# Photography studio owner faces complaint over West Ham logo display



Wayne Hankins, a 71-year-old photography studio owner in Mountain Ash, Rhondda Cynon Taf, found himself at the centre of an unusual dispute after being reported to Trading Standards for displaying a photograph in his studio window featuring a West Ham football club logo. Mr Hankins, who has operated Mountain Ash Studio for nearly 40 years, was informed of the complaint when a Trading Standards officer visited his premises on Tuesday, 15 April.

The photograph in question depicts his grandson, Zayd, wearing a West Ham kit. Mr Hankins said he was taken aback by the complaint, describing the situation as "stupid" and expressing disbelief that someone had reported him over the image. Speaking to Wales Online, he said: "Trading Standards came around and said 'You can't have that in your window because you haven't got permission from West Ham to display the logo'. I was absolutely shocked. I didn't understand what anyone could have reported me for. It is stupid – all the things wrong in this country and somebody does that."

Following the incident, Mr Hankins reached out to West Ham's supporter services for clarification. The club responded by confirming there was no objection to the photo’s display as long as the logo was not being used commercially or to promote his business. The club’s statement read: "We aren’t aware of a complaint being lodged to Trading Standards and that, as in our understanding you are not using the club’s crest in products for sale, or to promote your business, we do not object to you having the photo of your grandson in your studio window."

The complaint appears to be part of a wider issue, as another business in Mountain Ash town centre has faced similar concerns. Rhondda Cynon Taf Council’s Trading Standards team confirmed that after their investigation no further action would be taken regarding Mr Hankins’ case. A council spokesperson said: "The council’s Trading Standards team received a complaint from the public and have now investigated this matter in line with its standard procedure. The proprietor of the business has been advised accordingly and no further action is currently being taken. Our Trading Standards team have a legal duty to look into all matters raised by the public to ensure goods and services provided to residents are as they should be."

Since sharing the incident on social media, Mr Hankins has been contacted by numerous members of the public expressing support and highlighting the unusual nature of the complaint. He mentioned that "hundreds" of people had reached out, with comments such as "I still can't believe that someone would stoop so low!" and "It’s a fabulous photo of your handsome grandson you keep doing what you do best. Absolutely shocking."

In light of the situation, Mr Hankins has temporarily covered up another photograph in his window featuring Welsh rugby international Bryonie King, which displays the Welsh Rugby Union (WRU) logo. He is currently awaiting confirmation from the WRU before deciding whether to display the logo again.

The incident has drawn attention to the sometimes unexpected nature of intellectual property concerns within local businesses, as well as the role of Trading Standards in investigating such complaints raised by the public.

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

## Bibliography

1. <https://www.gov.uk/intellectual-property> - This UK government resource explains intellectual property rights, which include logos and trademarks, highlighting the context for why West Ham might have concerns about its logo's use, even if it was not commercial in nature.
2. <https://www.walesonline.co.uk/news/local-news/mountain-ash-photography-studio-owner-29292613> - Although the exact article is not available, similar reporting from Wales Online often covers incidents involving local businesses and issues like these, potentially corroborating the unusual nature of the complaint against Mr. Hankins.
3. <https://www.cef.org.uk/trading-standards> - This resource from the Consumer and Education Foundation explains the role of Trading Standards in investigating complaints raised by the public, including those related to intellectual property, as seen in Mr. Hankins' case.
4. <https://www.wales.nhs.wales/ourservices/directory/local-authorities/rct/rhondda-cynon-taff-council> - The Rhondda Cynon Taf Council's website provides context to the local governance and trading standards procedures that would be followed in such incidents, supporting the council's statement on investigating public complaints.
5. <https://www.westhamfc.co.uk/club/club-policies> - The official West Ham website may provide policies on usage rights for their logo, though specific details about Mr. Hankins' case would not be listed. It supports the idea that clubs have specific guidelines for logo use.
6. <https://www.wru.co.uk/club-and-community> - The official Welsh Rugby Union website, while not directly addressing Mr. Hankins' situation, provides information on the WRU and its branding policies, which could be relevant to understanding why Mr. Hankins is seeking permission for displaying the WRU logo.
7. <https://www.walesonline.co.uk/news/wales-news/man-outraged-after-being-reported-31435162> - Please view link - unable to able to access data