

TASMANIA PARKS AND WILDLIFE SERVICE



# Intellectual Property

November 2018



# Workshop

Brief Overview of Intellectual Property – 15 minutes

Working with IP Australia – exercise – 5 minutes

Note\*



**Parks and Wildlife IP**

Department of Primary Industries, Parks, Water and Environment

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Intellectual Property

## Trade Marks are your reputation



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Intellectual Property

They allow your  
customers to connect  
with your brand  
amongst the many



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# Aspects of IP

**Trademark** - any sign...capable of distinguishing the goods or services of one undertaking from those of other undertakings (World Trade Organisation – WTO)

**Design/Patent**

**Copyright**

**Appellation**

**Business Registration**

**Domain Name**



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## Trade Marks



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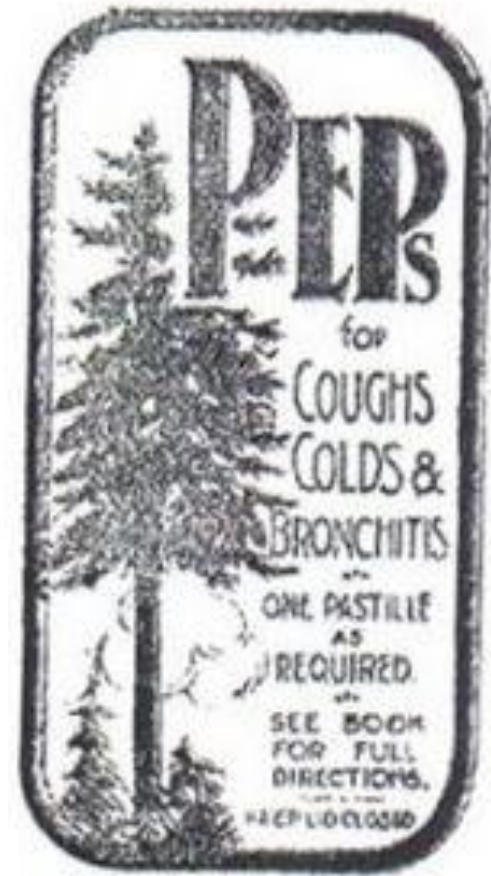
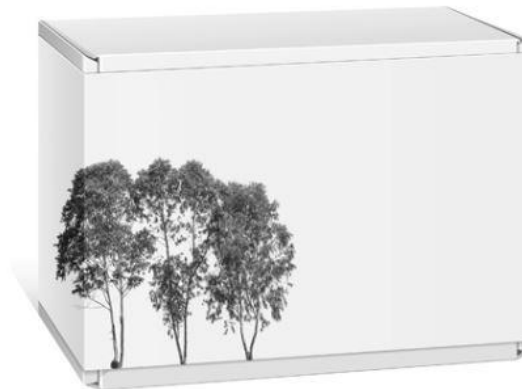




This is NOT a design on its own...



but when on packaging it IS a design



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## Trade Marks – Advice

Maria Island

Maria Island Walk



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# Trade Marks Act 1995

Contact

Cease and Desist

Non-Use

Letter Of Demand

Certification – ours not yours



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## Trade Marks – Advice

Three Capes

Three Capes Track



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Intellectual Property

# IP Australia



Australian Government  
IP Australia

[About us](#) | [Contact us](#) | [Beta - testing our ideas](#)



ONLINE SERVICES >

Enter your keywords



Patents

Trade marks

Designs

Plant breeder's rights

Understanding IP

IP infringement

Tools & resources

IP SEARCH

GET YOUR IP

COMMERCIALISE YOUR IP

## Is your idea, invention or brand available?

Before applying for your intellectual property right, you should do a comprehensive search to make sure that it isn't already registered.

IP SEARCH



Search patents

[Australian \(AusPat\)](#) | [International](#)



Search trade marks

[Australian](#) | [International](#)



ASK ALEX FOR HELP

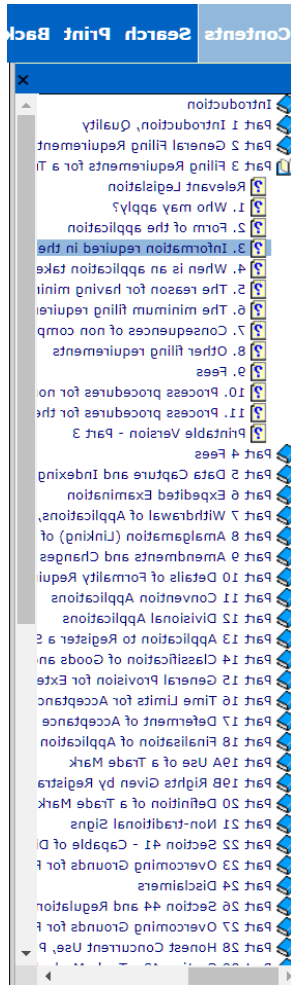


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# Exert from “The Manual\*”



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| Part 4 Relevant Legislation   |        |       |      |
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| <b>3. Information required in the application</b>                     |        |       |      |
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## Information required in the application

The application form provided by the Registrar provides guidance on the information that is required if an application is to be in an approved form. This includes:

name

address

address for service

type of trade mark - standard, collective, defensive, certification

details of a series of trade marks

divisional application - number of parent application and goods/services remaining in the parent application

convention claim(s)

goods and/or services if more than one priority date applies

the date the application was first filed in a convention country

the convention country

if available, the convention application number

representation of the trade mark

kind of sign - if it is a shape, sound, scent or colour trade mark - a description of the trade mark

specification of goods and/or services

class number(s)

non-English words and characters - translation/transliteration.



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# Any questions?



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# Summing Up

## How to apply for a trade mark



**1**

Decide if you have a  
trade mark



**2**

Understanding goods  
and services



**3**

Search



**4**

Apply.



**5**

Application outcome

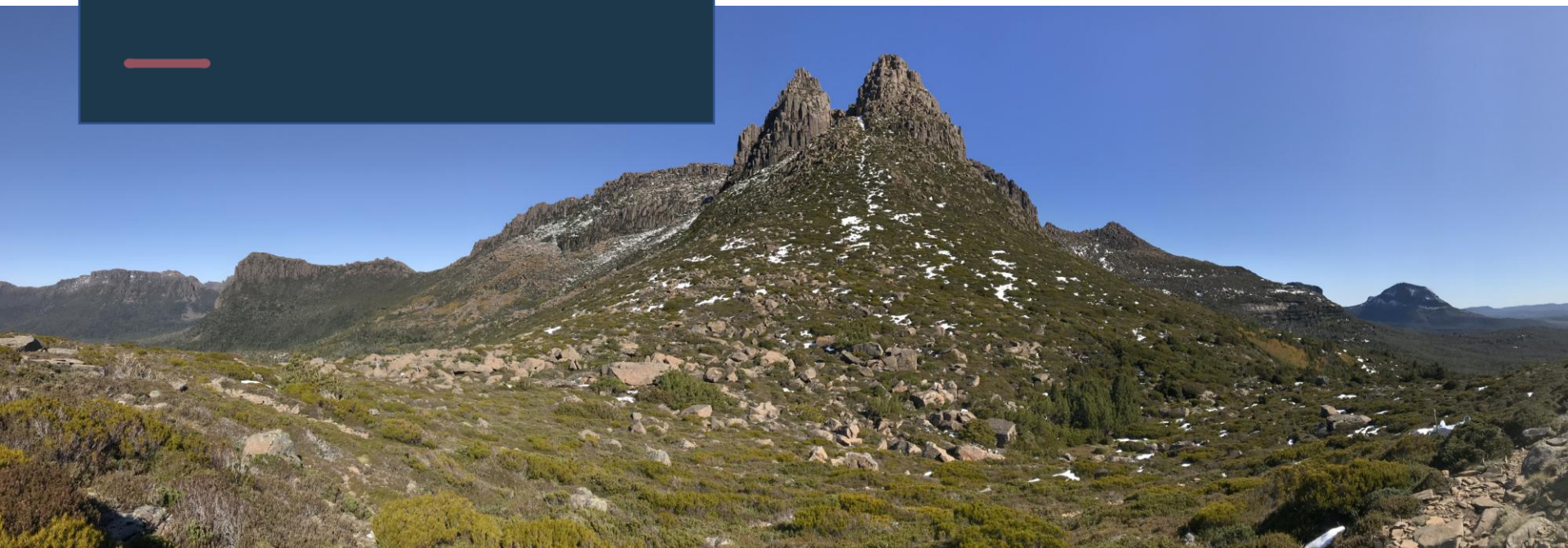


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# Thank You



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