



[WWW.HIGHCROSSQUARTER.CO.UK](http://WWW.HIGHCROSSQUARTER.CO.UK)

## Press Release

19th July 2007

Hammerson Plc accepts our advice  
not to name new shopping Centre after  
Wiccan - Witchcraft - Pagan Sabbats

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## *Who are we?*

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We are a small East Midlands of England based group of mainly Wiccans, Witches and Wizards who use as part of our faith, worship, and way of life the age old Calendar of "High Cross" and "Cross Quarter" sabbats passed down to us from pagan times and before.

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## *Our Website Project*

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Some years ago, we decided to have a website set up for us that would detail, discuss and define the High Cross Quarter sabbats in particular of but also the Cross Quarter sabbats from a perspective of time both historical and contemporary as well as ritual and wiccan narrative. We wanted to use the web site to inform and enlighten fellow believers and others as well as break through the ignorance and misunderstanding, prejudice and stigma often attached to Wicca, witchcraft and earth oriented belief systems by followers of "mainstream" faiths.

In the winter of 2005 - 2006 and spring of 2006 we put that vision into being by appointing our web site designers and internet consultants to act for us in these matters.

In the spring and early summer of 2006 we decided upon the domain names and accordingly we instructed our web designers to acquire them and commence work.

The domain names we acquired for our project are:

- Highcrossquarter.com
- Highcrossquarter.co.uk
- Highcrossquarters.co.uk
- Highcrossquarters.com
- Highcrossquarter.mobi

All of which we own for the purpose of presenting online information to do with the high cross quarter and cross quarter sabbats, Wicca and witchcraft.

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***Hammerson Plc made unsolicited offers for our domain names.***

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September 2006 then saw unsolicited offers being tabled from Hammerson Plc and others for these domains many thousands of times over their cost value. All of which we dismissed and immediately declined without the slightest consideration. Especially as from Hammerson Plc there were conditions attached that would have prevented us from mentioning high cross quarter in relation to wiccan and witchcraft sabbats and similar activities online or anywhere else. It appeared to us that there was naturally some considerable embarrassment at Hammerson Plc and Shires GP Ltd that the Wicca \ Witchcraft association had not been uncovered during due diligence process in Trade Mark stage.

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***Advice to Hammerson ignored.***

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Our IT Consultants gave Hammerson, in September 2006 repeated clear written and verbal advice that they not use "Highcross Quarter" as the name of their shopping \ Entertainment \ Residential venue development here in the city of Leicester in England. This advice pointed out to Hammerson Plc as early as September 2006, this name had a significant and well established association with Wicca, Witchcraft and Neo-paganism. However from all the marketing, sign writing work around the new centre as well as press releases and articles from September 2006 to July 18<sup>th</sup> 2007 we saw that this advice was ignored and waved aside.

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***Hammerson wanted our domain names... a David and Goliath battle ensues.***

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A month ago we received news from our IT consultants and Website Designers that Hammerson Plc were initiating an Domain dispute action with Nominet who administers the our [www.highcrossquarter.co.uk](http://www.highcrossquarter.co.uk) domain name and WIPO – World intellectual Property Organisation (part of the United Nations) who provide domain name dispute services for ICANN who administer our [www.highcrossquarter.com](http://www.highcrossquarter.com) domain to have our domain names transferred to them on the grounds that our registration trespassed on their trade mark and that our registration of these domain was abusive.

This was detailed in full along with Hammerson Plc attempt to buy our domains at a previous press release issued by us on our website 21<sup>st</sup> June 2007.

[http://highcrossquarter.co.uk/resources\\_press\\_releases.html](http://highcrossquarter.co.uk/resources_press_releases.html)

This process is still as of 19<sup>th</sup> July 2007 ongoing and we are about to provide our written submission.

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*Hammerson Plc now has change of mind.*

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Today, 19<sup>th</sup> July 2007 we received indications that Hammerson Plc had finally accepted our advice to use another name altogether. (Something Mark Prescod of Hammerson had told us in September 2006 “was not an option”.)

The communication we have received is that Hammerson Plc have now changed their mind about calling the development “Highcross Quarter” and are calling it “Highcross Leicester”.

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*Time to draw a line.*

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It is our hope that Hammerson Plc will now be sending us written confirmation of their intention to withdraw from the domain name dispute action that they have embarked upon against us and will magnanimously concede our unchallengeable right to use the domain names for the purpose stated.

It is our expectation that as a “big” company... Hammerson Plc will now be big in the way it concedes to us a small local alternative faith group, and that we can draw a line under this whole matter.

It has been for us very inconveniencing, distracting and costly situation taking up time and money we could not afford.

We look forward to receiving from Hammerson that written confirmation of cessation of action, as well as the same from WIPO and Nominet that Hammerson Plc has graciously withdrawn.

In which case, we would like to take this opportunity to wish Hammerson Plc and Shires (GP) Ltd the very best for their new Highcross Leicester retail development.

It was our only wish all along, to be left in peace to develop our website and maintain the aspirations for faith and of our simple way of life.

It is our hope that we can now soon do precisely that.

We will continue to prepare our submissions to Nominet and WIPO to defend our domain names until we obtain those written assurances.

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