

Freedom to Laugh it Off?

Does the Constitutional Court's ruling in favour of Laugh it Off strike a blow for freedom of speech or does it erode a company's intellectual property rights?

Evidently the court took into account the small profits made by the Laugh it Off T-shirt company versus the huge turn-over of SAB when deciding their ruling, but surely the amounts don't matter? The fact that Laugh It Off makes any money at all riding on the intellectual property of another company is surely theft, plain and simple? On the other hand, if LIO made no money whatsoever surely only then could they be seen as true campaigners for freedom of speech?

Justin Nurse, in building his own brand and publishing business, is playing the same game as the brands that he is attacking, so is this simply a matter of small versus big, rather than a struggle toward any lofty ideals?

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