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**SMALL
BUSINESS
STORY** JewelBox Art

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SMALL BUSINESS STORY

JewelBox Art

Jo Wells may only have started her business in July 2010, but she always wanted to be an artist. After being made redundant from a job that she "didn't want to do anyway", Jo has taken the leap to do the things she loves - painting and reading Tarot. And JewelBox Art was born.

Funding the new business has been via savings and a "lucky" contract, however Jo feels her current business challenge, like so many small businesses, is advertising, so far utilising mailbox drops, local papers, the Internet, word of mouth ... and hope.

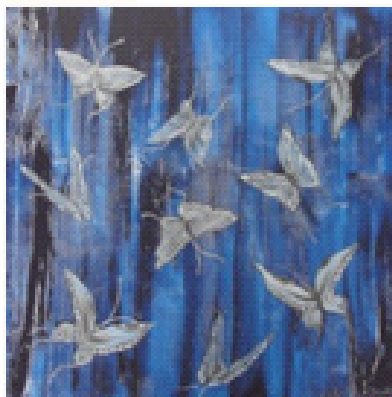
With no mentor, and not belonging to any social networking groups, Jo admits she is something of a hermit. For relaxation she spends time walking, in her garden, and drawing.

Jo's children and garden are two of the things she is most proud of, with the third - making a living using her talent.

Jo exhibits her art regularly, reads Tarot both locally and online, and is currently writing a book and painting her own Tarot deck. ▶

As an artist, Jo's favourite quote originates from another artist, Claude Monet - "Colour is my obsession, my joy and torment". When asked what she would like to change most about the world, Jo replied, "Wouldn't it be great if the people who hold all the power had more vision?" Jo's words of advice to us all? Do what you are inspired to do.

Jo Wells was born in Canberra, but now lives in Sydney with her husband and two children. ■



Antique Butterflies by Jo Wells

ARTISTIC RESALE ROYALTY SCHEME

In June 2010, the resale royalty scheme for visual artists commenced in Australia. The scheme provides artists, or their beneficiaries, the right to receive 5% of the sale price when their original works are resold, for \$1000 or more, through the art market. The right covers works resold during an artist's lifetime and for 70 years after their death. The Australian Copyright Council defines "artworks" to include such creative things as drawings; paintings; sculptures; photographs and craftworks (such as mosaics, tapestries, jewellery and woven art), engravings, fine art jewellery, glassware, lithographs and digital artworks.

Further details are available [here](#). ■

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ENTER NOW FOR YOUR CHANCE TO WIN A \$50 VOUCHER!

Do you know someone who is doing it tough? A small business that needs trademark protection and could use a helping hand?

Our special offer for this issue will be a great present to help that special person, or business, begin 2011 on a winning note - a \$50 discount card which can be used to reduce our professional fees, on any service. Just email us with who deserves to win and why. The winning entry will be published in a future newsletter.

Did you know..

- That in trademark treatises it is usually reported that blacksmiths who made swords in the Roman Empire are thought of as being the first users of trademarks?
- That Venetian glass blowers are considered to have the longest continuously used trademarks?
- That during the first year of Coca Cola[®] (1886), sales averaged a modest nine drinks per day?
- That in the late 1890s, a British company called J.W. Foster and Sons (now known as Reebok) developed some of the earliest known running shoes with spikes in them?
- That the Australian coat of arms had its origins in the wine label of a vineyard owned by a Croatian in Australia?
- That although the first patent for "tinned" food was in 1810, the can opener was not invented until 1858?

WHAT'S IN A Colour?

In late 2009, Cadbury won a long running court battle over the exclusive use of particular shades of purple used on their packaging. Cadbury own registered colour trademarks, however Darrell Lea and Nestle both opposed the registration of "purple" being registered with respect to chocolate. A decision was reached to allow Cadbury to use a series of colour purples, based on the Pantone colour coding system. But why is purple so popular for chocolate? Most colour experts agree that purple is the colour of wealth and royalty – perhaps in the "old days", only wealthier people bought blocks of chocolate? It is also known to be "uplifting and calming to mind and nerves".

Possibly due to the mix of aggressive red and calming blue, purple is a colour of contradictions, as it is also a colour of mourning. We all know a chocaholic who mourns the last mouthful of chocolate! ■

When word gets out...

"Thanks again for all the information! Quite honestly your help and advice has been absolutely brilliant and I have learned a lot from you. Just want you to know that I have greatly appreciated your time and your support."

Jo Wells, Owner

WANT MORE info?

If you would more information on anything discussed in this newsletter, or to book a passionate speaker on the subject of business and protecting intellectual property – please call 1300 365 715; or email us.

Madrid Protocol Update

A number of countries have recently become a party to the Madrid Protocol for overseas registration. They are: Israel; Curacao; Saint Martin; Bonaire, Saint Eustatius and Saba, and Kazakhstan. For those of you who require protection in these countries it will now be a much simpler – and cheaper – process to apply. ■



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SAFETEA

The Concept for Safetea came about when it was recognized that the potential mix of children and hot beverages can be catastrophic. These stylish drinking mugs come in a range of colourful designs to match any decor perfect for the home and office. Safetea mugs have been carefully designed to help you provide a safer environment for your children while you enjoy your hot beverages such as coffee, tea or soup. Our mugs are especially useful while entertaining your guests when you may be easily distracted and help prevent any potential spills, even when you're at work! \$1 from the sale of each mug will be donated to Royal Children's Hospital Burns Unit.
Contact: 0423322131 W:www.safetea.com.au E:info@safetea.com.au



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GNARLY ART

Gnarly Art is a clothing range that will be coming to a store near you. We have original art designs from many artists. This diversity of the artists' styles creates a one stop shop, there's a little something for everybody.

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