

Seminar Invitation

The Importance of Trade Marks for Your Business

All businesses use trade marks as a means of distinguishing their brand in the marketplace. Business owners invest significant time, effort, and money in creating and building their unique brand. However, they may often overlook the crucial aspect of protecting it. While registration of a trade mark is not a requirement, it serves as a valuable tool for safeguarding a business's trade marks and preserving the valuable goodwill associated with its brands.

In this session, Amy will explore the following topics:

- the potential risks if a trade mark is not registered;
- interaction of trade marks with business names and domain names;
- key characteristics of a good trade mark;
- potential risks of some trade mark structuring measures;
- the importance of undertaking availability searches; and
- some copyright issues in marketing your brand.

We look forward to you joining us.

Date & Time

Wednesday, 23 August 2023

1:00pm - 2:00pm

Venue

DW Fox Tucker Lawyers

L14, 96-100 King William Street
Adelaide SA 5000

Cost

No charge - event provided
compliments of DW Fox Tucker
Lawyers

RSVP

Monday, 21 August 2023

e: events@dwfoxtucker.com.au
p: 8124 1811



Our Presenter

Amy Bishop Special Counsel
DW Fox Tucker Lawyers

Amy is a pivotal component of our intellectual property team, with a wealth of knowledge in commercial and corporate law, and the added skill set of being a registered trade mark attorney. She acts for numerous clients assisting them to achieve success through sound business structuring which enhances intellectual property protection. She has been involved in trade mark registrations, both in Australia and internationally, trade mark oppositions, settlement of trade mark and copyright disputes and intellectual property assignments and licensing.

Amy has been recently recognised by Doyle's Guide to the Australian Legal Profession as a Leading Intellectual Property Lawyer in South Australia.