

PRESS RELEASE

15 October 2010

AMAC complains to Hoyts regarding naming of *The 'Macedonian' Film Festival* and use of Vergina Sun

The Australian Macedonian Advisory Council (AMAC) would like to express its disappointment at Hoyts Cinemas illegally using a registered trademark on their website to promote this year's *'Macedonian' Film Festival* in Melbourne to which they do not possess exclusive rights. The festival is running from 21-24 October, screening at Northland and Melbourne Central Hoyts.

The registered trade mark used is the symbol known as the Vergina Sun; an eight, twelve or sixteen-pointed solar pictogram registered with the World Intellectual Property Organisation as a trade mark of the Hellenic Republic:
(see <http://www.wipo.int/ipdl/en/6ter/key.jsp?KEY=GR1>).

While AMAC welcomes artistic ventures and festivals promoting the cultural diversity of Australia, it disapproves of the unauthorised use of intellectual property and misappropriation of Greek heritage to promote any event.

The use of this symbol on the Hoyts website is offensive to Melbourne's Greek community, given it is part of its cultural heritage.

One instance of its use by Hoyts can be seen at the following web address:
http://www.hoyts.com.au/Movies/Events/Melbourne_Macedonian_Film_Festival_2010.aspx

AMAC has made a complaint to Hoyts requesting that they remove this symbol from their website and any other promotional material pertaining to the promotion of *The 'Macedonian' Film Festival 2010*.

AMAC has also complained to Hoyts regarding its incorrect use of the term 'Macedonian' to describe the film festival. The term can only correctly be used to describe something relating to the Greek province of Macedonia, and not relating to the Former Yugoslav Republic of Macedonia as this film festival does.

AMAC awaits a response to its concerns.

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End release.