

Lagondaforum: "Lagonda car bonnet badges" on ebay: fakes

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Written by h14 at Aug 13, 2011 5:47 pm

Someone is advertising a pair of badges on ebay as "collectors items", but they don't look right to me. Not DB era & the script is wrong for pre-war. The modelling is too flat as well. Thought a warning here might be helpful in case anyone here is tempted.

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by Colin M34 at Aug 13, 2011 6:56 pm

Hi Folks,

I have bought one on these fakes which is on its way to Arnold Davey, Lagonda Club registrar. This will go in the Club archive. Arnold regularly deals with DVLA and the major auction houses and now he can wave a sample of one of these plates if one turns up on a car!

Colin

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by bruffsup at Aug 13, 2011 8:29 pm

Does Aston Martin bother litigating against use of the Lagonda logos etc.? I imagine not worth their while. Ford and Harley waited many decades before they decided to protect such but now it is done with a vengeance.

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by Colin M34 at Aug 13, 2011 9:38 pm

My understanding is that the pre-war logos and trademarks went into the public domain as a result of the bankruptcy in 1935. The post war logos are, I believe, still subject to trademark protection.

Colin

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by TVJL at Aug 23, 2011 11:12 am

Colin, could you post a photograph of the badge, please?

I'm not quite sure that I understand your point on trade mark protection. Material in which copyright subsists falls into the public domain in due course by operation of law (ditto patent, btw). However, trade mark protection does not operate in that way at all, notwithstanding corporate insolvency etc.. So, copyright protection for most of 'our' badge designs (pre and post war) will almost certainly have ended by now. However, AML can still protect its trade marks in the usual way (via its registered rights and the law of passing off).

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by Colin M34 at Aug 24, 2011 12:24 am

Here is the picture of the fake chassis plate

Colin

Attachments:

[Chassis plate.jpg](#) (filesize: 101.61 KB)

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Re: "Lagonda car bonnet badges" on ebay: fakes

Written by TVJL at Aug 24, 2011 9:26 am

From this picture, the item looks like a pretty faithful reproduction of a pre-war chassis plate to me, is it not? If I'm right about that, presumably Arnold will be in some difficulty in the kind of context you mention?

Also, my own personal view is that the item would not offend any intellectual property right that might be owned or enjoyed by AML (or anyone else). 😊

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by h14 at Aug 24, 2011 10:25 am

Oh!, some confusion, I was referring to bonnet/radiator badges, as the post title!

The club supply these ID plates so it wouldn't be that difficult for fakers to make something up.

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by TVJL at Aug 24, 2011 11:09 am

@h14...

Ah, I wondered if that might be the case - all is now clear. Could you perhaps post a link to the bonnet badges, please?

Tim

Re: "Lagonda car bonnet badges" on ebay: fakes

Written by h14 at Aug 24, 2011 1:44 pm

Sorry, just checked & they're no longer advertised. They were flat imitations of the badge heading our forum. The sculpted area was poorly defined & was possibly enamelled, with a plain border all around the edge, & the "LAGONDA" script was wrong...particularly the "A"s of course.

If they re-appear I'll see if i can set up a link.

Laurence