



IP CHEAT SHEET

COOPER^{IP}

PATENTS
TRADE MARKS
DESIGNS



PATENTS

WHAT?

Patents protect how things work: e.g. products, processes and systems that have new functions or accomplish new outcomes.

WHY?

- With patent protection, others can't make, sell or import your creation without your permission.
- Block copycats and competitors, attract investors, license your invention, earn royalties.

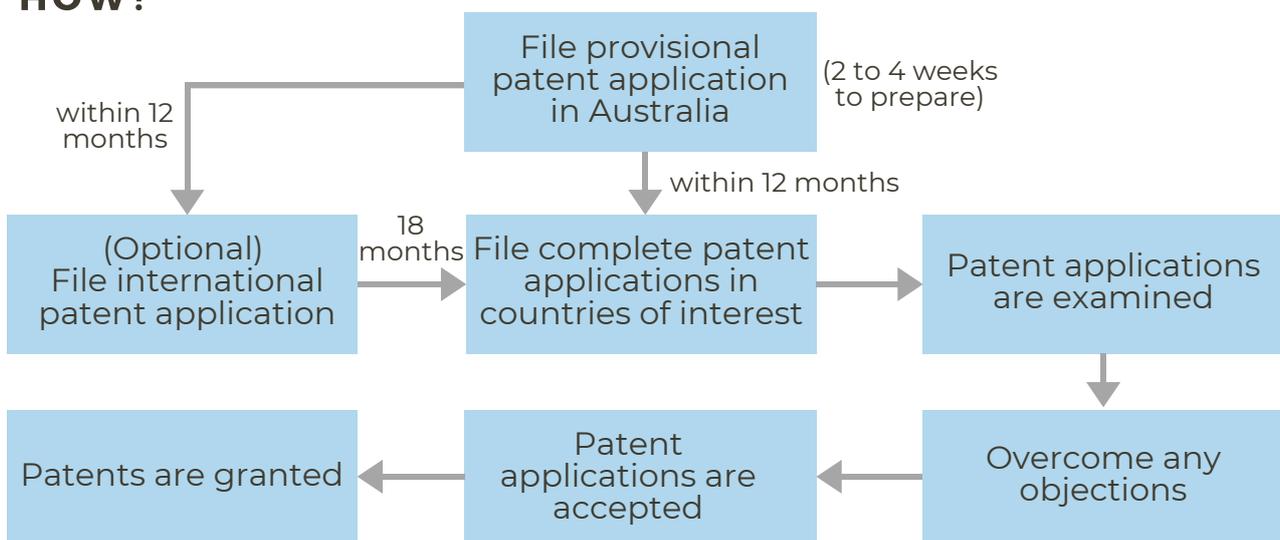
WHEN?

- Apply for a patent **BEFORE** disclosing your invention.
- Patent protection can last for 20 years.

WHO?

Patent attorneys prepare, file and prosecute patent applications to grant in Australia and overseas.

HOW?





TRADE MARKS

WHAT?

Trade marks include logos, signs, names, and slogans which consumers use to identify your company, products and services.

WHY?

- Register your trade mark to stop competitors from taking advantage of your brand's reputation and encroaching on your market share.
- Business and domain name registrations don't stop others from using your trade mark.

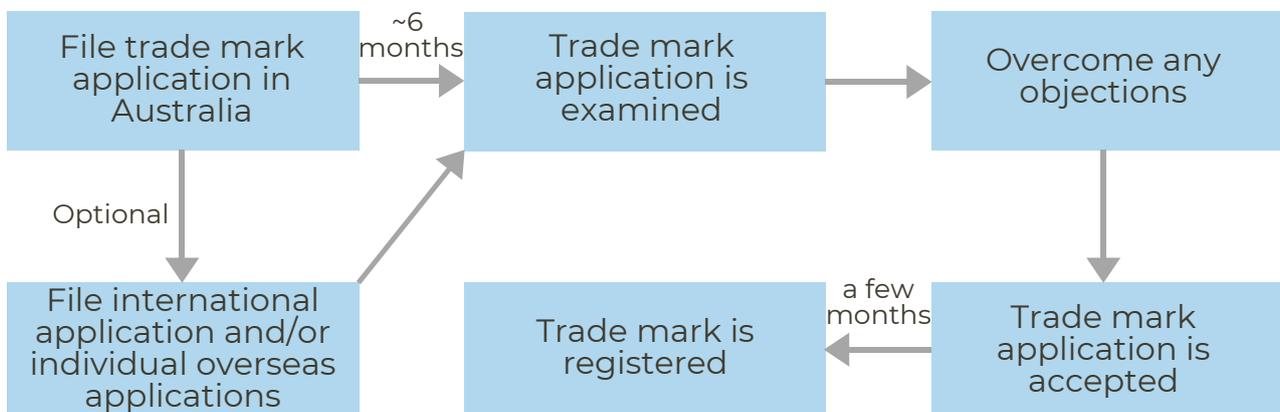
WHEN?

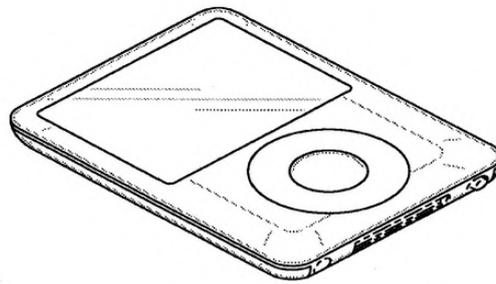
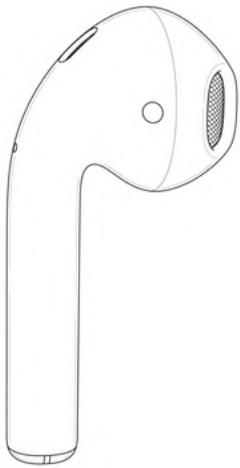
- Register your trade mark as early as you can.
- Trade mark protection can last forever!

WHO?

Trade mark attorneys prepare, file and prosecute trade mark applications to registration in Australia and overseas.

HOW?





DESIGNS

WHAT?

A design refers to the visual appearance of a product. This can be protected by registering the design with a national Designs Office.

WHY?

- By registering your design, others can't make, sell or import similar looking products without your permission.
- Block copycats and define your look in the market place, license your design, earn royalties, trade your design right as an asset.

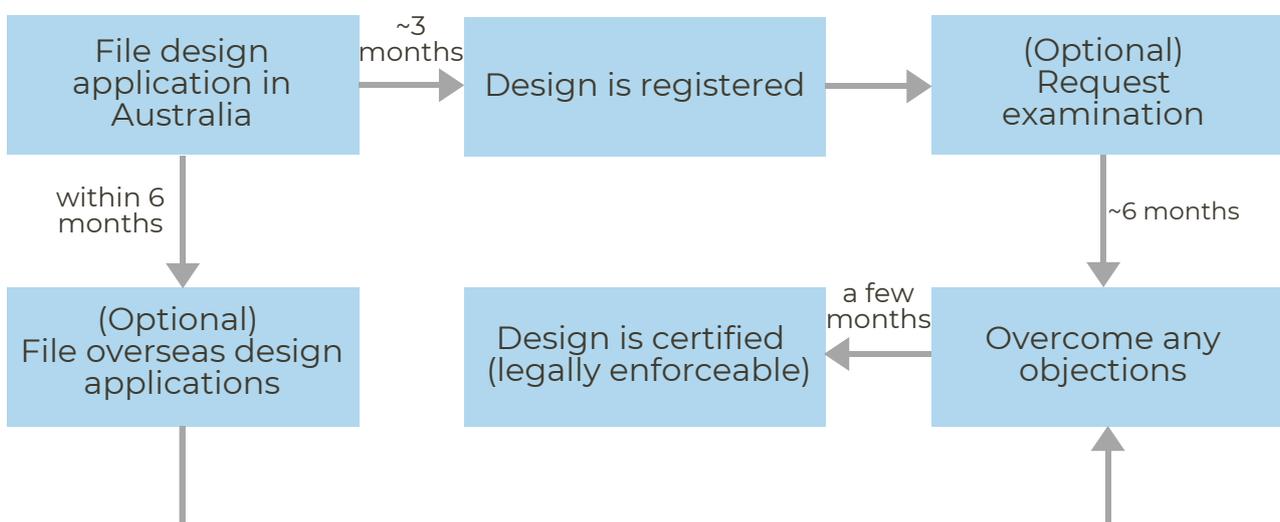
WHEN?

- Apply to register your design **BEFORE** disclosing it to the public.
- Design registrations can last for 10 years.

WHO?

Patent attorneys prepare, file and prosecute design applications to certification or grant in Australia and overseas.

HOW?





QUESTIONS?

Call us on (03) 9595 3550 or contact our attorneys directly for a complimentary consultation.



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