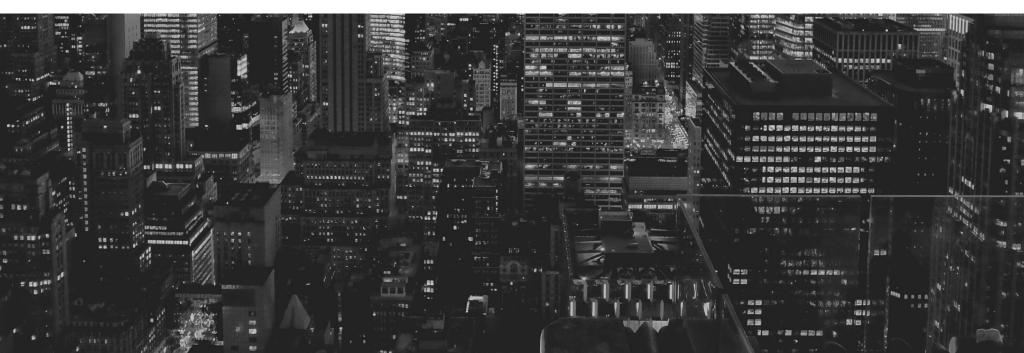
How to protect your retail brand.

x Christine Moody @BrandAudits



"An annual survey by Ocean Tomo reveals that in 2015 an estimated 84 percent of market value of S&P 500 companies was in their intangible assets."

Ocean Tomo LLC. (2015). Annual Study of Intangible Asset Market Value, [Web log post]. Retrieved from http://www.oceantomo.com/blog/2015/03-05-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;
 Aesop for natural beauty products;
 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 retail brand for TM.

> Value assets for business---brand name andbrand identity

> Protection is often overlooked until too late---ie, when business is being sold

> Strategic approach and process--aestheticjudgement at end of process.





Why TM?

Benefits.

- > It gives you exclusive rights to use
- > Can licence the TM to others ie, Franchise
- > It differentiates your goods and services
- > It makes good business sense
- > Is easier to defend.



What to do?

Starting the process...

When you need to start the process is when:
You are creating a new retail business
You are creating new retail products
and services within an existing business.

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



Building value.

> You must use the registered TM

> You must educate your staff about the importance of TM

> You must monitor your competition

> As your business grows, you must ensure that you have the correct classes registered

> It is not set and forget.



Helpful hints!

Tips + tricks.

> Use your strategic plan as the guide to
 create a brand identity (logo) that has the
 best chance for TM registration (what makes
 your business different?)

> 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!



Examplars!

Case studies.

- > Apple
- > InSitchu
- > Coffee Club
- > Breville.

Maintenance program.

> Conducting regular / annual brand audits of all customer touch points (digital + instore)

> Creating education programs and workshops for staff and other key stakeholders

> Quarterly reviews of existing and recently created products and services to ensure the IP is protected ie, additional classes may be required.



Resources + cases.

- > Australian Government: https://www.business.gov.au
- > IP Australia: https://www.ipaustralia.gov.au
- > National Retail Association: https://www.nra.net.au



Thank you!

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

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