# Rightholder of Peppa Pig claims more than US$ 500.000 for infringement of its copyright by Russian toy producer

02/10/2019 INTELLECTUAL PROPERTY, RUSSIA

Alisa Pestryakova

The claim of Entertainment One UK against one of the leading Russian toy producers, SIMBAT, on the infringement of copyright for Peppa Pig is under review by the Moscow Commercial Court.

The Russian company was selling building kits with a pig character on them that looked like Peppa, without a license agreement with Entertainment One UK. The Russian producer argued that they used another character, not famous Peppa. SIMBAT also stated that they always sign license agreements with right holders of characters they actually use, namely, Barbie, My Little Pony and Hello Kitty.

A representative of the claimant declared to the press that in order to support its claim, Entertainment One UK conducted an opinion poll, which showed that more than 50% of the consumers polled confirmed that it was Peppa Pig featuring on the kit.

This is one of the biggest claims on licensing rights in connection with goods for kids recently. The first instance hearing is scheduled for 18 October 2019.



Alisa Pestryakova
**ASSOCIATE**

a.pestryakova@dejalex.com
+7 495 792 54 92
Ulitsa Bolshaya Ordynka 37/4
119017 – Moscow

MILANO
Via San Paolo, 7 · 20121 Milano, Italia
T. +39 02 72554.1 · F. +39 02 72554.400
milan@dejalex.com

ROMA
Via Vincenzo Bellini, 24 · 00198 Roma, Italia
T. +39 06 809154.1 · F. +39 06 809154.44
rome@dejalex.com

BRUXELLES
Chaussée de La Hulpe 187 · 1170 Bruxelles, Belgique
T. +32 (0)26455670 · F. +32 (0)27420138
brussels@dejalex.com

MOSCOW
Ulitsa Bolshaya Ordynka 37/4 · 119017, Moscow, Russia
T. +7 495 792 54 92 · F. +7 495 792 54 93
moscow@dejalex.com