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PRESS RELEASE:

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easyfundraising success continues as UK Court quashes easyGroup copyright appeal

[Easyfundraising](#), a leading cashback fundraising platform that has raised over £60 million for thousands of charities and good causes, has finally put to bed its long running legal battle with a win at the UK Appeals Court against easyGroup in a copyright infringement case.

In the ruling made on 24th July 2025, the brand succeeding in again defending its name against easyGroup, benefitting the thousands of charities and good causes that use the shopping cashback platform to raise essential funds. Lord Justice Coulson, Lord Justice Arnold and Lord Justice Zacaroli said “the presence of the word ‘easy’ itself is not sufficient to lead an average consumer to think that easyfundraising or easysearch must be connected with Easylife,”

Further it was said that “the average consumer would not have been likely to be confused about their origins or common ownership” and “unsurprisingly, there was no evidence of any confusion by advertisers, despite easyfundraising having been in operation since 2005.”

Since its formation in 2005, [easyfundraising](#) has raised over £60 million for charities and good causes across the UK. The cashback platform allows online shoppers the chance to get money back for their favourite charity or good cause when they make purchases through the easyfundraising website or app with thousands of retailers.

Welcoming the landmark ruling easyfundraising Chief Executive James Moir says: “Our decision to not back down against easyGroup’s ridiculous claims and bully-boy tactics was vindicated last year and was vindicated again today.

This case has already taken up many months of management and business time that could have been far better spent on our core business of helping charities and good causes raise as much money as possible.

We have never claimed to be part of easyGroup, and we hope that this judgement gives heart to others being sued by easyGroup that they can see them in court – and win.”

He adds: “Essentially, this was a trademark case over the use of the word ‘easy’ in our name even though easyfundraising has existed for nearly 20 years. Our first brand registration was in 2012 and was not opposed by easyGroup. We also have a word mark which was granted in May 2019. Our brand refresh in Autumn 2022 was

also designed with the upmost care to avoid any comparison or confusion with easyGroup.

“We are a technology-for-good company that is benefiting charities and good causes throughout the UK to raise critical funds.

We are delighted that the ruling is so conclusive and that we can now get on with helping those that really need our time and focus.”

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Editor's notes:

Through the easyfundraising platform, shoppers can raise a donation for their nominated good cause every time they shop online with one of the 8,000 participating retailers at no extra cost to the consumer.

easyfundraising has raised more than £60 million for charities and good causes since its launch in 2007.

With more than 2 million people using the platform, it is one of the UK's leading ways to support grassroots charities and causes. In 2023 and 2024, easyfundraising was named one of the UK's Great Places to Work.