



16 December 2009

Ms Sophie Black
Editor
Crikey
Private Media Pty Limited
Level 7, 22 William St
Melbourne, VIC, 3000

By email: sblack@privatemedias.com.au

And facsimile: 03 8623 9975 (17 pages including this one)

Dear Ms Black

Infringement of The World Game trade marks, passing off and breach of the Trade Practices Act 1974 (Cth) by Private Media Pty Ltd

I refer to the Special Broadcasting Service Corporation ("SBS") letter dated 1 December 2009 to Mr Jonathan Green and to your email response of 2 December 2009. Please note that I have been instructed by SBS to act on its behalf in relation to this matter.

SBS has had a very long and successful association with soccer. **The World Game** trade mark was first used in 1983 by Les Murray, an SBS television commentator, in relation to SBS's weekly soccer television program. It has been in continuous use by SBS since that date and it has always been associated with SBS. **The World Game** is widely recognised by the public as an SBS trade mark, integrally associated with SBS soccer programming.

As you know SBS is the owner and operator of the well-known website found at www.theworldgame.com.au. Since 15 May 2000 SBS has owned and operated this website which features Australian and international stories and reports on football or soccer. The launch of **The World Game** website received prominent national publicity.

Further, since its launch **The World Game** website has become the most popular soccer website in Australia. There are also links to opinions, blogs, a twitter site, SBS merchandise as well as a link which cross promotes **The World Game** television show. **The World Game** website also features third party click through advertisements to SBS's Broadcast Partners for the 2010 FIFA WORLD CUP such as QANTAS.

PO Box 443 Burwood NSW 1805 Australia T +61 2 9744 6657 M +61 (0) 402 125 790 F +61 2 9744 1415

Liability Limited by a Scheme Approved under Professional Standards Legislation
Wayne Covell is the legal practitioner director of Worthy of the Name Pty Ltd ABN 19 075 733 247 and is a member of the Scheme

The website is frequently cross promoted on SBS prime time television. Since 15 September 2002 SBS has used the trade mark **The World Game** as the title of its weekly television soccer program. Since 2002 it has also used **The World Game** trade mark for merchandising purposes. Clearly, SBS has over a long period of time established a very valuable goodwill and reputation in **The World Game** trade mark.

I note that in the story "*Just whose world game is it anyway?*" written by Margaret Simons and published on your website on 2 December 2009 it is conceded:

"Now, it is true that SBS has a site branded "The World Game" which, they will be glad to know, comes up top of the pops with the first two entries in Google when you do a search on the relevant phrase."

As you are also aware, under the Australian *Trade Marks Act 1995* (Cth) SBS is the owner of a number of trade mark registrations and applications that consist of or contain the trade mark **The World Game** (**The World Game** trade marks). Details of these registrations and applications are set out in **Annex 1**. In particular we draw your attention to the following trade mark registrations:

1. Registration 1245378 **THE WORLD GAME** logo which covers, amongst other items, "electronic publications including those sold and distributed online; electronic publications (downloadable)" in class 9 and "netcasting (broadcasting over a global computer network); transmission of information on a wide range of topics, including online and over a global computer network; web portal services (providing user access to a global computer network); webcasting (broadcasting over a global computer network" in class 38 and "electronic publication of information on a wide range of topics, including online and over a global computer network; providing online electronic publications (not downloadable); provision of entertainment services via an online forum; publication of multimedia material online; weblog (blog) services (online publication of journals or diaries)... production of magazines ... production of webcasts" in class 41.
2. Registration 1183284 **THE WORLD GAME** which covers "Retailing, including online retailing, and wholesaling, of clothing, footwear, headgear, sporting equipment, sporting accessories, sporting merchandise, games and toys" in class 35.
3. Registration 1249636 **THE WORLD GAME** logo which covers, amongst other items, "online advertising on a computer network; online promotion on a computer network; advertising ... advertising services provided over the Internet ... retailing of goods (by any means)" in class 35.

As stated in SBS's 1 December 2009 letter, it has come to my client's attention that Private Media is operating the following destination on the internet <http://www.crikey.com.au/topic/the-world-game/>. This website destination is using and promoting the trade mark **The World Game** in the same way that it is being used by SBS, namely, as a website about all things associated with local and international soccer. The site also features extensive advertising from which Private Media would earn substantial advertising revenue. The Internet Explorer title for this page features "**The World Game**" with capitals for the first letter in

each word. Further, the prominent title found on this page also features “**The World Game**” and heading at the top of the website page as shown in **Annex 2**.

In common with **The World Game** website that SBS operates, Private Media’s website is clearly using the trade mark **The World Game** for promotion of its own goods and services including its own online retail and merchandising sales. Both websites feature:

- **The World Game** in large font towards the top left hand corner of the page. The font used on Crikey’s page is much larger than the surrounding topics and heading as shown below:



- Tabbed menu links for the “A-League” and the “World Cup.” (Additionally, your web page contains a tabbed menu for **THE WORLD GAME** all in upper case next to a red button titled HOT TOPICS).
- Local and international stories and reports on football or soccer.
- Links to related blogs, twitter and online discussions about soccer.
- Paid banner advertising.
- Links to online retail stores promoting a wide variety of merchandise.

Clearly **The World Game** website published and controlled by Private Media is being used to create substantial online advertising revenue from the following:

- Third party advertisements including click through advertisements for the Emirates Airline, Telstra and Media Monitors from which Private Media would derive substantial advertising revenue.
- There are also large changing banner advertisements for numerous companies and organisations such as Air New Zealand, Com Sec for the Commonwealth Bank, ABC Shop, Hewlett Packard, Hyundai, Samsung, Medibank, MBF, NIB, Mazda and Oracle. Private Media would either derive substantial direct advertising fees or pay-per-click (PPC) advertising revenue from these advertisements.
- Promotion of your own subscription services.
- Links to subscription gifts including books, calendars and DVD’s.
- There is a banner titled “Buy your presents early this year! Visit the crikey Christmas Gift Guide.” That advertisement clicks through to an “ADVERTISING FEATURE” which displays prominent fixed advertisements for a broad range of products that may be purchased online such as books

(including sporting books such as Jan Stradling's *More Than A Game*), DVD's, bags, jewellery, tiles and pizza ovens.

- Links to the online retailing of Crikey branded merchandise found at the "Crikey Emporium" including clothing, tea towels and calendars.
- Links to "Partners" or related online mastheads such as "Business Spectator", "Eureka Report" and "Smart Company."

I note that it is asserted in the *Crikey* story "*Just whose world game is it anyway?*" that *Crikey* is not using **The World Game** "in trade or commerce." This conclusion is incorrect. Private Media is using the mark **The World Game** in trade and commerce in the same way that it is using the titles *Crikey* and *Content Makers* in trade or commerce. If it was not using these marks in trade or commerce then there would be neither paid advertising nor online retail sales of merchandise available on the site. Indeed, at <http://www.crikey.com.au/about/> it is stated as part of "The Crikey mission" that:

"In order to achieve its editorial aspirations, Crikey must also operate as a business. Its primary sources of revenue are subscriptions and advertising. Crikey aims to be open and honest in all its commercial activities, and reserves the right to reject any advertising it regards as unethical or in any other way unsuitable."

Further while "trade or commerce" is a prerequisite for a breach of s 52 of the *Trade Practices Act 1974* (Cth) there is no such prerequisite for passing off and trade mark infringement under s120 of the *Trade Marks Act 1995* (Cth).

While SBS has no objection to the legitimate use of ordinary English words, it strongly objects to the prominent and calculated use of its trade mark **as** a trade mark on these website pages. It would appear that someone at Private Media shares the view that ordinary English words can be used as trade marks. I note that Private Media is the owner of trade mark registration 1159815 for **CRiKEY** in class 9 for "Electronic publications including those sold and distributed online." I also note that the Crikey website at <http://www.crikey.com.au/about/terms-conditions/> contains the following warning about the use of its trade marks:

"Trade Mark

No Crikey trade mark or logo (whether registered or otherwise) may be used without the prior, specific, written permission of the Publishers."

Obviously Crikey or Private Media would not object to all uses of the ordinary English word 'crikey'. However, it is also obvious that if **CRiKEY** was **used as a trade mark** in the same way that it is used by Private Media then it would expect that permission should be sought in accordance with the above notice or warning. The same is true of SBS's use of the registered and common law trade mark **The World Game**. SBS has no intention of setting up a website under the title Crikey within the aim of bringing to:

"... its readers the inside word on what's really going on in politics, government, media, business, the arts, sport and other aspects of public life in Australia. Crikey reveals how the powerful operate behind the scenes,

and it tackles the stories insiders are talking about but other media can't or won't cover." (see <http://www.crikey.com.au/about/>)

However, if SBS were to do this then I am sure Private Media would be the first to object.

This letter is formal notice that your continuing use of **The World Game** on your website found at <http://www.crikey.com.au/topic/the-world-game/> amounts to an infringement of SBS's trade mark registrations 1183284, 1245378 and 1249636 under section 120 of the *Trade Marks Act 1995* (Cth). Further, such use is likely to mislead and deceive readers, advertisers and consumers into falsely believing that there is an affiliation, connection or sponsorship between SBS and your use of **The World Game** on your website. Such use amounts to the common law tort of passing off and a contravention of section 52 of the *Trade Practices Act 1974* (Cth).

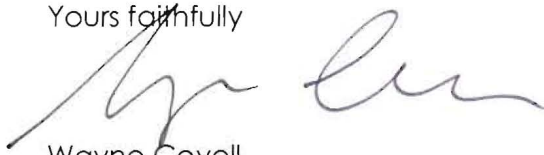
The remedies available to SBS against your company include an injunction, delivery up, damages or an account of profits and costs. If Private Media ignores this letter and continues to use **The World Game** as a trade mark, SBS reserves all of its rights to commence court proceedings against Private Media without any further notice.

Without prejudice

In order to avoid a costly dispute SBS is prepared to consider a settlement proposal. For example, SBS would be willing to discuss a licence from SBS to Private Media for the use of the trade mark **The World Game**. Please let me know by Monday 21 December 2009 whether you would be willing to meet with my client in order to discuss this proposal.

I look forward to hearing from you.

Yours faithfully



Wayne Covell
Solicitor & Trade Marks Attorney

List Of Trade Mark Details

Trade Mark : 1091635

Word: THE WORLD GAME
Image:
Lodgement Date: 20-DEC-2005
Registered From: 20-DEC-2005
Date of Acceptance: 16-MAR-2006
Acceptance Advertised: 27-APR-2006
Registration Advertised: 24-AUG-2006
Entered on Register: 07-AUG-2006
Renewal Due: 20-DEC-2015
Class/es: 25, 28
Status: Registered/Protected
Kind: n/a
Type of Mark: Fancy



Owner/s: **Special Broadcasting Service Corporation**

14 Herbert Street
 ARTARMON NSW 2064
 AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd

PO Box 443
 BURWOOD NSW 1805
 AUSTRALIA

Goods & Services

Class: 25 Clothing headgear and footwear

Class: 28 Sporting equipment and accessories in this class

Trade Mark : 1183284

Word: THE WORLD GAME
Image:
Lodgement Date: 20-JUN-2007
Registered From: 20-JUN-2007
Date of Acceptance: 13-SEP-2007
Acceptance Advertised: 18-OCT-2007
Registration Advertised: 21-MAY-2009
Entered on Register: 29-APR-2009
Renewal Due: 20-JUN-2017
Class/es: 35

Status: Registered/Protected
Kind: n/a
Type of Mark: Word

Owner/s: **Special Broadcasting Service Corporation**
14 Herbert Street
ARTARMON NSW 2064
AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd
PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 35 Retailing, including online retailing, and wholesaling, of clothing, footwear, headgear, sporting equipment, sporting accessories, sporting merchandise, games and toys

Trade Mark : 1213824

Word: THE WORLD GAME

Image:

Lodgement Date: 05-DEC-2007

Acceptance Due: 28-APR-2010

First Report: 04-MAR-2008

Class/es: 9, 16, 18, 25, 28, 35, 38, 41

Status: Under Examination - Extension Fees Not Required

Kind: n/a

Type of Mark: Word

Examiner: Sarah JONIC

Divisionals:

Divisionals: 1332723

Owner/s: **Special Broadcasting Service Corporation**
14 Herbert Street
ARTARMON NSW 2064
AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd
PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 9 Compact discs, DVDs, videos, magnetic data carriers, mini-discs, CD-ROMs, digital tapes, laser readable discs, laser recordable discs; audio and visual recordings in all media; audio and visual players for all media

including internet websites; computer games; trading cards (magnetic);

Class: 16 Books, publications, printed matter, posters, greeting cards, stationery, paper goods, articles of paper or cardboard; photographs; albums (books), photograph albums, transfers and decalomanias; book covers; bookmarks; autograph books; notebooks; memo pads; children's activity books, colouring books; calendars; postcards; trading cards (printed matter);

Class: 18 Bags, luggage, travel goods, wallets purses, handbags and umbrellas;

Class: 25 Clothing, footwear and headgear;

Class: 28 Sporting goods including sporting equipment and accessories; toys and games; trading cards (card game); playing cards

Class: 35 Retail services; retailing of goods including clothing, footwear, headgear, sporting goods, games and toys (by any means including online and wholesale);

Class: 38 Broadcasting services of all types including pay, free to air, Internet, narrowcast, datacast, digital and cable; television broadcasting services; radio broadcasting services; communication services including such services across international networks and the Internet; exchange and transmission of data; telecommunication services; communications by telephone; cellular telephone communications; electronic mail; providing entertainment and information over computer networks and global communication networks; transmission, dissemination and diffusion of television entertainment including in relation to sport and soccer programs;

Class: 41 Publication of entertainment programs including through television broadcast; producing and broadcasting live and pre-recorded television programs, films, videos, DVDs and compact discs; the provision of in-flight entertainment; the provision of interactive on-line computer games via computer networks and global communication networks; providing information in the fields of entertainment and education over computer networks and global communication networks; entertainment services; online information services, namely, providing references and encyclopaedic data relating to entertainment and education in electronic form; organisation of exhibitions for cultural or education purposes; planning of parties and special events; arranging, organising and conducting competitions; educational services;

Trade Mark : 1213836

Word:	THE WORLD GAME
Image:	SOCCER BALL IN LTR O WITH CURVED STRIPES
Lodgement Date:	05-DEC-2007
Registered From:	05-DEC-2007
Date of Acceptance:	10-JUN-2009
Acceptance Advertised:	25-JUN-2009
Registration Advertised:	22-OCT-2009
Entered on Register:	07-OCT-2009
Renewal Due:	05-DEC-2017
Class/es:	25, 28
Status:	Registered/Protected
Kind:	n/a
Type of Mark:	Composite



Owner/s: Special Broadcasting Service Corporation
14 Herbert Street

ARTARMON NSW 2064
AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd

PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 25 Athletic clothing; clothing; clothing for sports; athletics footwear; footwear; footwear for sport; studs for sports footwear; thongs (footwear); trainers (footwear); headgear for wear; sports headgear (other than helmets); hats; caps (headwear); sports caps; boots for sports; clothing for sports; sports footwear; sports headgear (other than helmets); sports jackets; sports jerseys; sports jumpers; sports shirts; sports socks; sports sweaters; sports uniforms (other than golf gloves or helmets); sportswear; studs for sports footwear; soccer shoes; football boots; football jerseys; football shirts; football shoes; studs for football boots (shoes)

Class: 28 Sporting articles for use in playing football (other than clothing or articles for protective purposes); cones or witches hats for training purposes; apparatus for playing sports; apparatus for use in sports; articles of sports apparatus; bags adapted for sporting articles; balls for playing sports; bats (sporting articles); benches for sporting use; cases adapted for sporting articles; corner flags for sports; elbow guards (sports articles); flags for use in sports training; flags for use in sports umpiring or refereeing; gloves for sporting purposes (specifically adapted for); knee guards (sports articles); leg guards adapted for playing sport; nets for sports; pads for protecting the body against accident or injury (adapted for sports); protective covers for sporting articles; protective padded articles for use in playing a specific sport; punch bags (sporting apparatus); rucksacks adapted to carry specific sporting articles; shin guards (sports articles); sport balls; sporting apparatus; sporting articles; sporting articles for use in playing football (other than clothing or articles for protective purposes); toy sporting apparatus; training appliances for sportsmen; toys; apparatus for use in the game of football; games; card games; trading cards (card game); leg guards (shin guards) for wear when playing soccer; soccer balls; apparatus for use in the game of football; footballs; tables for indoor football; training apparatus for use in relation to football

Trade Mark : 1214276

Word: THE WORLD GAME
Image:
Lodgement Date: 07-DEC-2007
Registered From: 07-DEC-2007
Date of Acceptance: 10-JUN-2009
Acceptance Advertised: 25-JUN-2009
Registration Advertised: 22-OCT-2009
Entered on Register: 07-OCT-2009
Renewal Due: 07-DEC-2017
Class/es: 25, 28
Status: Registered/Protected
Kind: n/a
Type of Mark: Word

Owner/s: **Special Broadcasting Service Corporation**
14 Herbert Street
ARTARMON NSW 2064

AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd

PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 25 Clothing; headgear for wear; footwear

Class: 28 Sporting apparatus; sporting articles; games; playthings; sports games; gymnastic articles

Trade Mark : 1245378

Word: THE WORLD GAME
Image: SOCCER BALL IN LTR O WITH CURVED STRIPES
Lodgement Date: 17-JUN-2008
Registered From: 17-JUN-2008
Date of Acceptance: 08-JUL-2008
Acceptance Advertised: 16-OCT-2008
Registration Advertised: 12-FEB-2009
Entered on Register: 27-JAN-2009
Renewal Due: 17-JUN-2018
Class/es: 9, 16, 18, 38, 41, 45
Status: Registered/Protected
Kind: n/a
Type of Mark: Composite



Owner/s: Special Broadcasting Service Corporation

14 Herbert Street
ARTARMON NSW 2064
AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd

PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 9 Pre-recorded films; pre-recorded software; pre-recorded videos; recordings of television programmes; sound recordings; CDs; pre-recorded compact discs (disks) (CDs); DVDs; pre-recorded DVDs; electronic publications including those sold and distributed online; electronic publications (downloadable); language translating apparatus; film production apparatus; computer games entertainment software; interactive entertainment software for use with computers

Class: 16 Books; magazines (periodicals); printed matter; posters; calendars; stationery; cards; newsletters; entertainment guides (printed matter)

Class: 18 Articles of luggage being bags; travelling bags; luggage; luggage tags; travel luggage; travel goods, not included in other classes; pocket wallets; purses; handbags; umbrellas

Class: 38 Broadcast of television programmes; data broadcasting services; information services relating to broadcasting; music broadcasting; radio broadcasting; satellite broadcasting services; news broadcasting; sending (transmission) of news; computer aided transmission of messages and images; electronic communications services for the transmission of data; electronic transmission of images; provision of facilities for radio receiving and radio transmission; transmission of information by computer; transmission of radio programmes; transmission of television programmes; netcasting (broadcasting over a global computer network); transmission of information on a wide range of topics, including online and over a global computer network; web portal services (providing user access to a global computer network); webcasting (broadcasting over a global computer network)

Class: 41 Television entertainment; news and current affairs programmes; production of news and current affairs programmes; provision of news; entertainment; live entertainment; live entertainment production services; management of entertainment events; organisation of entertainment events; radio entertainment; production of audio and/or video recordings; electronic publication of information on a wide range of topics, including online and over a global computer network; providing online electronic publications (not downloadable); provision of entertainment services via an online forum; publication of multimedia material online; weblog (blog) services (online publication of journals or diaries); translation; language interpretation services; sign language interpretation; foreign language education services; language interpretation services; film production; provision of facilities for the production of films; production of magazines; production of television programs; production of webcasts; photography; layout services, other than for advertising purposes; foreign-language dubbing; production of sporting events

Class: 45 Exploitation of broadcasting rights; granting of licenses relating to the copying of broadcast television programmes; issue of licensing rights relating to television productions; exploitation of transmission rights (copyright); copyright management; exploitation of copyrights; exploitation of rights of films (copyright); issue of licensing rights relating to audio productions; issue of licensing rights relating to television productions; issue of licensing rights relating to video productions; licensing of copyright; licensing of intellectual property; licensing services relating to music publishing; licensing services relating to performance rights; issue of licensing rights relating to films

Trade Mark : 1249636

Word: THE WORLD GAME
Image: SOCCER BALL IN LTR O WITH 2 CURVED STRIPES
Lodgement Date: 08-JUL-2008
Registered From: 08-JUL-2008
Date of Acceptance: 22-JUL-2008
Acceptance Advertised: 06-NOV-2008
Registration Advertised: 05-MAR-2009
Entered on Register: 16-FEB-2009
Renewal Due: 08-JUL-2018
Class/es: 35
Status: Registered/Protected
Kind: n/a
Type of Mark: Composite



Owner/s: Special Broadcasting Service Corporation
 14 Herbert Street
 ARTARMON NSW 2064
 AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd

PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 35 Selling air time for radio and television broadcasters; production of radio television and cinema advertisements; production of sound recordings for advertising purposes; production of sound recordings for publicity purposes; production of video recordings for advertising purposes; production of video recordings for publicity purposes; online advertising on a computer network; online promotion on a computer network; advertising; advertising services provided by television; advertising services provided over the Internet; event management services (organization of exhibitions or trade fairs for commercial or advertising purposes); franchising services (group purchasing, group advertising); organisation of exhibitions for commercial or advertising purposes; radio advertising; book clubs (retailing of books); retailing of goods (by any means)

Trade Mark : 1332723

Word: THE WORLD GAME

Image:

Lodgement Date: 23-NOV-2009

Divisional Date: 05-DEC-2007

Class/es: 16, 38, 41

Status: Indexing Approved

Kind: n/a

Type of Mark: Word

Divisionals:

Divisional Number: 1213824

Owner/s: Special Broadcasting Service Corporation

14 Herbert Street
ARTARMON NSW 2064
AUSTRALIA

Address for Service: Worthy of the Name Pty Ltd

PO Box 443
BURWOOD NSW 1805
AUSTRALIA

Goods & Services

Class: 16 Books, publications, printed matter, posters, greeting cards, stationery, paper goods, articles of paper or cardboard; photographs; albums (books), photograph albums, transfers and decalomanias; book covers; bookmarks; autograph books; notebooks; memo pads; children's activity books, colouring books; calendars; postcards; trading cards (printed matter);

Class: 38 Broadcasting services of all types including pay, free to air, Internet, narrowcast, datacast, digital and cable; television broadcasting services; radio broadcasting services; communication services including such services across international networks and the Internet; exchange and transmission of data; telecommunication services; communications by telephone; cellular telephone communications; electronic mail; providing entertainment and

information over computer networks and global communication networks; transmission, dissemination and diffusion of television entertainment including in relation to sport and soccer programs;

Class: 41 Publication of entertainment programs including through television broadcast; producing and broadcasting live and pre-recorded television programs, films, videos, DVs and compact discs; the provision of in-flight entertainment; the provision of interactive on-line computer games via computer networks and global communication networks; providing information in the fields of entertainment and education over computer networks and global communication networks; entertainment services; online information services, namely, providing references and encyclopaedic data relating to entertainment and education in electronic form; organisation of exhibitions for cultural or education purposes; planning of parties and special events; arranging, organising and conducting competitions; educational services;

HOME · ABOUT · TIP OFF CRIKEY!



DISTRACTION CORNER
Crikey's Video of
the Day archive

Wednesday, 2 December 2009
crikey
NOW WITH EXTRA SOURCE

FREE TRIAL
SUBSCRIBE NOW
GIVE A GIFT
RENEW
SUBSCRIPTION QUERIES



POLITICS MEDIA BUSINESS ENVIRONMENT LIFE BLOGS COLUMNS VIDEO FIRST DOG ON THE MOON READING ROOM

HOT TOPICS THE WORLD GAME A-LEAGUE MANCHESTER UNITED WORLD CUP UK SWINE FLU SOCCER

SIGN UP LOG IN



The World Game

Just whose world game is it anyway?

CRIKEY / Margaret Simons / Wednesday, 2 December 2009 / 0

SBS claims that *Crikey's* use of a content tag "the world game" on articles about soccer is a breach of its property rights. Can an organisation really own such a common phrase?

No luck for the Irish as French cheats prosper

CRIKEY BLOGS / Friday, 20 November 2009

Ireland's football team was cruelly denied a place at next year's World Cup in South Africa due to a blatant piece of cheating from the French this morning, declares Neil Walker.

A 2020 vision of Australian sport

CRIKEY BLOGS / Friday, 13 November 2009

As the century's first decade comes to an end, a look at how various Australian sporting codes are faring, and where they might be in another ten year's time.



Family ties: the curse of sports fans

CRIKEY BLOGS / Monday, 19 October 2009

Last week, Neil Walker did something far worse to his four-year-old son than hitting him with a wooden spoon: he took him to his first football match.

Political snippets: The Pope signs a record deal

CRIKEY / Richard Farmer / Wednesday, 5 August 2009

Pope Benedict XVI is preparing to record an album, and a German football team's anthem casts doubts on the Islamic prophet Muhammad's sporting knowledge.

Political snippets: It's not just mad rich men with too much money

CRIKEY / Richard Farmer / Friday, 3 July 2009

Richard Farmer on why football is attractive to crooks, journalists aren't evil bludgers, polities are cracking down on those darn kids and more.

UK media collapses

CRIKEY / Glenn Dyer / Monday, 22 June 2009

Pay TV channel Setanta is expected to go bust in the UK today, while the tottering Independent News & Media group is said to be considering a deeply discounted cash issue to raise enough money to keep staggering on.

From the Latest

crikey DAILY MAIL

Turnbull will now watch, wait
and white-ant

Milne: A defeat of climate hypocrisy
and a moment for hope

READ MORE

Copenhagen Environment Summit

crikey
Copenhagen Crib Notes

Download the **FREE Crikey ebook now!**

Buy your presents early this year!
Visit the **crikey** Christmas Gift Guide

Most Read

Discussed

Highest
Rated


- 42 to 41: how Abbott squeaked in
CRIKEY / Bernard Keane / 90
- Hockey will lead the Liberal Party to disaster
CRIKEY / Bernard Keane / 122
- The perils of political photo spreads
CRIKEY / Mel Campbell / 8
- The John Howard-Joe Hockey caption competition
CRIKEY / 90
- CPRS bottlenecks while Libs dither
CRIKEY / Bernard Keane / 89

MCG vs. Stadium Australia: a FIFA World Cup final showdown

CRIKEY / Leigh Josey / Thursday, 18 June 2009

Despite the love in the room for the G last night, there are serious questions over the suitability of the ground for hosting the FIFA World Cup.



<< Rollover to view the latest research on increasing productivity 

Iran's soccer team back Mousavi?

CNN / Thursday, 18 June 2009

Members of Iran's soccer team wore green armbands during their World Cup qualifying match against South Korea, in an apparent display of support for Mir Hussein Mousavi.

Should its fans buy Newcastle United?

THE TIMES (UK) / Wednesday, 17 June 2009

Should Newcastle supporters ride to the rescue by joining forces to buy the club themselves?

The Lowy down on why Rudd Labor just loves the round ball code

CRIKEY / Bernard Keane / Monday, 15 June 2009

It's always unwise to get between an Australian politician and some sportsmen.

Will 'Marinergate' be the last straw that breaks Belinda Neal?

CRIKEY / Andrew Crook / Thursday, 28 May 2009

Crikey understands a bitter row, annoyingly dubbed "Marinergate" by insiders, is brewing between Central Coast ratepayers and two cash-strapped local councils.

Barcelona the Great destroy Manchester United

THE GUARDIAN / Thursday, 28 May 2009

This morning's humbling of Man Utd in the Champions League final showed Barcelona might even be better than Cruyff's originals

The \$100m match

CNN / Monday, 25 May 2009

With \$100m on the line, it's the richest single game of sport in the world — but you've probably never heard of it...

Britain's war on football indecency

SPIKED / Monday, 25 May 2009

Duleep Allirajah defends his Democratic right to sing really offensive songs at the footy.

Crikey Sports Q&A: Football Federation Australia CEO Ben Buckley

CRIKEY BLOGS / Friday, 22 May 2009


Crikey Sports had the pleasure to talk to the man we all hope will deliver a World Cup to Australia — whether we win it or we host it or both.





Why Steven Gerrard is two steps away from greatness


THE GUARDIAN / Monday, 18 May 2009


Steven Gerrard is England's finest midfielder since Bobby Charlton.


crikeyblogs 


 How to reduce the grog toll: an important new review
CROAKEY / Croakey


 How to beat the bean counters on the newest Qantas Cityflyer
PLANE TALKING / Ben Sandilands


 The Poll That Events Forgot
POLLYTICS / Possum Comitatus

 Anna's Copenhagen Daily Diary - Day One
ROOTED / Anna Rose


 Sophie, the Mad Monk and The Drum.
THE CONTENT MAKERS / Margaret Simons

 And so it begins - new ALP ad
POLLYTICS / Possum Comitatus

 On politics: Abbott - got old, already
CULTURE MULCHER / W H Chong

 Miracle breakthrough or scare story? Improving media coverage of health & medicine
CROAKEY / Croakey

Same day delivery to Europe

 Leave Australia in the morning and arrive in Europe by evening.
emirates.com/au

From Crikey Daily Mail...

Crikey Daily Mail subscribers are reading these stories right now! They get 25 stories like this delivered to their inbox every weekday.

Housing shortage: two parts myth, zero parts reality
Adam Schwab / Wednesday, 2 December 2009 / 0
In some parts of Australia and contrary to what property "experts" might suggest, we have an almighty bubble. But it's not increased immigration that's fuelling the dire housing shortage. So what is?

Tony Abbott is your alternative Prime Minister
Firstdog / Wednesday, 2 December 2009 / 3

Manchester United, champions again

THE GUARDIAN / Sunday, 17 May 2009

As befitted their campaign as a whole, Ferguson's side did only what was needed and amid the odd murmur of dissent



When Cristiano Ronaldo met Usain Bolt

THE GUARDIAN / Saturday, 16 May 2009

If Cristiano Ronaldo manages to stay on his feet today and help seal a point for Manchester United it could be because of meeting Usain Bolt.

The Top 50 Newcastle United players ever

THE TIMES (UK) / Thursday, 14 May 2009

The Times has compiled its list of the best players ever to have worn the famous black and white stripes.

Introducing the "pay what you like" season-ticket scheme

THE GUARDIAN / Wednesday, 13 May 2009

Rebel non-league English football club "does a Radiohead" with fans naming the price.

Is Manchester United 2009 better than 1999?

THE GUARDIAN / Tuesday, 12 May 2009

Is Sir Alex Ferguson's latest team his greatest?



Football's greatest defences

THE GUARDIAN / Saturday, 9 May 2009

The Guardian's Rob Smyth selects half a dozen unbreachable rearguards.

Are Mexican football clubs being treated like swine?

SPORTS ILLUSTRATED / Saturday, 9 May 2009

After the swine flu outbreak tore through Mexico, South American nations wanted nothing to do with Mexico, its teams, its players and even its officials.

No... yes! I just dropped a fork

Corporate coup rocks General Motors

Glenn Dyer / Wednesday, 2 December 2009 / 0
General Motors may be struggling, but that hasn't stopped a corporate coup from happening in the boardroom in the last few hours, with CEO of just eight months, Fritz Henderson, resigning.

[Join them now >](#)

Copenhagen Environment Summit

Download the **FREE Crikey ebook now!**

Crikey Copenhagen Crib Notes

Pollies on **twitter**

Loading messages...

Emirates Same day delivery to Europe

Less time in transit. More time gained for business or pleasure.

emirates.com/au

A Crikey reader says...

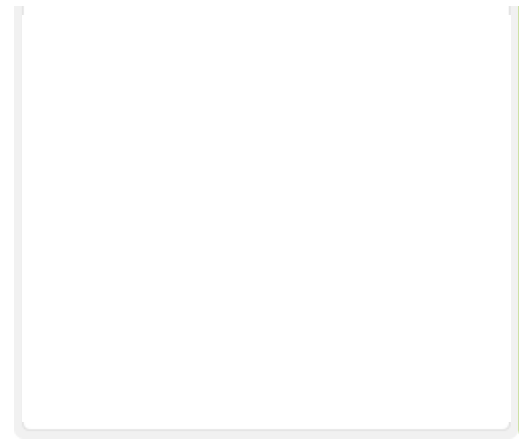
Whats wrong with eInk? It's like asking IBM Selectric golfball typewriter makers to bring out an etch-a-sketch.

GGM on [A tale of two tablets](#)

Sing when you're winning: why are British football songs so good?

THE GUARDIAN / Saturday, 9 May 2009

No one comes up with chants like British football fans.



Next »



INFO

[About](#)
[Advertise](#)
[Archives](#)
[Contact](#)
[Crikey Crew](#)
[Crikey Emporium](#)
[Help](#)
[RSS Feeds](#)
[Search](#)
[Sitemap](#)
[Tip off Crikey!](#)

DAILY MAIL

[Free Trial](#)
[My Account](#)
[Past email editions](#)
[Renew](#)
[Subscribe](#)
[Subscription Queries](#)
[Unsubscribe](#)
[Website for subscribers](#)

ELSEWHERE

[Facebook](#)
[Twitter](#)
[YouTube](#)

POLICY

[Code of Conduct](#)
[Corrections](#)
[Privacy](#)
[Terms & Conditions](#)

PARTNERS

[Business Spectator](#)
[Crikey Blogs](#)
[Eureka Report](#)
[Smart Company](#)

Independent news, blogs and commentary on politics, media, business, the environment and life.

Copyright © 2009 Private Media Pty Ltd, Publishers of Crikey. All Rights Reserved.

Editor: Jonathan Green
Publishers: Eric Beecher, Diana Gribble
Political Correspondent: Bernard Keane

Level 7, 22 William St, Melbourne, 3000
Ph: 1800 985 502
Fax: (03) 8623 9975