

# Now now issues - ASA and intellectual property

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Some interesting issues from two of the speakers at the annual [Advertising & Marketing Law Conference, Jhb, 3 Sept.](#)



## ASA Rulings:

- The notion of a dog mounting a man's leg may be crude and in poor taste, but is in offensive?
- "Sexy" ads are ok, but not "sexual" ads.
- The association of a well know person with advertising for alcoholic beverages could unacceptable.
- It is extremely unhelpful of an advertiser not to attend an appeal hearing, as it is incumbent on advertisers and their agencies to assist their peers in judging the advertising particularly where the matter has created a lot of public interest.

*Stefan Vos, Former Head of Legal and Regulatory affairs ASA*

## Intellectual property

- Taylor Swift harshly criticised Apple Music for not paying copyright royalties to song writers for the streaming of their music; and
- David Cameron has called upon pornography websites to produce an effective voluntary scheme to control children's access to their sites."

*Hugh Melamdowitz, Partner, Spoor & Fisher*

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