



TREASURY WINE ESTATES

10 April 2020

MEDIA RELEASE

Treasury Wine Estates' BEN FU trade mark registered in China

Treasury Wine Estates has successfully achieved registration of its BEN FU (奔富) trade mark in China, the Chinese transliteration for its iconic Penfolds wine brand.

As a result, TWE is now the owner of the earliest trade mark registrations for 奔富 (BEN FU) in relation to wine in both China and Australia, dating back to 9 February 2011 and 1 April 2016 respectively.

This announcement comes after almost 10 years of litigation and enforcement by TWE through the Chinese courts and authorities to claim its ownership of the BEN FU trade mark after it was hijacked by a trade mark squatter.

The squatter registered the BEN FU trade mark in 2009, however, this mark was successfully invalidated by TWE through the Chinese Courts on the grounds of non-use and bad faith in 2017 and 2019 respectively. Further, the subsequent oppositions filed by this individual (and others) against TWE's own trade mark application for BEN FU were also rejected in April 2020 by the Chinese Intellectual Property Office for seeking to rely on untenable grounds.

According to Managing Director North Asia, Tom King, this is a significant milestone for the company as it cements TWE as the legitimate registered trade mark owner of the BEN FU brand, which is one of the most recognised wine brands in China.

"Protecting the integrity of our historic wine brands against trade mark piracy and misappropriation has always been a priority and we have never wavered in our commitment to this endeavor," Mr King said.

"We are delighted with the outcome, as it gives us even greater ability to enforce the protection of our brand in line with our zero-tolerance approach to IP infringements, including counterfeit and copycat brands."

Since its founding in Australia more than 175 years ago, Penfolds wines have won the acclaim and affection of wine lovers across the world. With a presence in China spanning 25 years, Penfolds has earned an outstanding reputation amongst Chinese consumers, trusted for its quality and heritage. For more than 20 years, Chinese consumers and customers have also come to know, love and refer to the Penfolds brand as Ben Fu.

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