

About Us

Early in 2004 Deckers Outdoor Corporation threatened many Australian manufacturers of sheepskin products with legal action if they did not cease calling their sheepskin boots by their common name "ugg boots".

A small group of these threatened manufacturers banded together to form the Australian Sheepskin Association Inc. to defend their right to use the ugg words - ug, ugh and ugg and to promote genuine Australian made sheepskin products.