

TRADE MARK FACT SHEET

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THE BASICS.

WHAT IS A TRADE MARK?



A trade mark is a form of intellectual property protection in Australia, where you can register your right to any recognisable sign, design or expression of your brand. You can apply for a trade mark for your business name, logo or even a catchphrase.

WHY DO I NEED A TRADE MARK?

If you want to protect the name of your brand, product or service, it's a good idea to think about trade marks as early as possible. A successful trade mark application gives you an exclusive right to that brand name, logo or catchphrase for up to 10 years in Australia. This means you can enforce this right against anyone else who uses your trade mark in Australia (even if they're from overseas).



THE PROCESS.

HOW DOES THE PROCESS WORK?

We will apply for your trade mark through IP Australia's Headstart process. This is done in two parts.

PART ONE

A preliminary examination that assesses the likelihood of your application's success.

PART TWO

This step is the actual filing of the trade mark application.

HOW LONG IS THE PROCESS?

It may take an examiner from IP Australia up to 7 months to get back to you. But, if all goes well and the application is successful, the protection of your trade mark starts from the date your application was filed.



This two-step process helps you quickly identify any barriers that could prevent you from registering your trade mark. This way, even if Part 1 is unsuccessful, you will have an opportunity to amend your trade mark and have it reassessed before proceeding with the application itself.

WORKING WITH US.



Our trade mark package is \$950 + GST.

This package includes:

- An initial consultation.
- Applying for 1 trade mark in 1 class.

This package includes all government application fees.

NOT SURE IF A TRADE MARK IS RIGHT FOR YOU?

Not a problem! We can start with the initial consultation (\$350 + GST) so you can get your head around the process. We can worry about the rest of the trade mark fees later, whenever you're ready.

CAN YOU GUARANTEE MY APPLICATION WILL BE SUCCESSFUL?

It's important to understand that IP Australia's trade mark applications are assessed by an examiner at IP Australia. Since it is a government-mandated process, we cannot guarantee the success of your application - we can only provide guidance on the general criteria for trade mark applications.



Still have questions? We're here to help! Reach out to our friendly team on 1800 730 617 or at team@sprintlaw.com.au