


Intangible Assets: Design + Management

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**"An annual survey by Ocean
tomo that in 2015 an estimated
market value of S&P 500
their intangible**

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



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 workshops
- Quarterly reviews of existing and recently created 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...

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