



Red Bull Company Limited
155 -171 Tooley Street, London, SE1 2JP
Tel: 020 3117 2000

Ana de Miguel
Consumer and Competition Policy
Department for Business, Innovation and Skills
1 Victoria Street
LONDON
SW1H 0ET

13 May 2014

Dear Ana de Miguel,

Review of the enforcement provisions of the Consumer Protection from Unfair Trading Regulations 2008

Oh behalf of Red Bull Company Limited, I would like to express my support for this review and would support any move to further protect consumers from being misled by copycat products. A civil right of action under the Consumer Protection Regulations would improve brand negotiating power with regards to parasitic copying.

Yours sincerely,

Sarah Lyburn
UK Legal Counsel
On behalf of Red Bull Company Limited
Sarah.lyburn@uk.redbull.com