# Meghan Markle's new brand As Ever faces controversy over logo similarities



Meghan Markle has recently unveiled her new lifestyle brand, named As Ever, through her website asever.com. The launch, which took place earlier this week, has not been without controversy. An insider claimed that the logo for the brand, which features two hummingbirds alongside a palm tree, was "intentionally designed to create a unique and personal emblem". However, the design has drawn ire for its striking resemblance to the coat of arms of Porreres, a municipality in Majorca, Spain.

The mayor of Porreres, Xisca Mora Veny, expressed her concerns, stating that the As Ever logo bears such resemblance to the town's coat of arms, which features a palm tree and two swallows, that it could warrant legal action. Mora asserted that the logo “is a total copy” and has indicated that she is consulting with the legal services of the City Council regarding the potential next steps in combating this issue. Yet, she acknowledged the financial limitations of Porreres, revealing that pursuing legal action against Meghan Markle would be a difficult and potentially unfeasible undertaking due to the associated costs. "Reporting plagiarism is complicated and expensive and a small town hall like ours is not in a position to fight against the English crown," she explained.

Additionally, in an interview with El País, Mayor Mora noted that this coat of arms has been a significant symbol for Porreres since at least 1370, and she expressed her dismay over the similarities, saying, “We thought it was fake news at first… then loads of newspapers and media started calling us and we realized it was serious.” She admitted that while there are distinctions between the designs, the core elements are "nearly identical."

Compounding the situation, a clothing brand based in New York, also named As Ever, has voiced its concern. The owner, Mark Kolski, clarified that his brand is not affiliated with Meghan's new venture. Although he has sold clothing under the name since 2017, he does not currently hold a trademark for it. Kolski mentioned that he is "exploring all possibilities" to safeguard his brand's identity, highlighting the challenges posed by the backing Meghan's brand has, stating, “I don’t think I have the behemoth of lawyers and money that are behind this.”

In defence of the logo’s design, a representative for Meghan and Prince Harry asserted that it was created to be distinctive, citing comprehensive global searches of registered trademarks during the process of its development. The insider reiterated that the palm tree and hummingbirds were significant to the couple personally; the palm tree represents their home in California, while the hummingbirds have connections to personal anecdotes shared in Harry's memoir, Spare.

Meghan announced her rebranding to As Ever after facing difficulties with her previous lifestyle brand, American Riviera Orchard. The brand's original name was not successfully trademarked due to its common use as a place name, forcing Meghan to seek a change. During a video shared on her family’s garden, she expressed her excitement about the upcoming launch and the new direction her brand would be taking, emphasising her motivation for the change and the curiosity surrounding her new business.

As this situation continues to unfold, reactions from the involved parties may offer further insight into how the brand will navigate the backlash and whether the logo will undergo modifications in the wake of the criticisms received from both Porreres and the New York clothing brand.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.boredpanda.com/meghan-markle-accused-of-stealing-towns-logo/> - This article corroborates the controversy surrounding Meghan Markle's As Ever logo, which is accused of copying the coat of arms of Porreres, a town in Mallorca, Spain. The mayor of Porreres labels the logo as an 'exact copy' and seeks a redesign.
* <https://www.boredpanda.com/meghan-markle-accused-of-stealing-towns-logo/> - It also highlights the symbolic meaning behind the logo for Meghan and Prince Harry, with the palm tree representing their California home and the hummingbirds holding personal significance.
* <https://san.com/cc/meghan-markles-lifestyle-brand-sparks-controversy-over-name-and-logo/> - This article supports the claim that a New York City clothing brand, also named As Ever, has raised concerns about Meghan's use of the name, despite not holding a trademark. The clothing brand owner, Mark Kolski, notes the financial disparity in legal resources.
* <https://san.com/cc/meghan-markles-lifestyle-brand-sparks-controversy-over-name-and-logo/> - It further details the rebranding from American Riviera Orchard to As Ever, which was announced via an Instagram video, and mentions the delay of Meghan's Netflix series due to wildfires.
* <https://www.boredpanda.com/meghan-markle-accused-of-stealing-towns-logo/> - The article mentions that despite the controversy, the mayor of Porreres does not intend to pursue legal action but hopes for a voluntary redesign and potential collaboration with Meghan Markle's brand.
* <https://san.com/cc/meghan-markles-lifestyle-brand-sparks-controversy-over-name-and-logo/> - It provides additional context on the personal significance of the logo elements for Meghan and Prince Harry, including the connection of hummingbirds to Prince Harry's memoir, Spare.