

By Alain Strowel, 27 October 2011

## Philip Morris fumes at 'plain' packaging plan



This comes from an article in [thespoof.com](http://thespoof.com). As indicated, this pacifier will be available in a variety of pastel colors!

As already reported on ipdigit (see [here](#)), Australia aims at adopting a law banning any mention of the trademarks on the packaging of cigarettes. This is referred to as the draft 'plain' packaging law. The issue obviously is still annoying for Philip Morris International which, according to the *Financial Times* (21 Oct. 2011) still 'fumes' at the proposal. The CFO of this company said recently: "We are therefore vigorously pursuing several legal avenues to challenge this unreasonable proposal and protect our valuable brands".

Please think to those avenues and prepare counter-arguments (materials available through the [previous ipdigit post](#) on the issue).