

It's uncool to copy Gareth's Cliff's UNRADIO

CliffCentral, Gareth Cliff's innovative content channel that launched UNRADIO in May, has already had to launch legal action to protect their multiplatform concept, such has been the interest in it.



(Image extracted from the [CliffCentral website](#))

Adams & Adams's new Sandton office reports that it has lodged a successful complaint on the Twitter social network and are now processing 50 more similar complaints against infringers using the UNRADIO brand.

"Copying is the sincerest form of flattery but we were forced to take steps to protect us against brand misuse, especially on such a scale," according to Rina Broomberg, spokesperson for the channel. She adds, "It's a mark of our success and we expect more of it as we continue to grow using more platforms to disseminate our content."

"We are delighted with the outcome as it shows just how protectable the goodwill of the UNRADIO brand is, even though it has only been in active for a relatively short time," says Darren Olivier, head of the Adams & Adams' team representing CliffCentral.

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