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Did You Know?

In 2007, the following countries joined the "Madrid Agreement" or became party to the protocol that relates to that agreement - A.K.A - The International Application for Trademarks.

- Oman
- Azerbaijan
- San Marino

If you register overseas, you can now include these countries - or, if you already have a Madrid Application, you can add any/all of these to your existing application!

WHAT'S NEW?

Firstly, we want to wish everyone a happy New Year! We hope that you have enjoyed a happy and safe Christmas and holiday time.

Being a New Year, we thought it would be a good time to let our readers know of a few changes and items of news relating to Intellectual Property for the year to come.

With regards to trademarks, the Australian and New Zealand Offices have been working together to review and compare their examinations of trademark applications. The purpose of the project is to bring into some alignment the examination procedure, and therefore the outcomes of applications. This project will continue over the next couple of years. Once complete, the benefit to Australian trademark owners or applicants is that to file in New Zealand will be a very similar experience and make it easier to predict the outcome of examination, and also to plan for any necessary response. Currently, the differences in examination may result in a smooth process in one country and more difficult in the other.

Concerning patents, the Australian Office released a preview of a new patent information database, with plans for a fuller version to be available in 2008. Currently, there are a number of databases containing patent information of different sorts. The new database intends to allow users to access all patent detail and information in the one place, allowing for quicker and simpler searching on inventions. Ultimately, this will save applicants and inventors money as their patent attorneys may be able to search all information in less time than the current systems. The Government Office will continue work with this new database over the next couple of years.

THE YEAR AHEAD

Complete IP has made it its mission since the doors first opened to provide customer service at a level that is second to none. We have experienced some truly rewarding comments from many of our clients and prospective clients, concerning the helpfulness, friendliness and efficiency of the service we provide along with some suggestions for improvement.

In 2008 we hope to better this service even further. To do so, we are happy to receive any feedback you may have on your experiences to date with our office be they good or bad. Any comments you may have, please email to office@completeip.com.au.

In addition to incorporating your suggestions into the service we provide we remain committed to: Via the site www.australiantrademarks.com.au we will Continue the budget trademark service; continuing trademark and design consultation FREE of charge; continuing to include 'special offers' in each newsletter; continuing to advertise business' free of charge in our newsletter plus answering your calls & emails immediately with truly useful information.

Our business was founded with the goal of providing these 'extras' to business owners in an industry where 'specials' and 'deals' are often forgotten about.



Did you Know?

Rather than get too 'heavy and serious' first thing in the year, we thought you may be interested to read a few facts about Intellectual Property. Some of these we have found quite interesting. For example, Weet-Bix was voted Australia's favourite trademark in 2006, beating out well known brands ABC, QANTAS and VEGEMITE amongst others! It has shown that consumers often have an emotional tie to branding, for example, Weet-Bix might bring back happy child-hood memories, or be the cereal someone ate on their wedding day. With other well known labels, such as Coca-Cola now reported to be worth in excess of \$1 billion, it shows us just how much of a valuable business asset a trademark can be.

In 2006 WEET-BIX was voted Australia's favourite Trademark! Beating out Australian Trademarks ABC, QANTAS and VEGEMITE amongst others.

Some brands that have become well known have been registered for a very long time, including:

- The **Singer** Sewing Machine trademark was first registered in **1880**
- The **Coca-Cola** trademark was first registered in **1893**.
- The **Cadillac** trademark was first registered in **1903**
- The **Campbell's Soup** trademark was first registered in **1906**

The Australian Trademark shown as "No. 1", which was first registered in 1906 is still registered today!

A lead contender for the world's oldest trademark, still in use today is STELLA ARTOIS, which you may recognise as a brand of beer, quite often referred to as "Stella". And when was this brand first used? It is claimed that this brand has been in use since 1366!

It has been reported that for each trademark a business owns, the life of the business is increased, on average, by 2.2 years. If these reports are accurate, then the likes of The Coca-Cola Company, who have hundreds of trademarks, are likely to be around for many years to come.

In 2006, Australia celebrated "One Century of Trademarks". As a part of this event, the government office approached the owner's of many famous Australian brands and published some facts about them, including these "Did you knows":

- Aeroplane Jelly, first registered in the 1930's was first made in a bath tub!
- Arnott's & Their Parrot Picture, was first registered in 1907 and is still very much alive and well - it is said that William Arnott's daughter-in-law drew the parrot we all now recognise.
- Redheads matches not only registered the familiar redhead woman logo in the 1940's, they were also the first safety matches introduced to Australia
- Vegemite has remained relatively unchanged in its recipe since it was registered in the 1920's.
- Blundstone was first registered for their boots in 1979, which is more than 100 years after they began! And, they were the first ever Australian footwear manufacturer to receive a Design Award from the Industrial Design Council in Australia!

Did You Know?

One of the Ingredients in Dynamite is Peanuts!

In 1866 Alfred Noble invented Dynamite which he patented in 1867. When looking through the 'ingredients' it can be seen that one is 'peanut oil', which of course is made from Peanuts!

Congratulations to our clients whose trademarks are now registered! As promised in previous issues, we will advertise the business', free of charge, for all trademarks successfully registered via our office.

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SPECIAL OFFER

**VALID UNTIL THE 29TH FEBRUARY 2008
FREE "Word" Search with each "Logo" Search**

It's a simple as that! If you authorise our office to proceed with a full logo trademark search on or before the 29th of February 2008, we will conduct a second word search at absolutely no charge to you! Often we find that a business may have a main logo, for example, that requires searching, but then they may also have a second name used to identify a brand of product that also requires searching. If this sounds like you, then until the date shown you pay only for the logo to be searched and your additional product name search will come at no charge.

To receive the relevant form to proceed with your trademark searches and utilise this special offer, simply complete and return the following details and we will send you our search request form so that we can get started for you.

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