

4 May 2023

The CEO/Secretary,  
Financial Planning Association of Australia  
Level 6, Suite 6.03,  
55 Clarence Street,  
SYDNEY NSW 2000

By email to: [ceo@faaa.au](mailto:ceo@faaa.au)

Dear Sir/Madam

**RE: Trademark Application.**

I act for the Flight Attendants Association of Australia.

It has come to my client's attention that your Association is seeking to register the Trademark "FAAA", otherwise known as Financial Advice Association Australia.

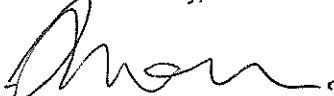
My client objects to and will oppose your application for the registration of "FAAA" as a Trademark.

The reasons for such opposition is as follows:

- My client was registered as the Flight Attendants Association of Australia on 1 June 1992, and has been using the acronym FAAA since that date.
- It has used the acronym in all its published material, letterheads etc since 1992.
- My client also registered a Business Name with an ATO issued ABN under that acronym.
- Since the inception of digital media, my client has used the acronym on all its digital signatures, including but not limited to website and emails.
- Its name and acronyms FAAA and faaa have been published in numerous media articles, including, and not limited to radio and television broadcasts.
- The public seeing my client's long-user acronym, "FAAA" being related to a financial services body would send a confusing message to the public and our members.
- My client already has signage and other artwork with the FAAA acronym and should not have to stop using it, or have it confused with another identity.
- Another organisation using the same acronym would confuse the public, or its members, when searching for my client on the web. My client does not wish for the public who are seeking to contact your Association, to call our offices seeking financial advice, or seeking assistance with grievances in that domain.
- Your Association, using the acronym FAAA, would result in our member flight attendants, or the public, calling my client's office in error and cause unnecessary administrative distractions which would be time wasting and intrusive.
- Media agencies have identified the "FAAA" as The Flight Attendants Association of Australia since 1992, and there are countless media references to this acronym, which is representative of our identity.
- The ACTU (Australian Council of Trade Unions) identifies my client's Association as "FAAA" and refers to my client as FAAA in all their media and written material.

Accordingly, my client requests that you withdraw your application for the registration of your proposed Trademark for the reasons set out above.

Yours Faithfully,



**A Turon**  
**TURON LEGAL**