

WORLD FOCUS

UKCRA complaint against HP advert

The UK Cartridge Remanufacturers Association (UKCRA) has filed a complaint with the Advertising Standards Authority regarding an HP advert published in January in the British media.

Some British consumers have complained about the fact that HP is criticising re-use at a time when green issues - notably the need to conserve energy and resources - are becoming more important. Only last week an influential group of scientists concluded that global climate change is "very likely" to have a human cause.

The complaint states: "We [UKCRA] were appalled by the ludicrous and erroneous analogy used by HP in comparing a refilled inkjet to partly eaten food. [...] Each cartridge refilled by a UKCRA member must carry out not only a pre inspection but following refill with high quality designated ink or toner is tested again for quality. We are also



appalled by the total lack of regard HP has for the buyer by putting into question their decision to make a qualified choice which printer cartridge he chooses to purchase [...]. That HP had been allowed to substantiate their claims by quoting from their own supported comparison study should not have been allowed."

The advertisement (pictured) was published in The Times on Saturday, January 20, 2007

Microsoft accuses Russian schoolteacher of piracy

Russia's recent crackdown on intellectual property infringement has filtered through to the town of Vereshchyagino, the Perm Territory where the district court has opened hearings on the case of a village schoolteacher, who is accused by Microsoft Corporation of using unlicensed Windows operating systems on the school's computers.

The case was opened after an inquiry found that unlicensed software had been installed on all school PCs. The damage is estimated at 267,000 rubles and the director of the 380-pupil school is charged with "large-scale illegal use of products liable to the operation of copyright law." Under this article he may face a prison term of up to five years in jail.

Commentators have pointed out a strange twist in this story in that the lawsuit has been brought against director of the school whilst the pirates who sold this software have not been implicated.

The federal agency for the press and mass communications Rospechat has already offered to compensate Microsoft for the damages on behalf of the villagers in the Perm region.

Rospechat chief Mikhail Seslavinsky has said "a rural school teacher can hardly be considered the worst copyright pirate in our country. If all users begin to be punished as harshly as the law requires, half of the country's population will be behind bars, including the law enforcers themselves" he said.

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