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Geographical indications (GIs) are perceived as guarantees of authenticity or quality, and are valuable tools for producers and consumers in the food and drink industry. They allow producers to protect their reputation and facilitate investment in premium products, while ensuring that consumers are not misled. Since UK GIs are protected under EU legislation, Brexit means that the future for UK GIs in the UK and internationally (and indeed for EU GIs in the UK) is uncertain. This article explores the UK Government's plans to establish a national GI scheme and how this will interact with the protection afforded by the EU.

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NEDIM MALOVIC

The Evolution of Copyright Website Blocking in the UK: Live Blocking Orders 810

Since the first copyright website blocking order issued in 2011, an evolution has occurred in the UK regarding—among other things—the type of blocking. Recently, the High Court of England and Wales granted the application of the Football Association Premier League for a live blocking order against a number of major UK ISPs. The court held that it had jurisdiction under s.97A of the Copyright, Designs and Patents Act to order relevant ISPs to temporarily block access to streaming services giving unauthorised access to the right holder's content (football matches). This contribution discusses the implications of these decisions against earlier UK case law and comments on possible future developments of s.97A orders.

BEN MILLOY

Just Don't Do It: Nike's LDNR campaign halted by UK IP court 814

A decision of the UK's Intellectual Property Enterprise Court (IPEC) in Frank Industries *Pty Ltd v Nike Retail BV* appears to have put paid to Nike's recent "Nothing beats a Londoner" advertising campaign after a dispute around Nike's use of the abbreviation LDNR for Londoner. The ad campaign, which was stopped by an injunction in March this year, has inevitably drawn media attention because it involved a largely unknown sportswear brand bringing Nike's much-publicised campaign to a premature end via the streamlined, low-cost IPEC procedure. However, the recent judgment is also noteworthy for its interesting discussion of the use of abbreviations in trade marks, particularly in the context of today's social media age.

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