

Making your trade mark, trademarkable!

What's in a brand name?

Brand identity is fast becoming one of the most valuable assets for a business. Contemporary asset value (for intangible assets such as brands) is now nearly 85% of the market value of S&P 500 companies, according to an annual survey by Ocean Tomo in 2015. Yet protection of brand identity is often overlooked until it's too late—when a company receives a “cease-and-desist” order to stop using another organisation’s trade mark!

More than a logo!

Prior creating your brand's identity (logo), the trade mark strategy is created to dovetail into the brand strategy. This includes specifications on what direction to take as well what direction not to go. And once the logo concepts are developed, another review is conducted to check for both registered and unregistered trade mark conflicts. Once the logo is completed trade mark is submitted to IP Australia for formal registration.

How do you maintain brand protection?

Successful trade mark registration isn't enough for long-term brand protection. We help organisations leverage this important asset by:

- > *Conducting monthly brand audits:* Formal registration means easier and more effective protection in your competitive marketplace but your organisation must use the trade mark in its registered format on all existing and new communication touchpoints. This ensures maximum protection.
 - > *Creating education programs and workshops with staff and suppliers on the importance of asset protection:* Workshops to ensure all employees, suppliers and other stakeholders understand their role in ensuring the proper use of the trade mark
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Our strategic Trade Mark registration process

Pre-Application

- > Review status and work to date, that is, business name registration (ASIC) and domain name
 - > Choose appropriate IP Australia goods and services classes
 - > Review other trade marks (registered and unregistered)—brand name and identity tweaked (if required).
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Application

- > Lodge with IP Australia
 - > Await feedback—brand identity tweaked and resubmitted (if required).
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Post-Application

- > After advertising period has expired a confirmation letter and certificate will be issued
 - > Pay IP Australia fees as required.
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Ongoing maintenance and review

- > Review of all materials using the registered Trade Marks (via drop box)
 - > Respond with report outlining any issues.
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I am positioned as one of Australia's leading brand strategists and the founder of brand management consultancy, Brand Audits. With more than 35 years' professional experience, I have partnered with a diverse client base of local and international brands—including Gold Coast City Council, Hilton Hotels, Wrigleys, and International Cricket Council's Champions Trophy, Twenty20, and Women's Cricket tournaments, Terry White Chemists, and Become—to develop, protect, and achieve brand differentiation resulting in business growth through an increase in brand value. I have design, advertising, business, and law qualifications.

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