



PO BOX 119, RICHMOND, 3121

MELBOURNE, AUSTRALIA

14th June, 2016

TO WHOM IT MAY CONCERN

RE: PROPOSED CHANGES TO AUSTRALIAN INTELLECTUAL PROPERTY LAWS

As prominent retailers in the homewares and interior design industry for the past 25 years, Hermon & Hermon have always protected the integral property rights, design and manufacturing of all the products we stocked.

The general public do not appreciate the talent, creativity and passion that designers put into a product to create something distinctive and worthwhile.

Young designers put their heart and soul into creating a product only to have it copied by an indiscriminate importer and retailer.

It is our opinion that the general public need to be educated into the investment in design in both overseas and local products.

We have found that the attitude of the public is that we are in a disposable society and cheap, inferior copies are acceptable.

As retailers we have been battling against this for years and always say – ‘buy cheap copies, buy twice – creating landfill!’

Hermon & Hermon have supported the final year RMIT final year furniture design students for many years. Creative young designers who if we do not outlaw copying of design, they will not have a future and we will not have an industry.

It is our strong opinion that legislation should be in place to stop the importation and sales of replica products.

Barbara Hermon

John Hermon