
STATUTORY INSTRUMENTS

2004 No. 1824

**The Tobacco Advertising and Promotion
(Brandsharing) Regulations 2004**

Brandsharing

3.—(1) Subject to paragraph (3) and regulations 4(1) to (4) and 5, the use by a person in connection with any non-tobacco product or service of any feature which is the same as, or is so similar as to be likely to be mistaken for, any feature which is connected with a tobacco product is prohibited if the purpose or effect of that use is to promote a tobacco product in the United Kingdom.

(2) Subject to paragraph (3) and regulations 4(5) to (8) and 5, the use by a person in connection with any tobacco product of any feature which is the same as, or is so similar as to be likely to be mistaken for, any feature which is connected with any non-tobacco product or service is prohibited if the purpose or effect of that use is to promote a tobacco product in the United Kingdom through the association which it has with any non-tobacco product or service.

(3) Paragraphs (1) and (2) apply only to the use in the United Kingdom of a feature in the course of a business.