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logos, trade mark law is the means through which brands are legally constituted and protected Trade mark law does protect the consumer from copycat products that play on the distinctiveness of a successful brand However, as Celia Lury argues, 'trade mark law does more than protect the mark owner from unfair forms of competition

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and the copycat brand is priced cheaper than the original brand If the consumer is looking at price first, the familiarity given by the copycat features on the made up brand reassure the consumer that it is OK to buy the made up brand product If the consumer is looking at an established branded product next to a copycat branded

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