

HURRY
LIMITED PLACES

DW Fox Tucker
Lawyers

Seminar Invitation

Trade Marks

If you trade, make sure you leave your mark!

An effective branding strategy is critical for any business that's looking to increase their visibility in the market place. While often intangible, the goodwill established in a particular name, logo, picture, colour, shape or sound can be invaluable.

Whilst many businesses spend a lot of time, effort and money in creating and building their "brand", they often overlook the importance of ensuring it's protected. If you want to look after your brand you must consider obtaining a Trade Mark.

Our presentation will explore everything a business owner needs to know about Trade Marks, including:

- what can and cannot be registered as a Trade Mark;
- the key characteristics of a good Trade Mark;
- licensing of Trade Marks;
- the use of marking symbols; and
- key tips and tricks in maintaining an existing Trade Mark.

We look forward to seeing you there.

Date & Time

Thursday 16 March 2017
5:30pm – 7:30pm

Drinks and cocktail food will be served

Venue

Boardroom
DW Fox Tucker Lawyers
L14, 100 King William Street, Adelaide

Cost

No charge - event provided compliments of DW Fox Tucker Lawyers

RSVP

Tuesday 14 March 2017
e: events@dwfoxtucker.com.au
p: **8124 1811**

Our Presenters

Amy Bishop Senior Associate
DW Fox Tucker Lawyers



Amy is an experienced commercial lawyer that specialises in tax and intellectual property. In the intellectual property space Amy has been involved in trade mark registrations, both in Australia and internationally, negotiation of oppositions and intellectual property assignments. She is well placed to promote innovation with her unique mix of tax and intellectual property knowledge.

Russell Jones Lawyer
DW Fox Tucker Lawyers



An up and coming young lawyer, Russell is rapidly gaining respect as someone who remains calm and composed when the pressure starts to mount. He currently assists across a spectrum of legal areas including property, corporate and commercial, intellectual property, wills and estates, family business, franchising, and more. In intellectual property Russell has a particular focus on copyright and trade mark issues.

COMMERCIAL | CORPORATE | DISPUTES | INSOLVENCY | TAX | HOSPITALITY | IP | PROPERTY | ENERGY | RESOURCES
EMPLOYMENT | WORKERS COMPENSATION | SELF INSURANCE

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