



Department
for Business
Innovation & Skills

1 Victoria Street
London
SW1H 0ET

Lynton Crosby AO
Co-Founder
C|T|F Partners
lcrosby@crosbytextor.com

T +44 (0) 20 7215 5000
E enquiries@bis.gov.uk

www.bis.gov.uk
Our ref: 315508

¹⁸ November 2012

Dear Mr & Mrs Greatest Company - Managers

Thank you for your email of 1 November with enclosures concerning the Department of Health's consultation on standardised packaging for tobacco products. Although the Department of Health lead on this issue, you will be aware that the Intellectual Property Office has an interest in whether the proposed standardised packaging is consistent with national and international IP law. You will of course understand that I am unable to comment on any of the responses to the consultation while the government is still considering them.

It is important to remember that the Government has not actually made any proposals to change cigarette packaging. We have an open mind on this issue and any decisions to take further policy action on tobacco packaging will only be made after consideration has been given to the consultation responses, evidence and other relevant information.

You can be assured that my officials in the Intellectual Property Office are working very closely with colleagues in the Department of Health to ensure that the legal position concerning intellectual property rights and standardised packaging is clear and that our domestic and international obligations are understood.

*With warmest possible best wishes to you and
your Co-founder*

*Remain
Yours faithfully*

LORD MARLAND OF ODSTOCK

Lord Marland of Odstock
Parliamentary Under Secretary of State for Business, Innovation and Skills