



## PRESS RELEASE

Light My Fire's Spork has been classified as a work of applied art by the Svensk Form (Swedish Society of Crafts and Design) Copyright Panel.

Light My Fire's Spork was perceived from the outset as innovative Swedish design, manufactured in Sweden, and has sold more than 10 million copies since its introduction in 2005. The Svensk Form Copyright Panel has now qualified Light My Fire's Spork for protection as a work of applied art.

The term 'applied art' refers to utilitarian objects which can be copyright protected as artistic works, such as toys, furniture, industrial design, porcelain or handicrafts.

The Svensk Form Copyright Panel's assessment of the Spork was that "Joachim Nordwall's cutlery design shows, as a whole, a clean and stylish design... with an independent and original form. The Panel's assessment is that the cutlery possesses originality and is therefore protected by copyright as a work of applied art. "

The Copyright Panel has conducted its activities since the late 1920s which have resulted in just under two hundred such opinions, including two this year.

-It is a great honour that our Spork has received such a select designation, says Light My Fire's Managing Director, Calill Odqvist Jagusch.

- We have always considered our Spork to be a small work of art. It is always wonderful when it is confirmed by others!

The Copyright Panel's expressed opinion also implies a greater degree of protection. Along with other works of art 'applied art' is protected for 70 years after the death of its creator. Opinions have in many cases helped prevent and deter plagiarism and in other cases have been used as evidence in litigations in a court of law.

### About Light My Fire

Malmö-based Light My Fire manufactures, in their own factory in Västervik, outdoor articles that are as practical in the city as in the wilderness. From making a fire to eating, the company's products have become an international success and are used by everyone from BBQ enthusiasts to survival experts. Among these products we find the Spork which has sold more than 10 million copies worldwide.

### About Svensk Form

Svensk Form (the Swedish Society of Crafts and Design) is a non-profit membership association (approx. 5,100 members) mandated by the Swedish government to promote Swedish design on both a national and international level. Svensk Form works to create involvement and to highlight the opportunities design can give to the individual, to culture, society and to the business community. The Svensk Form Copyright Panel is an impartial expert body within the association Svensk Form, comprising both lawyers and designers, with the task of expressing an opinion regarding copyright protection for works of applied art.

### Further Information:

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Additional media releases: [http://www.lightmyfire.com/242-146-press\\_releases.htm](http://www.lightmyfire.com/242-146-press_releases.htm)

High and low resolution images: [http://www.lightmyfire.com/205-picture\\_gallery.htm](http://www.lightmyfire.com/205-picture_gallery.htm)