

IP WEALTH®



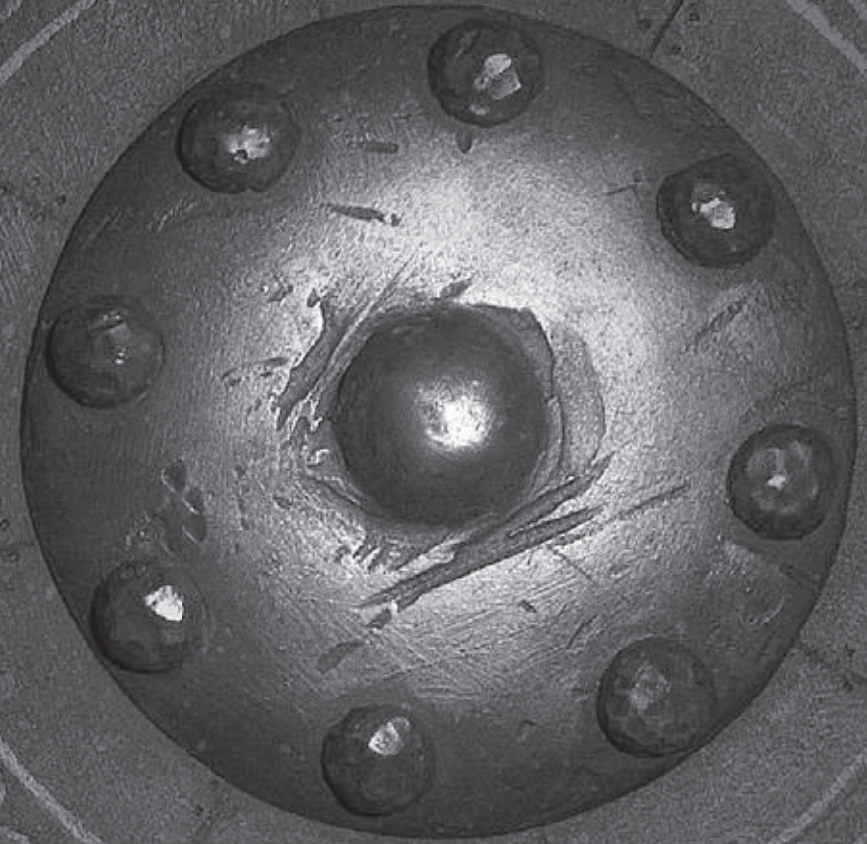


YOUR BRAND IS EVERYTHING

A MAN’S FAME AND HONOR IN LIFE, AND HIS GOOD NAME AFTER DEATH, WERE SO IMPORTANT THAT A MAN WAS HYPERSENSITIVE TO THE OPINION OF THE COMMUNITY. HE MIGHT NOT OTHERWISE FEAR ANYTHING NOR FLINCH AT DEATH, BUT THE RESPECT OF THE COMMUNITY WAS OF PARAMOUNT IMPORTANCE. ANY OFFENCE IN WORD OR DEED, OR ANYTHING THAT MIGHT BLOT ONE’S HONOR HAD TO BE DEALT WITH FIRMLY IN ORDER TO MAINTAIN THAT RESPECT.

SO A NORSEMAN WAS CONSTANTLY ON THE ALERT FOR WRONGS AGAINST HIS PERSON OR HIS NAME. THOSE WRONGS WERE PROCLAIMED OPENLY, AND THEN AVENGED.

**YOUR INTELLECTUAL PROPERTY IS YOUR
MOST VALUABLE BUSINESS ASSET**





THE VALUE OF INTELLECTUAL PROPERTY

Nobody goes into business to fail. However, without ensuring adequate protection and management of your Intellectual Property your business risks not achieving its highest profitable outcome, or worse yet, losing the right to trade or exploit your own products and services. This is why it is vital your intellectual property remains rightfully yours.

There are many key concepts and processes that you need to understand in order to effectively manage and protect your intellectual property.

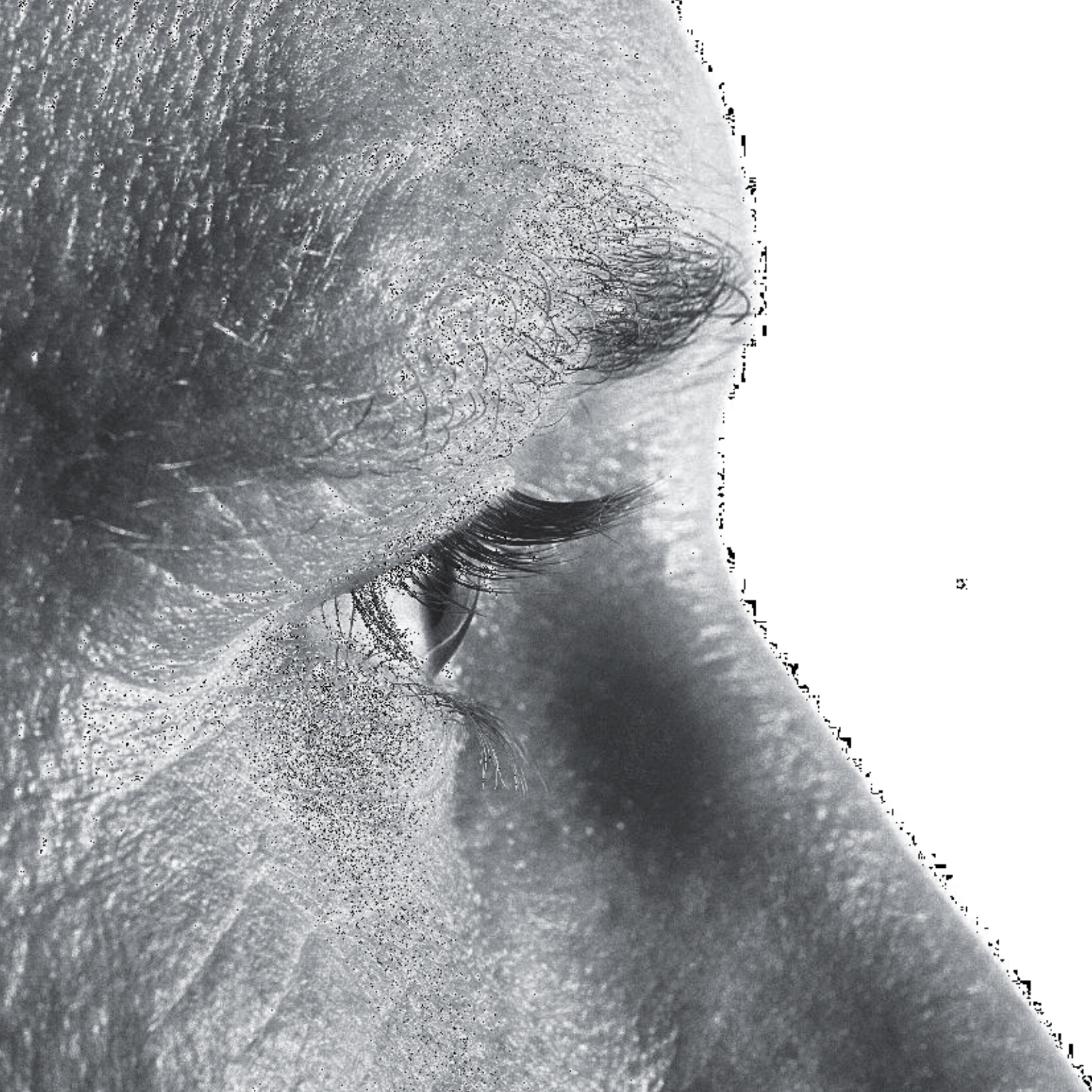
We provide the peace of mind that your intellectual property is secured and enforceable.

**PROTECTING YOUR INTELLECTUAL
PROPERTY IN THE INFORMATION AGE
IS NO LONGER OPTIONAL**

Registered Intellectual Property rights are the legal rights that secure your great ideas, innovations and brands. People and businesses are encouraged to register their rights with relevant national and international bodies - failure to do so can result in no rights, limited rights or the wrong protection. Only correctly registered and protected intellectual property assets give you ownership, protection and control.

Register your Intellectual Property now and avoid fighting for it later.





WHO WE ARE

IP Wealth® is a team of business, marketing and legal experts with a niche focus on providing international trade mark protection and strategic IP advice for your fast growing company.

Every country in the world has its own rules regarding intellectual property. Our services are essential for brand development and risk management especially when you are expanding to other countries. Consider IP Wealth® as part of your international marketing team and risk management team.

We are expert trade mark and IP researchers. Since 2005 we have advised and delivered over 2347 trade mark search reports and offered solutions to filing in over 67 countries around the world.

WHY WE ARE DIFFERENT

When you choose IP Wealth® as Your Intellectual Property Partner you get 100% personal service from your own dedicated account manager. Your account manager provides clear intellectual property advice in plain English - that's our promise to you.

We have developed unique, propriety software that links directly to many Trade Marks Office databases around the world. This enables us to provide you with 24/7 live monitoring of your applications, portfolios and registrations - which ensures critical dates are always met and current asset registers are always available. We will notify you of any potential infringement within days of someone else filing.

We offer a money back guarantee on our search reports. If our search report shows a HIGH likelihood of acceptance (in Australia) and we are unable to achieve registration of your trade mark application, we will credit or refund all of your fees.

CASE STUDIES

EASY LIVING HOME ELEVATORS® PTY LTD

IP Wealth® was approached by Easy Living Home Elevators® as they were experiencing issues regarding a competitor actively and openly pursuing their trade mark. At the same time Easy Living Home Elevators® were also experiencing a number of domain and online IP infringement issues. They had already attempted to challenge their competitors on their own but were unsuccessful in achieving their desired result. IP Wealth® reviewed their case and were able to confidently advise they had a very high chance of retaining their exclusive rights to their Intellectual Property.

“We had been operating for 10 years and didn’t even trademark the name. We never took it seriously until a competitor was using our trade mark. We definitely see how important it is now.”

DIJANA VOJVDIC, MARKETING MANAGER

Through a proactive and expert approach, IP Wealth® was able to secure each of the Easy Living Home Elevators® trade marks and resolve their outstanding domain and online issues. Easy Living Home Elevators® have since utilized a number of IP Wealth® ‘s services and are presently very aware of the importance of trade marks and the security of their intellectual property rights. Through IP Wealth® ‘s assistance, Easy Living Home Elevators® are confident in the ownership of each of their trade marks and can focus on building their business.

SUKIN ORGANICS®

IP Wealth® was asked to assist Sukin Organics® with its world wide brand protection roll out. This included negotiating and defending two of their international trade mark applications, which where opposed by other foreign companies. IP Wealth®’s approach was to negotiate with the opponents on behalf of Sukin Organics®. In both cases expensive long drawn out oppositions were avoided and Sukin’s trade marks are now registered. Sukin’s direct approach with us is best summarised as: ...

“Having trade mark protection for the Sukin Organics® brand has been a vital part of our marketing process. We’ve Invested a lot of time and money into creating and building our brand both within Australia and our growing export business. Knowing that our brand is protected in markets where we have little on ground presence gives us peace of mind.”

“The team at IP Wealth® have helped secure this protection with ease, professionalism and speed. They have been able to tackle objections and queries that we otherwise would not have had the knowledge, experience or contacts to do.”

ALISON GOODGER, GENERAL MANAGER

CASE STUDIES

CARMAN’S® FINE FOODS

Carman’s® Fine Foods is a very unique product based company operating out of Melbourne. Since their partnership with IP Wealth®, we have been able to secure protection of their trade marks within the Australian and International markets. IP Wealth® have worked with Carman’s® to extend their trade mark protection to their innovative packaging style. With plans to export their product Internationally, the registration and protection of their trade mark in their overseas markets was critical.

Our trade mark protection services have provided Carman’s® Fine Foods with the opportunity to grow their business and obtain peace of mind that their intellectual property is protected and secure.

“It gives us great peace of mind that we are protected and safe from copy-cat companies”.

CAROLYN CRESWELL, COMPANY FOUNDER

THE EXECUTIVE CONNECTION

The Executive Connection or TEC® helps CEOs from Australia’s small and medium businesses to become better leaders. TEC® membership provides unparalleled access to new ideas and fresh thinking through monthly peer think-tanks, one-to-one business coaching and speaker presentations from the top industry experts.

Prior to approaching IP Wealth® , TEC® were unaware of the importance of trade mark protection however, it now understands the concept of intellectual property as a business asset and that protection of this asset is essential. From 2004, IP Wealth® have successfully secured trade marks for TEC® in both Australia and New Zealand and have resolved a number of ongoing disputes. Currently our service to TEC® includes ongoing monitoring and management of their ever expanding IP rights portfolio.

“IP Wealth® have been instrumental in growing my personal knowledge and understanding of IP and thereby ensuring our business is adequately protected.”

JASON TUNBRIDGE, GENERAL MANAGER

PRODUCTS AND SERVICES

PROTECTING YOUR TRADE MARK

TRADE MARK SERVICES

National and International trade mark registration is one of the many services IP Wealth® provides. The intricacies of trade mark law in regard to trade mark protection are complicated. If your trade marks are not appropriately protected, the viability of your business reputation can be at risk. Our experienced consultants and Registered Trade Mark Attorneys will ensure that your trade mark is completely safeguarded.

Our range of trade mark services include:

- » Providing trade mark registration advice
- » Conducting trade mark searches to determine the availability and registration of trade marks in Australia and around the world
- » Preparing, filing and managing trade mark applications in Australia and New Zealand
- » Preparing, filing and managing Madrid Protocol trade mark applications

- » Facilitating the preparation, filing and management of international trade mark applications in more than 70 countries around the world
- » Overcoming difficult Adverse Examination Reports
- » Management of trade mark opposition proceedings for both Applicants and Opponents
- » Negotiation and settlement of trade mark oppositions and disputes
- » Researching and providing advice on the validity of trade marks for non-use purposes
- » Management of Australian and International trade mark portfolios
- » Facilitating the renewal and maintenance of trade marks
- » Trade mark infringement and competitor monitoring

PROTECTING YOUR TRADE MARK IN THE
ONLINE MARKETPLACE

DOMAIN NAME AND ONLINE SERVICES

In today’s climate the Internet is an extremely important tool for your business. Protection of your trade mark, copyright and domain name rights in this environment is paramount. Without adequate protection you can risk losing your exclusive rights, which can greatly affect your online presence and online marketing campaigns.

We deliver the following range of domain and online services:

- » Domain name registration and management
- » Domain name ownership searches and assessments
- » Liaising with auDA in the event of domain name disputes
- » Acting in UDRP and auDRP domain name disputes – filing official domain complaints on your behalf to the appropriate regulatory bodies, or responding to domain complaints on your behalf
- » Filing complaints against other parties in order to prevent them from bidding on your trade marks as keywords and thereby directing search engine traffic away from your website.

SOCIAL MEDIA SERVICES

The internet is now a vital part of your business. Social media platforms are becoming more and more important for rights owners. We recommend the protection of your trade marks in the major social media portals as soon as possible. We can advise you which platforms apply to your business. We can also register your social media user accounts to prevent others from doing so in the future. It is easier to reserve your trade marks now on the growing social media spaces instead of the complex task of fighting for them later.

PRODUCTS AND SERVICES

PROTECTING DESIGN PATENTS

INDUSTRIAL DESIGN SERVICES

Together, our design experts are able to protect and defend the exclusive rights to your designs in national and international markets.

Our expertise within this service include:

- » Registrability searches and assessment
- » Freedom to operate searches and assessment
- » Provision of validity opinions
- » Drafting, preparing and filing of national and overseas design applications
- » Requesting publication or registration of design applications
- » Requesting certification and prosecution of design applications
- » Conducting and defending oppositions for design applications
- » Australian and overseas renewal services
- » Monitoring and infringement watches, searches and reporting
- » Recording of ownership changes and assignments
- » Recording of licences
- » Provision of portfolio reports and reviews

FINDING AND PROTECTING A NAME

BRAND NAME AND TRADE MARK WORKSHOP

There is often a time where you need help in creating a new brand name. We have developed a workshop that guarantees you three key objectives: (1) A brand name you like. (2) A brand name that meets the legal requirements of functioning as a trademark (3) A brand that can also be registered as a trade mark.

This half day workshop is delivered at your office, with your key people and creative team. We have found from experience that a careful combination of brainstorming, live database searching and your direct input lead to great success. Our workshop has been used to create and determine the availability of worldwide brands in less than a day.

We provide this service as a fixed fee for service. Our fee includes attendance of one of our trademark searching experts who will assist with live trademark searching throughout the workshop. It can also be delivered as a full day program if you require clearance in international jurisdictions.

DISCOVERING ASSETS AND MINIMISING RISK

IP AUDITS AND DOCUMENTATION

Our role is to determine your Intellectual Property assets and liabilities by overseeing an IP Audit or Diagnostic on your business and creating the documentation required for bankers, investors, buyers or licensees. For those wanting to either sell, franchise or create wealth from their business, this service is fundamental.

KNOWLEDGE IS POWER

INTELLECTUAL PROPERTY EDUCATION

We can teach you how to use your Registered Trade Mark rights and other IP rights to increase your cash flow and open up new international markets. We can create training and coaching programs to give you and your company the intellectual property advantage. Many business leaders have benefited greatly from our established training and coaching programs. We can adapt or customise our workshops to meet your individual requirements and these can be facilitated nationwide.

PRODUCTS AND SERVICES

IP MONITORING SERVICES

TRADE MARK MONITORING

We are able to conduct surveillance of infringements on your trade marks.

INDUSTRY MONITORING

Monthly trade mark surveillance of a particular industry can reveal new and unknown overseas competitors and industry wide trends. Industry trade mark surveillance is configured to search the relevant trade mark classes that represent your industry on a weekly, fortnightly or monthly basis.

COMPETITOR MONITORING

Monthly trade mark surveillance of Competitors’ trade mark activity can include information about competitors’ plans and weaknesses. Competitor monitoring includes a search strategy to reveal your competitors’ trade mark activity. This search will show new applications as well as status changes for existing applications such as renewals and lapsed registrations.

CORPORATE MONITORING

We are able to tailor a proposal for our corporate monitoring services utilizing a combination of our monitoring and infringement services.

TRADE MARK BORDER PROTECTION

Counterfeiting accounted for over \$237+ billion in lost sales in recent years. This represents a serious loss of revenue to Australian companies. Trade Mark owners have the right to file a Notice of Objection with Australian Customs and seize potentially counterfeited goods upon importation. The process to lodge a registered Australian Trade Mark with Customs is simple and valid for four years (being extendable). IP Wealth® can engage Customs on your behalf and facilitate this ongoing, practical and cost effective solution to safeguard your Brand.

ADVISORY NETWORK

We know you often require the expertise of business advisors, creative branding experts, software programmers, lawyers, barristers, patent attorneys and accountants. It has taken us many years to develop business relationships and test the skill of these professionals until we feel comfortable enough to introduce them to you.

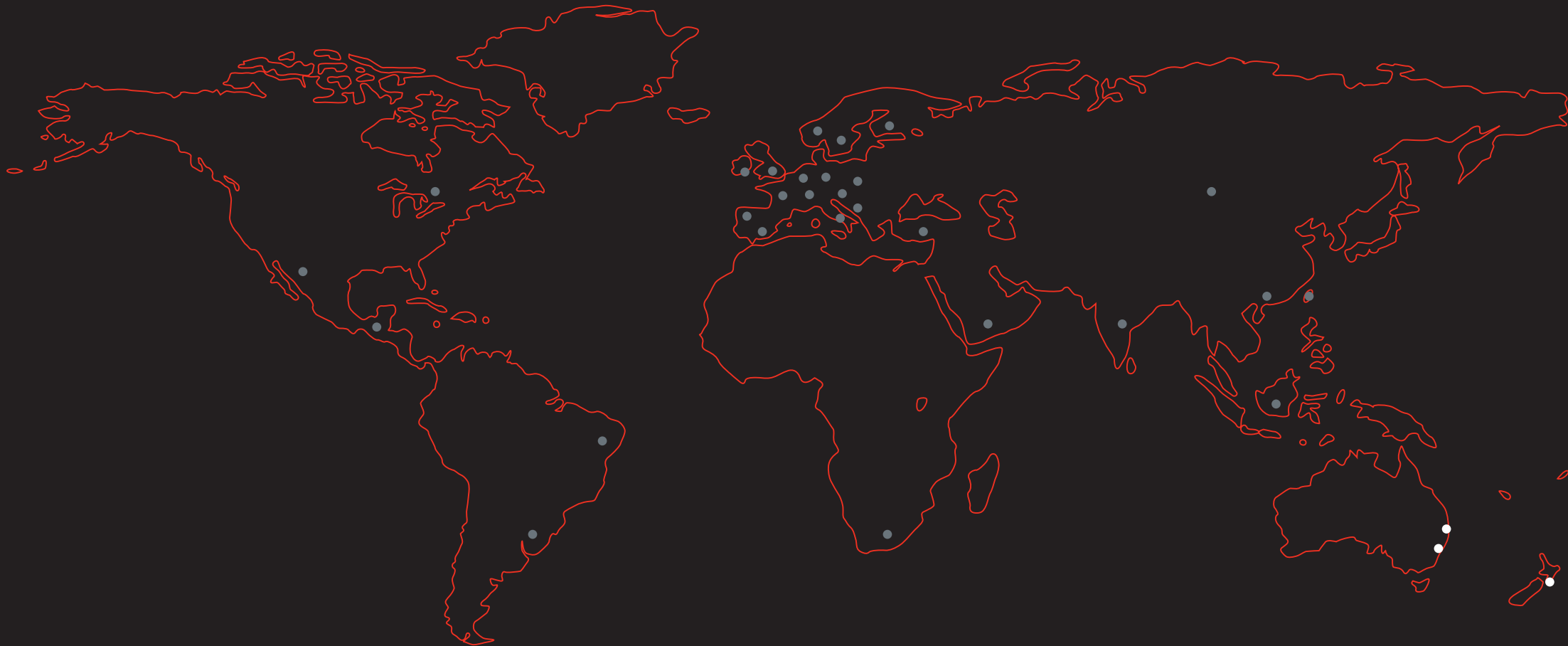
Many professionals do not have the expertise in understanding IP strategy and your requirements. When you choose IP Wealth® you also have access to these trusted advisors which can save you time and help you greatly.

GLOBAL REACH

PROFESSIONAL NETWORK

We only choose boutique long standing, reputable associates in each country to work with on your international intellectual property rights. Through this global network we are able to register your rights in over 67 countries. We have discovered that smaller niche firms similar to ours; who use the latest IT technology, have a deep understanding of local laws and regulations, give better service; and respond quickly to new instructions. This means reduced application times for you in many countries and you'll get your registration granted sooner.

● IP WEALTH OFFICES ● PARTNERS





YOUR INTELLECTUAL PROPERTY PARTNER

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