



# LIFEGUARDING SERVICES AUSTRALIA

Aquatic Rescue, Water Safety & Lifeguard Training

*We're Watching Over You...*

## Attempt to Trade Mark the word "Lifeguard"

**Tuesday 8th February 2011**

Over recent weeks a number of organisations, councils and private providers have aired their concerns over Royal Life Saving Society of Australia to have the term "Lifeguard" as a registered trade mark owned by both Surf Life Saving and Royal Life Saving.

Whilst the RLSS have indicated that they have taken this course of action to "*protect certain third part impacts to our important life saving work*" it is clear that they are simply trying to reduce competition in the industry and prevent other organisations, including training providers, from offering similar products and services.

In a recent interview Stan Wall the CEO of Lifeguarding Services Australia was quoted "The intention of protecting the word **Lifeguard** has merit however, the initial application by surf lifesaving was targeted at illegal providers and tourist operators using the name on replica shirts that were confusing members of the public.

RLSSA application includes the use off the name LIFEGUARD on equipment and training resources. If they are allowed to do this, what next? At a time were instances of drowning are on the increase we need collaboration with all providers not pushes to reduce commercial competition".

The aquatic industry ranging from national lifeguard organisations, councils through to private operators are all in agreeance that the registration to protect words that impact the industry as well should be governed by IP Australia themselves and not buy any business.

The application can be reviewed at [http://pericles.ipaustralia.gov.au/atmoss/Falcon.Search\\_Screen?p\\_SearchLevel=ADVANCED](http://pericles.ipaustralia.gov.au/atmoss/Falcon.Search_Screen?p_SearchLevel=ADVANCED) (TM number 1376776).

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**Lifeguarding Services Australia**

We're watching over you!