

The Highest Profile Domain Name Dispute Case Of All Time.

Press Coverage

Leicester Mercury

Daily Telegraph

BD Online

Washington Post

Sydney Morning

Herald

Vancouver Sun

Turkish Daily News

Javno - Croatia

New Zealand Herald

RTE IRELAND

REUTERS SOUTH

AFRICA

The Times

The Age - Australia

Metro UK

Edmonton Journal

Canada

The Daily Mail

The Independent

Television & Radio

Channel 4 News

ABC - Australia

BBC NEWS

BBC RADIO

Broadcast Media Interviews

Radio New

Zealand's Morning

Report news

programme (our

equivalent of BBC

Today)

Newstalk, a national

radio broadcaster in

Ireland

KISS FM

Leicester Sound

BBC Radio 4

BBC Radio

Leicester

Channel 4 TV News

We were contacted

at the time also to

do numerous

magazine features

and interviews all of

which we had to

turn down as at the

time we were in the

height of the legal

battle and

frequently were

working round the

clock to meet

deadlines for

documents and

legal submissions.

The United Nations WIPO rules in our favour against Hammerson Plc



The UN World Intellectual Property Organisation ruled in favour of Leicester based Webwordwizards against Hammerson Plc and Shires (GP) Ltd

£350 million pound shopping centre) "Highcross Quarter". A name that as High Cross Quarter ... lo and behold... had an established generic meaning in Wicca as the highpoints on the wiccan calendar. Clearly, Hammerson simply did not do their homework!

Of this fact they were blithely unaware until when I delicately intimated their predicament to them when they approached us for the names in July 2006.

However, having enlightened Hammerson Plc to this certainly unexpected and rather unfortunate dimension to their name selection for Leicester's flagship regeneration centre piece, they still never the less remained in full headlong pursuit of both the all important top level highcrossquarter.com and the less important lower level highcrossquarter.co.uk internet domain names which we owned.

Our victory was for the 'little guy' everywhere...



Mel Gordon Technology & Web Wizard

Whilst fighting this legal battle I was mindful of the grim statistics for defending UN WIPO Domain dispute cases.

In 2006 the previous year to our own battle, only 13.98%, 187 of a total of 1151 cases worldwide were successfully defended.

Many cases were lost, often by 'little guys'... small businesses such as ours, trying to defend what they got to first fair and square against huge corporations and their slick and polished legal teams and brigades of over paid barristers.

So, not only did I want to win this battle for the endearing Mrs Wisecraft our client and the other ladies of the Wiccan group for whom I fought and acted unrepresented, but also for all the 'little guys'... other small businesses who were dragged into such battles, overwhelmed and then lost often facing large legal bills and costs brought on by inconvenience to their business.

At the time of our Goliath slaying victory in Geneva it gave me great satisfaction to dedicate our victory to the 'Little Guy', those small businesses, local groups and sole traders who sadly lose their domain name battles each year... the Little Guys who were not able to prevail as we did against large corporations who far too often in intellectual property disputes always 'have it all their own way'.

Now in Aug 2008, with that battle now some twelve months behind us and with the Highcross Quarter shopping centre renamed to Highcross and about to open on the 4th September, I would like to invite people who visit that leicester development to spare a moments thought in the inevitable marketing hype induced retail excitement that there will surely be.

Please think of the fact that a small local business, Webwordwizards.com based right here in Highfields / St Peters in Leicester had to battle to retain something we got to first fair and square on behalf of our own clients and to defend the right of that leicestershire based client to use that domain name and term High Cross Quarter in relation to their alternative Wicca faith and traditions.

Please take a moment to ponder upon this point, especially when you look up and see the name "Highcross" and not "Highcross Quarter" above the doors of that development, that you are seeing that name because Hammerson Plc and Nabarro got their pinstriped corporate backsides soundly kicked when a small Leicester business stood up to them and their adventurism and won.

Mel Gordon Technology & Web Wizard Leics Techs - Webwordwizards.com St Peters - Leicester.

Highcross Leicester Naming Controversy and Dispute Website now in development

Worldwide interest has continued in Leicester's Highcross Leicester \ Highcross Quarter name legal dispute in which we successfully battled £7.4 Billion FTSE 100 giant Hammerson Plc and Shires (GP) Ltd.

A website to explain what the Highcross Leicester is and how the Leicester £350 million highcross brought our clients and us to worldwide attention in what is undoubtedly the highest profile internet name dispute of all time.



The drama that will unfold at the new Multiplex cinema is nothing compared to that which unfolded in the naming of the Highcross Leicester.

Plans for a website dedicated to the Highcross Leicester - Highcross Quarter naming controversy and legal battle were formed as early as July 2007.

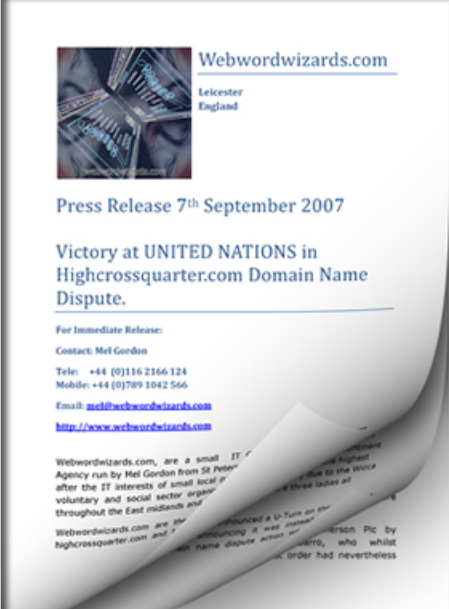
As, at the height our fight to defend our ownership of the Highcrossquarter.com name on behalf of clients, misreporting in much of the worlds media became apparent to us which we realised would need addressing at a later date once the dust had settled.

Also, It was felt that certain myths, spin and explanations that arose from a certain quarter... (but as things turned out... alas not a Highcross Quarter :o) ) ought have some analysis.

Note: See Highcross name battle website.

Press Releases and Statements

Click image below for our original press release. (Adobe PDF - 285KB)



Press Release Sept 7th 2007 - Our domain name dispute victory against Hammerson Plc, Shires (GP) Ltd and their brigade of barristers Nabarro at the United Nations WIPO in Geneva

Central London 0207 993 8141 Leicester 0116 2166 124 Mobile 0789 104 2566

Thank you All For Your Support



Throughout this battle we were astonished by the sheer level of support that rallied to our side.

Even to this day we have not be able to read all the emails and messages of goodwill, over 41,000 in all, that flooded in during the legal battle and even after the UN WIPO handed down their ruling against Hammerson Plc on 30th August 2007.

Whilst we had many messages from around the world a significant number came from Leicester and the surrounding area. So we would particularly like to say 'Thank you' to the

people of Leicester for your support and goodwill and the way that as one in your thousands you rallied to our side.

It is quite true to say that fighting this case was the toughest and most challenging task I had ever faced and that without all the messages of support that were so encouraging as we prepared and defended our case we feel the outcome may have been quite different.

I would also like the thank the many clients of ours many of whom we were in the process of completing website design or IT projects for relaxing delivery schedules that allowed us to focus for three months purely on defending this case.

In particular

- MI TRUST
Nuneaton Sealed Units & Integral Blinds
Artian
Newlook Windows & Conservatories - Leicester
St Peters Neighbourhood Management Board - Leicester

Mel Gordon Technology & Web Wizard Leics Techs - Webwordwizards.com St Peters - Leicester.

Feedback

"I'm glad the WIPO

ruling was in your

favour.

It's good to see that

large corporations

can't always bully

small organisations

into doing what

they want"

JR - Oxford

Congratulations on

this - quite a

surprising victory &

it is nice to see a

large corporation

not getting their

own way for once

SJ - Leicester

I want to applaud

your perseverance.

It is not easy task

to look down into

the ferocious jaws

of big business and

stick to your guns.

ALB

Chicago, IL USA

"I really cannot

remember how I

came across your

excellent website.

I have read avidly

your fight with the

shopping centre

and their attempts

to take the name.

I was highly

delighted to see

that you had

success in

defeating a group

who feels they can

go roughshod over

anyone who just

happens too be in

their way! Well

good on you and

well done!"

CE - Location

Unknown