# Steps star Ian Watkins rebrands Welsh Cowchella festival after Coachella trademark dispute



Ian “H” Watkins, the well-known member of the pop group Steps, found himself in an unexpected predicament when the prestigious Coachella music festival compelled his small Welsh festival to change its name. The event, originally dubbed Cowchella, has now been rebranded as Moo-La-La Festival in light of an official complaint from Coachella Ltd, the entity behind the famed Californian festival. Watkins expressed his astonishment at the situation, describing it as “mindblowing” and suggesting that the complaint is, in fact, a compliment, indicating that their festival posed some level of competition to the “ginormous” Coachella.

Following the complaint, Cowchella's social media accounts were taken down, and its Eventbrite ticketing page was altered. New social media profiles were quickly established for the Moo-La-La Festival, which will feature Watkins alongside actress Claire Sweeney and BBC Radio 2 presenter Owain Wyn Evans as hosts. Watkins reassured fans that all previously purchased tickets would still be valid for the inaugural event, now set for August.

In an interview, Watkins recalled that they initially suspected their social media accounts had been hacked before discovering the email from Coachella. “It’s a little bit mindblowing… what we’re doing is very, very different to what they do,” he stated, emphasising the entirely different scope of the two festivals. While Coachella features global superstars like Beyoncé, Moo-La-La will showcase tribute acts and local performers, with a focus on creating an affordable and family-friendly atmosphere in Cowbridge, Vale of Glamorgan.

Despite the rebranding, Watkins acknowledged the financial strain the name change has imposed on their event. “We’ve spent a lot of money on marketing and flyers, posters, and banners that are all visible around the town. So yes, those will have to go in the bin,” he remarked, displaying a positive attitude despite the setbacks. He noted that there are many festivals that have successfully played on the name of Coachella, such as the Welsh event GlastonBarry, which has not faced similar challenges.

Watkins articulated his vision for Moo-La-La as a community-focused event that provides affordable entertainment for families who may not be able to travel to bigger music festivals in Cardiff or London. He reassured attendees that the festival, despite its new name, would maintain its core spirit, promising “great food, great drink” and an impressive lineup of tribute acts, including performers for Harry Styles and Taylor Swift. Emphasising the potential of Cowbridge as a location, he remarked, “Our town is so beautiful, but there’s so much untapped potential,” indicating a commitment to showcase local culture and events.

This incident is not isolated; Coachella has a history of protecting its trademark aggressively. Notably, it has previously taken legal action against other festivals, such as 'Moechella' in Washington D.C., and 'Afrochella' in Ghana, both cited for their similar naming conventions. The implications of such trademark actions highlight the complexities and challenges smaller events encounter when facing off against established brands. In Watkins’ case, while the change has presented certain obstacles, it has simultaneously turned Cowbridge into a talking point on an international stage, creating a wave of interest in their upcoming festival.

Watkins, who has seen a resurgence in popularity with Steps, remains committed to bringing joy to his hometown through various community events, asserting that Moo-La-La will be more than a music festival—it will be a celebration of local culture that invites all community members to partake in something special.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/), [[2]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/)
* Paragraph 2 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/), [[2]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/)
* Paragraph 3 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/), [[5]](https://www.theticketingbusiness.com/2022/10/04/coachella-organiser-goldenvoice-files-lawsuit-against-afrochella/)
* Paragraph 4 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/), [[6]](https://www.jdsupra.com/legalnews/battle-of-the-music-festivals-why-59939/)
* Paragraph 5 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/), [[4]](https://www.independent.ie/style/celebrity/celebrity-news/ms-trust-forced-to-abandon-fundraising-festival-name-after-coachella-objection/39403566.html)
* Paragraph 6 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/), [[3]](https://www.washingtonpost.com/dc-md-va/2023/02/04/coachella-moechella-trademark-lawsuit/)
* Paragraph 7 – [[1]](https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/)

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

## Bibliography

1. <https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/> - Please view link - unable to able to access data
2. <https://www.irishnews.com/news/uk/mindblowing-coachella-forces-welsh-festival-to-change-name-steps-star-HB2YFAZNSJLNLFHEEWJME3EXCI/> - Ian 'H' Watkins, a member of the band Steps, expressed surprise that Coachella, the renowned Californian music festival, compelled his small Welsh festival to change its name. The festival, initially named Cowchella, was renamed Moo-La-La Festival after Coachella Ltd filed a complaint. Watkins viewed the complaint as a compliment, noting the significant differences between the two events. He also acknowledged the financial impact of rebranding, including the need to discard existing marketing materials. The festival aims to provide an affordable, family-friendly music experience in Cowbridge, featuring tribute acts and local performers.
3. <https://www.washingtonpost.com/dc-md-va/2023/02/04/coachella-moechella-trademark-lawsuit/> - Coachella, the prominent Californian music festival, filed a lawsuit against the organisers of 'Moechella', a go-go music event in Washington D.C. The lawsuit alleges that 'Moechella' is intentionally trading on the goodwill of the Coachella name, causing confusion among consumers. The complaint also highlights reputational harm due to a shooting incident at a previous 'Moechella' event. Coachella seeks an injunction against the use of the 'Moechella' name and related logos, as well as damages. ([washingtonpost.com](https://www.washingtonpost.com/dc-md-va/2023/02/04/coachella-moechella-trademark-lawsuit/?utm_source=openai))
4. <https://www.independent.ie/style/celebrity/celebrity-news/ms-trust-forced-to-abandon-fundraising-festival-name-after-coachella-objection/39403566.html> - The MS Trust, a UK-based charity, was compelled to change the name of its fundraising festival from 'Couch-ella' to 'MS Trust Home Festival' after Coachella objected. The charity acknowledged the need to rebrand due to Coachella's trademark rights over the 'chella' suffix. The event, featuring livestreamed comedy, music, and dance, is scheduled for August 22. ([independent.ie](https://www.independent.ie/style/celebrity/celebrity-news/ms-trust-forced-to-abandon-fundraising-festival-name-after-coachella-objection/39403566.html?utm_source=openai))
5. <https://www.theticketingbusiness.com/2022/10/04/coachella-organiser-goldenvoice-files-lawsuit-against-afrochella/> - Coachella organiser Goldenvoice filed a lawsuit against Ghana's Afrochella festival for alleged trademark infringement. The lawsuit claims that Afrochella is intentionally trading on the goodwill of Coachella by promoting music events in the U.S. and Ghana using the confusingly similar 'Afrochella' mark. Coachella seeks an injunction against the use of the 'Afrochella' name and related logos, as well as damages. ([theticketingbusiness.com](https://www.theticketingbusiness.com/2022/10/coachella-organiser-goldenvoice-files-lawsuit-against-afrochella/?utm_source=openai))
6. <https://www.jdsupra.com/legalnews/battle-of-the-music-festivals-why-59939/> - The article discusses a trademark infringement case where the organisers of 'Hoodchella' were compelled to change the event's name to 'Noise in the Hood' after Coachella filed a lawsuit. The case highlights the importance of avoiding confusion with established trademarks and the potential legal implications of such infringements. ([jdsupra.com](https://www.jdsupra.com/legalnews/battle-of-the-music-festivals-why-59939/?utm_source=openai))
7. <https://edm.com/news/coachella-lawsuit-dj-envy-agrees-to-drop-carchella-name> - DJ Envy, organiser of 'Carchella', agreed to drop the event's name following a lawsuit from Coachella organisers. Coachella alleged that 'Carchella' was causing confusion among consumers and sought a temporary restraining order to prevent the use of the name. The legal action was prompted by Coachella's concern over potential brand confusion due to the similar names. ([edm.com](https://edm.com/news/coachella-lawsuit-dj-envy-agrees-to-drop-carchella-name?utm_source=openai))