, 2022 11:36 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Update - trade mark for BetStop [SEC=OFFICIAL]

Hi [REDACTED]

See attached the response to the TMO. While we have provided advice on some of the facts contained within, we were not involved in the development or settling of the response.

[REDACTED]

Happy to discuss.

Regards

[REDACTED]
Manager – National Self-Exclusion Register Section

Australian Communications and Media Authority

T [REDACTED]
E [REDACTED]

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



From: [REDACTED]
Sent: Friday, 22 July 2022 10:00 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Update - trade mark for BetStop [SEC=OFFICIAL]

Thanks [REDACTED] – are you able to send me (or ask LSD to send me) the written response to the TMO from Ashurst?

Regards

[REDACTED]

[REDACTED]
General Manager Content & Consumer Division

Australian Communications and Media Authority

T [REDACTED]
E [REDACTED]

www.acma.gov.au

Executive Assistant: [REDACTED]
T [REDACTED]
E [REDACTED]



From: [REDACTED]
Sent: Monday, 11 July 2022 8:45 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Update - trade mark for BetStop [SEC=OFFICIAL]

Dear [REDACTED]

Further to the contract variation with Engine that dealt with ownership of the BetStop name, LSD engaged Ashurst as legal advisers to handle a trade mark application for BetStop. Since then:

- Ashurst has lodged a trade mark application for 'BetStop'. This is a lengthy process and could take 6+ months to obtain (subject to the below).
- The Trade Mark Office subsequently raised an objection to the registration of BETSTOP as a trade mark – essentially the TMO did not consider the combination of the known words "Bet" and "Stop" contain an appropriate degree of inventiveness/ distinctiveness to be a trade mark.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- With the trade mark application submitted, the collateral from Common Ventures as well as the BetStop website will refer to BetStop™.

Happy to discuss or provide further information if required.

Regards

[REDACTED]
Manager – National Self-Exclusion Register Section

Australian Communications and Media Authority

T [REDACTED]
E [REDACTED]

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