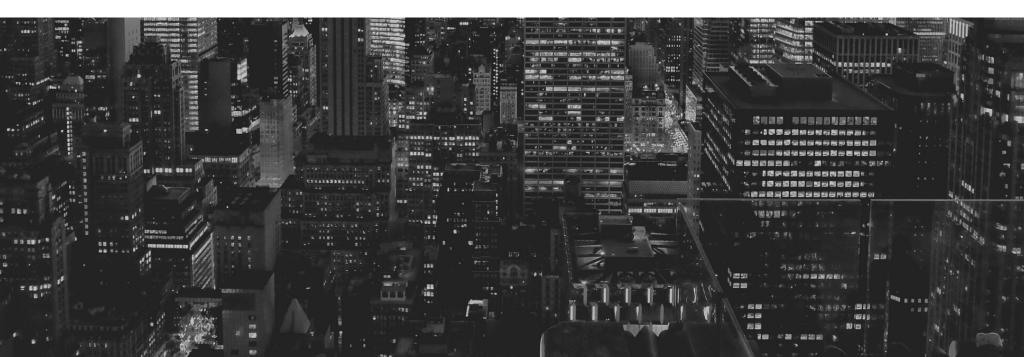
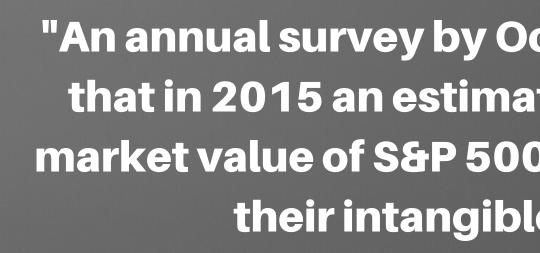
Intangible Assets: Design + Management

x Christine Moody @BrandAudits





Ocean Tomo LLC. (2015). Annual Study of In Market Value, [Web log post]. Retrieved from http://www.ocean tomo-2015-intangible-asset-marke



A question to begin:

What's an intangible asset?

IP Australia---"IP is your business"

 Intangible asset = Trade marks, patents, designs, and plant breeder's rights!

Bunnings Warehouse for hardware;

- Mortein for pest control; and Woolworths for groceries. Not to mention Qantas, Boost Juice, Penfolds, and Weet-Bix!
- Trade mark is the identity of your business
- Value increases as the business grows
- Can be a letter, number, word, slogan, sound, smell, shape, logo, picture, aspect of packaging, or a combination of these.

x my focus = trade marks

Creating a brand for TM.

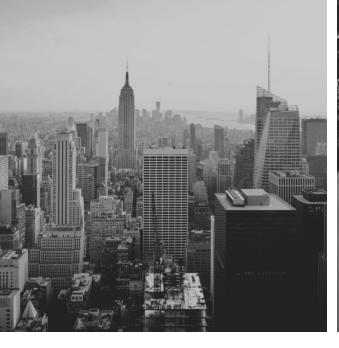
Value assets for business---brand name and

brand identity

Protection is often overlooked until too late---

- ie when business is being sold
- Strategic approach and process---aesthetic judgement at end of process.









What to do?

Starting the process...

When you need to start the process is

- when you are creating a new business or creating new products and services within an existing company
- Create TM-ready brand identity by starting with the strategic plan
- Business name and domain name registration important but not enough.



Creating value.

1> Concept exploration

2> Concept validation

3> Specification

4> Design



Helpful hints

Tips + tricks.

- Use your strategic plan as the guide
- Stop and do the TM checks along the way
- Think long term and consider future products and services
- It is not set and forget..it's an ongoing process and maintenance is key!

Maintenance program.

- •
- •
- •

- Conducting regular brand audits
 Creating education programs and workshop
 Quarterly reviews of existing and recently creat
 - products and services.



Resources + cases.

- > ArtsLaw: artslaw.com.au
- > Australian Government: business.gov.au
- > IP Australia: ipaustralia.gov.au

Case study > 1: Eliminator Sports Glove http://www.eliminator.net.au

Case study > 2: On The Go Sportswear https://www.onthegosports.com.au



Thank you!

Please don't hesitate to contact me if you have any questions...

Chris.Moody@BrandAudits.com.au