

TRADE MARKS AND YOUR BUSINESS

The difference between trade marks, business, company and domain names sometimes causes confusion for both traders and the public.

Registration of a business, company or domain name does not in itself give you any proprietary rights to the name - only a trade mark can give you that kind of protection.



CAUTION: When you register your business, company or domain name, be careful that it does not infringe on someone else's trade mark!

HOW WE CAN HELP

1. We can advise you on what is registrable as a trade mark (i.e. name, logos, signs etc);
2. We can conduct a search of the trade mark database and advise you if there is an existing registered trade mark that is identical or very similar to your proposed business, company or domain name.
3. We can draft and lodge the necessary application to register your trade mark;
4. We can make submissions to any objections against your trade mark during the examination process;
5. We can negotiate with third parties with the view to:
 - (a) Obtain their consent to the use of the trade mark by you; or
 - (b) Obtain their agreement to have the trade mark assigned to you.AND draft all necessary documentation to give legal affect to the consent/agreement.

THE BENEFITS TO YOU

1. Registration of your trade mark will provide you with protection under Australia-wide law under the Trade Mark Act;
2. Registration of your trade mark will add value and credibility to your goodwill, business name, product and/or service;
3. Registration of your trade mark will warn others against trading under your name or brand; and
4. Legal fees, application fees and registration fees are tax deductible.

For more information on protecting your trade mark, please contact:

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