

## If the shoe fits...

NIAMH GRIFFIN

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- 1 AN AMERICAN court ruling which denied luxury shoe company Louboutin's right to an exclusive trademark over its red-sole shoes has been welcomed by an Irish teenage entrepreneur. Tara Haughton (16), whose "Rosso Solini" company produces stickers creating designer high heel lookalikes, said the decision would make it easier for her to expand her range, which already exports to 14 countries.
- 2 In the US district court yesterday, Louboutin lost its bid to stop Yves Saint Laurent America from selling women's shoes that Louboutin claims are identical to its trademarked red-sole footwear. Judge Victor Marrero in New York said: "Because in the fashion industry colour serves ornamental and aesthetic functions vital to robust competition . . . Louboutin is unlikely to be able to prove that its red outsole brand is entitled to trademark protection." In an occasionally humorous opinion, the US judge said granting Louboutin's trademark claim could lead to "fashion wars".
- 3 Louboutin had said publicly there could also be problems for Tara Haughton's company because of potential trademark issues. Her father Chris Haughton said they had not been approached about the matter. Nonetheless, he said the ruling was good news, while stressing his daughter's company never set out to copy Louboutin.
- 4 The company says it has exported 65,000 pairs of stickers since its launch, including more than 1,000 pairs to Brazil in the last two weeks. The stickers retail from €8.99 for a single pair to €17.50 for a three-pair pack. While the court decision may open the way for other imitations, Mr Haughton said this didn't concern "Rosso Solini" as it was the first with its product and for fashion buyers being original was very important.
- 5 14, Tara is launching a new product – the Shoe Tattoo – at the British national fashion trade exhibition Moda next week. This is a stencil which can be painted over with nail varnish to create a unique design for each shoe.



*Irish Times, 2011*

## Tekst 4 If the shoe fits...

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- 1p 11 What is “Rosso Solini” (paragraph 1)?
- A A business selling shoe decorations.
  - B A company manufacturing copies of shoes.
  - C A shoe import and export enterprise.
  - D A shop selling exclusive designer shoes.
- 1p 12 Wat wordt duidelijk uit alinea 2 en 3?  
Maak de zin af door twee van de volgende partijen op de juiste plaats in te vullen:  
*Louboutin – Rosso Solini – Yves Saint Laurent*  
1 heeft een rechtszaak van 2 gewonnen.  
Noteer de nummers, gevolgd door de juiste naam.
- 1p 13 Which of the following becomes clear from paragraph 4?
- A Tara’s father is confident about the future of his daughter’s business.
  - B Tara’s imitations now outsell the ridiculously overpriced originals.
  - C Tara’s product is one-of-a-kind and therefore very hard to duplicate.
  - D The sale of Tara’s product has collapsed as a result of the lawsuit.
- 1p 14 Which of the following fits the gap in paragraph 5?
- A Apparently
  - B In spite of this
  - C Meanwhile

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### Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.