

## A question of taste

Converge, publisher of Good Taste magazine, is applying to the Cape High Court for an interdict preventing Woolworths from launching Woolworths Taste because they fear that the names are too similar and that their brand will be eroded. In their defence, Woolworths has called in a number of magazine editors, food writers and restaurateurs who say that confusion between the two magazines is unlikely.

**Source:** [Business Report](#)

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