

Banned by BMW: Under the Heat of BMW legal team, T-shirt designer draws fire for MINI Cooper inspired T-shirts.

MiniSwag, like many other companies who sell aftermarket goods or accessories for the MINI Cooper or have the word "mini" in their URL or Company name is being forced by German Car Maker BMW, through their lawyers, to change their name or suffer prosecution under trademark laws.

([PRWEB](#)) October 15, 2003 -- Popular t-shirt company, MINISWAG who's website is www.miniswag.com is being asked under threat of litigation to cease using the word "mini" in their trade name and web address (URL).

MINISWAG is a line of British Car inspired clothing for men and women. It's fresh, spirited designs have been raved about by the MINI Community. They feature Union Jack themed t-shirts and even an Italian Job Film Crew shirt that MINISWAG was asked to design by members of the film crew. www.miniswag.com has been in business on the web since 2002 but recently a rash of litigation threats against fan and commercial sites like www.minicooperonline.com and others have caused turmoil and unrest in an aftermarket industry that sprung up to support the New MINI.

Mini Cooper Online has more than 9000 members and is an online community where members discuss the pros and cons of MINI Cooper ownership.

Other sites like www.minimania.com have been in business supporting the Classic Austin Mini and Rover Mini for years before BMW decided to take over the Mini name and design a new car.

Due to the huge legal might of a company like BMW MINI SWAG will no doubt be forced to change plenty to avoid litigation. In order to placate the legal team of BMW/NA. MINISWAG is liquidating most items at a fraction of their retail price.



Contact Information

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MINISWAG

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Online Web 2.0 Version

You can read the online version of this press release [here](#).