# Aberdeen brewer relaunches Kombucha brand after losing trademark battle by 17 days



An Aberdeen-based brewer, Chris Geary, has recently shared details of an arduous legal battle that has necessitated a rebranding of his Kombucha business. Formerly known as Raw Culture, the brand faced a trademark conflict with a Danish company, which registered a similar name just 17 days before Geary’s application was submitted.

The legal dispute, described by Geary as “painful,” dragged on for four exhausting years. He expressed feelings of being "stuck, miserable and frustrated" throughout the ordeal. The company was established in early 2020, and the initial phase involved sourcing ingredients and brewing, leaving trademark registration lower on the list of priorities.

Ultimately, the UK Intellectual Property Organisation ruled in favour of the Danish firm, compelling Geary to abandon the Raw Culture name. Following months of deliberation, he has chosen a new identity, Life Blood, for the business, which is based on Souter Head Road in Altens.

In an interview with The Press and Journal, Geary recounted the emotional strain of the trademark crisis, stating, “We felt as if the world was going to implode at the time. This was everything that I had been working towards.” He reflected on the lessons learned, acknowledging that the situation could have been avoided had they prioritised trademark registration. “17 days, I mean come on,” he noted.

With a background in graphic design, Geary managed to minimise rebranding costs, stating that hiring an external designer could have jeopardised the business's survival. “If we had to employ a designer then it would have been the end of the business. There is no way we could have afforded it,” he explained.

Looking ahead, Geary is optimistic about the future of Life Blood. He has announced plans for new product lines, including ginger beer and prebiotic sodas, both of which align with his focus on wellbeing and gut health—a growing trend in the beverage market. “We are bang on track for taking advantage of that as a business,” he stated.

Geary is enthusiastic about the rebranding as a fresh opportunity, noting, “It’s exciting times coming up ahead,” signalling a renewed direction for the Aberdeen enterprise.

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

## Bibliography

1. <https://drinkrawculture.com/pages/about> - This page provides information about Raw Culture, the Aberdeen-based kombucha brand founded by Chris Geary, highlighting its commitment to quality and innovation.
2. <https://drinkrawculture.com/blogs/news/from-furlough-to-fermentation-the-birth-of-raw-culture> - This article details the origins of Raw Culture, describing how Chris Geary transitioned from being furloughed to starting his own kombucha business during the global pandemic.
3. <https://www.mondaq.com/uk/trademark/1562780/ip-ingredients-winter-case-law-review-2024> - This legal review discusses a UK Supreme Court case where a company was found to have applied for trademarks in bad faith, leading to partial invalidation, underscoring the importance of accurate trademark applications.
4. <https://www.wipo.int/amc/en/domains/decisions/text/2016/d2016-1407.html> - This decision from the World Intellectual Property Organization (WIPO) discusses a case involving the IRN-BRU brand, highlighting the significance of trademark protection and the challenges in rebranding due to trademark disputes.
5. <https://brodies.com/insights/ip-technology-and-data/ip-and-the-food-and-drink-industry-case-law-round-up/> - This article reviews a Scottish court case where a gin brand successfully secured an interim interdict to stop a competitor from selling a similar product, illustrating the complexities of trademark disputes in the beverage industry.
6. <https://www.researchgate.net/publication/228136506_Trademarks_and_Traditional_Knowledge_and_Cultural_Intellectual_Property_Rights> - This academic paper explores the role of trademarks in protecting traditional knowledge and cultural intellectual property rights, providing context for the challenges faced by businesses like Raw Culture in trademark disputes.
7. <https://www.pressandjournal.co.uk/fp/business/local/6749888/aberdeen-kombucha-legal-battle-life-blood/> - Please view link - unable to able to access data