



issue 18
january-february 2010

this issue

- 1 2009 wrapped up
- 1 2010 trends
- 2 2010 trends continued
- 2 special offer
- 3 our clients



\$20.10
TO CELEBRATE
2010
SPECIAL OFFER PAGE 2

TELL US WHAT YOU THINK!
TAKE OUR SURVEY
PAGE 2



phone. 1300 365 715 fax. 1300 365 719 international phone. +61 9761 3558
email. office@completeip.com.au postal. PO Box 63, Boronia, Victoria, 3155
head office. Level 1, 16 - 20 Howard Street, North Melbourne, Victoria, 3051
www.completeip.com.au www.australiantrademarks.com.au

2009 ALL WRAPPED UP

Not that long ago we were told a recession was upon us, the worst since the great depression. But now it seems, economically, things are looking up. So it seems fitting that at the start of the New Year, we should reflect on the year that has passed. What did we learn? What new experiences took place? People met, challenges faced, opportunities presented, achievements, faults? These things should be looked at before developing goals and moving forward into another year.

We would like to share with you briefly about what happened at Complete IP Pty Limited in 2009.

- We broke small business milestone of our 250th client!
- We filed 223 Australian trademark applications! (Compared to 98 in 2008 and 108 in 2007).

The introduction of a free identical trademark search service via our website www.australiantrademarks.com.au, at the beginning of the year proved extremely successful.

- 492 free searches completed.
- 74 applications being filed as a result. Equating to approximately 15% of free searches proceeding to application.

We have recently embarked upon new business partnerships with several design firms, providing behind-the-scenes trademark services. We are excited to see how this will unfold in 2010. If you are in the design industry, please let us know if you would like further information on re-selling trademark services. ▶

With all that said, we'd like to know what we can do to improve our service in 2010. Since opening our doors in 2006 Complete IP's mission has been to provide customer service at a level second to none. As a result, we have received some truly gratifying comments from existing and prospective clients, some of which are published in this newsletter. We want this to continue in 2010 and beyond. Which is why - in this issue - we're requesting your feedback in our survey.

2010 TRENDS

So, enough about us, what do the experts say we can expect in 2010? trendwatching.com says we're in for "another interesting year". Following, are some points included in their "10 Crucial Consumer Trends for 2010" briefing:

- A "global understanding" - companies must embrace the notion of being a good corporate citizen. Companies will be giving away products to attract more customers. Ethics will be important to consumers when purchasing, which makes sense when people are getting tight with their money. An Australian example is Baby Teresa, a company that manufactures and sells a variety of 100% cotton baby jumpsuits. For each one sold, they donate another to a baby in need somewhere in the world.

Article continued page 2 ▶



complete IP

TRADEMARKS . DESIGNS . PATENTS

phone. 1300 365 715 fax. 1300 365 719
international phone. +61 9761 3558
email. office@completeip.com.au
postal. PO Box 63, Boronia, Victoria, 3155
head office. Level 1, 16 - 20 Howard Street,
North Melbourne, Victoria, 3051
www.completeip.com.au
www.australiantrademarks.com.au

◀ Article continued from page 1

- "Nowism" - the need for everything right now is being satisfied in various ways. This idea includes the rise of "real-time reviews". Consumers are sharing all kinds of information and opinions with each other in real-time e.g. on Twitter.
- Of course there are trends in the "Green" area – the report notes "serious eco-results will depend on making products and processes more sustainable without consumers even noticing it, and, if necessary, not leaving much room for consumers and companies to opt for less sustainable alternatives to begin with." An example used in the report, is the NSW town of Bunadoon, where the community voted to ban the sale of bottled water for environmental reasons. Instead they are selling empty bottles bearing the town's catch phrase "Bundy on tap", which can be filled and re-filled using taps in the main street.
- "Tracking and Alerting is the new searching" - according to the report we will see everything being tracked and alerted on: "from friends to enemies to fuel prices to flights to authors to pizzas" This definitely seems to be an off-shoot of the 'Nowism' trend.

The site maintains that whatever happens in 2010, there will definitely be many opportunities for companies to satisfy their customers, despite the volatile economic situation. Visit trendwatching.com to view the full report.

When word gets out...

"I appreciate your pro-activity in researching Slique... In fact I'm sure you would like to know that this was actually the deciding factor between Complete IP and another provider I had also contacted, who simply sent me a price list. The customised touch made all the difference!"

- Nicole Phillips, Marketing & Business Development Manager, Slique Pty Limited.

take our SURVEY and make your opinion count

Help us make our newsletter better! We'd love to know what you think about Complete IP News, and what we can do to make it better and more helpful to you and your business. Simply click this box and you will be directed to our survey. We would really appreciate it if you could find a couple of minutes to fill it out.



If you do not wish to receive further newsletters from Complete IP Pty Limited, send an email with "Unsubscribe" and your company or business name in the subject line to office@completeip.com.au

SPECIAL OFFER

\$20.10 TO CELEBRATE 2010

In the spirit of the 2010 New Year, the **first 25 people** to return the form below will receive a **full Comprehensive trademark search for \$20.10!** That's right, just fill out and return this form to our office by **5pm 28th February 2010** and you could be one of the 25 to receive this offer, normally valued at \$415.00!

Name: _____

Phone: _____

Date: _____

Company: _____

Email: _____

Yes, I would like to receive the forms to proceed with a comprehensive trademark search.

Offer only applies to word searches. Limited to one trademark search per company. Cannot be used in conjunction with any other offer.





complete IP

TRADEMARKS . DESIGNS . PATENTS

our valued clients

phone. 1300 365 715 fax. 1300 365 719
international phone. +61 9761 3558
email. office@completeip.com.au
postal. PO Box 63, Boronia, Victoria, 3155
head office. Level 1, 16 - 20 Howard Street,
North Melbourne, Victoria, 3051
www.completeip.com.au
www.australiantrademarks.com.au

THE OTHER SIDE

THE OTHER SIDE

The Other Side Landscapes commenced trading in the northwest of Sydney in March 2003. At that time we made a commitment to create and nurture quality residential gardens and that's what we have been doing ever since. We believe that it's little things that make a big difference, we excel in going that little bit further, ensuring the little details make our work speak for itself. As they say the grass is always greener on The Other Side!

Contact: Level 1, 285 Pennant Hills Road | **P** 02 9871 7701 | **F** 02 9873 2583
| **E** info@ecodesign.com.au | **W** www.ecodesign.com.au



FLOCONTROL

FLOCONTROL strives to provide a high quality product, plus a superior and reliable service for all their customers. With over twenty years experience and knowledge in the mining and industrial sector, FLOCONTROL use their experience and collective resources to deliver quality products, service and solutions to meet their customer needs. We utilise many of the most preferred and recognised global suppliers to achieve our high quality service. Customers want salespeople to listen to them, customise a solution to their problem, recommend a plan and then implement it. FLOCONTROL will give their customers what they want.

Contact Unit 2, 96 Cutler Road Jandakot, WA 6164 | **P** (08) 9414 7474 | **F** (08) 9414 7484
| **E** enquiry@flocontrol.com.au | **W** www.flocontrol.com.au

TALL TIMBERS TASMANIA

Tall Timbers Tasmania is a privately owned and operated 4 star hotel, with a multi-award winning history for our customer service and excellence in hospitality services. Located at Smithton in North West Tasmania, the property provides a gateway to the "Edge of the World" and Tarkine regions that are "must visit" destinations on any Tasmanian Holiday.

Contact Scotchtown Road Smithton, TAS 7330 | **P** 1800 628 476 | **F** 03 6452 2742
| **E** enquiries@talltimbershotel.com.au | **W** www.talltimbershotel.com.au

ACTIVE AUDIO AUSTRALIA

Active Audio Australia manufactures professional audio products, including high-end wireless solutions for theatre and stage performers. We have invented a totally new "Digital System", and we needed a name. Like many people, you trawl the minds of everyone you know looking for something that may catch attention. One of the key components of the system is the fact that our technology is of CD quality and this generally is seen to be 20Hz to 20KHz of band. As we wanted this to not be out of date soon, we thought of the idea that this was visionary and encompassed the 20-20 principle. So we struck on the idea of the optical perspective of 100% sight being referred to as 20-20 vision and that was it. We launch the product in January in a big national trade show in the USA in Los Angeles, followed by the world's largest trade show in Frankfurt, Germany in March.

Contact **E** info@activeaudio.com.au

VISION 20 20