

Beat: Lifestyle

## KAILIS DITCHES IMBRUGLIA TO COPYCAT COMPETITOR

### NEW CAMPAIGN MAY BREACH COPYRIGHT

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**USPA NEWS** - Copyright protects the original expression of ideas, not the ideas themselves. It protects your original works of art, literature, music, films, broadcasts and computer programs from unauthorised copying. Photos, paintings, drawings, poems, novels, songs and movies are examples of work protected.

12 months after - Geraldton small business "Chimere Pearls" invested in an amazingly successful marketing campaign featuring images of Melbourne singer songwriter and former "Popstar Katie Underwood" the redhead featured as the "Fab Three" with blonde fashion model Chloe Walker and Indigenous model Rebecca Chard the original marketing campaign has been blatantly copied by competitor Kailis Pearls . The Chimere shoot by Merritt at the Ovolo Laneway went viral when re-shared on Facebook over 100 times in a day and seen by thousands of social media fans. Almost a year later millionaire Kailis of Kailis Pearls has decided to ditch Celebrity Natalie Imbruglia (much to the surprise of Imbruglia fans) and opted to simply copycat and ride on the back of the Chimere Campaign. After much social media hype and anticipation of the "NEW CAMPAIGN" Kailis has finally launched its new 2015 concept via social media. Is it "NEW" or is it a "Copycat" of their successful competitor? General Manager of Chimere Pearls Kerrie-Anne Greyson will be silently smiling as her success and supporters grow by the thousands due to a blatant clone of her very successful marketing of three women including indigenous brunette model Chard. Kailis has launched the copycat campaign using three models a "Blond Lucy Durack , "Redhead Grace Huang " and indigenous "Brunette" Noreen Carr . Positioning of models and style of dresses including the light dress in the middle of the other two models as worn by model Lucy Durack with hands on hips identical to the much published Chimere shoot of 2014.

Kailis markets 'South Pacific Pearls' . Chimere markets the Arolhos Island black pearls as well as white Akoya pearls . Regardless of your taste in pearls many may be concerned about what looks like a desperate grab by Kailis at some market share held by Chimere. Regarding the Kailis Campaign ,copyright is free and automatic in Australia and generally lasts for 70 years after the death of the creator. Copyright legislation is administered by the Australian Government Attorney-General's Department. Australia is party to a number of international treaties regarding copyright. For more information about international copyright protection see the Australian Government Attorney-General's department.

What is copyright?

Copyright is one form of 'intellectual property'. Other forms include patents, trademarks and confidential information.

Intellectual property rights are legal rights to control other people's use of things embodying ideas and creative output. These rights mean there is a legal obligation to get permission (a licence) from the holder (owner) of intellectual property rights to make certain uses of things resulting from others' intellect, such as inventions, branding, and creative expressions. Intellectual property rights include copyright rights in things such as text, music and images; patent rights in inventions; trade mark rights in trade names and logos; and design rights in features of functional designs.

Confucius once said , "By three methods we may learn wisdom: First, by reflection, which is noblest; Second, by imitation, which is easiest; and third by experience, which is the bitterest." Clayton M. Christensen also said. "When a company identifies how to integrate the processes needed to give the consumer a sense of job completion, it can blow away the competition. A product is easy to copy, but experiences are very hard to replicate." Namaste

**Article online:**

<https://www.uspa24.com/bericht-5022/kailis-ditches-imbruglia-to-copycat-competitor.html>

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