



About trade marks



A trade mark protects your brand

A trade mark can be:

- a name
- a logo
- a symbol
- a phrase.

It helps customers recognise your business and tells others the brand is yours.



What a trade mark gives you

Registered trade marks give you exclusive rights.

If your trade mark is registered, you can:

- use the ® symbol
- take action if someone copies your brand
- licence or sell your trade mark
- use it Australia-wide.



Why trade marks matter for your business

Your brand carries story, culture and reputation.

A trade mark helps you:

- protect your business name and logo
- build trust with customers
- stop others using something too similar
- grow your business with confidence.



How a trade mark is different

A trade mark is not:

- a business name or ABN
- a domain name
- a company name
- a social media name.

These do not protect your brand on their own.



At a glance

- Trade marks are a way of identifying your particular products or services and protecting your brand.
- Costs start from \$250* for a standard application (in one class).
- Registration may be obtained in as little as 7 months.
- Initial registration period is for 10 years with the option of renewal.

*All prices are correct at time of publication.



Things to consider before you apply for a trade mark:

When should you think about a trade mark?

As early as possible – especially when you:

- start a new business
- launch a new product or service
- create a new logo or brand name
- plan to grow your business or sell online.

How long does protection last?

Trade marks can last forever – if renewed:

- your first registration lasts 10 years
- you can renew every 10 years
- as long as you keep using and renewing it, protection continues.

Support for First Nations businesses

Help is available – IP Australia offers:

- information to help you decide what's right for you
- guidance to understand trade marks
- resources to support Aboriginal and Torres Strait Islander businesses.

The basic trade mark journey




Education and resources



TM Checker – Check your trade mark




Yarnline business support

Indigenous Knowledge resources



For more information go to www.ipaustralia.gov.au/trademarks

Stay connected



Artwork: Yuliyin Marradhul Yandhul (Past, Present and Future) Dalmarrri artists Jason Douglas, a proud member of the Kubi-Kubi people, and Trevor Eastwood, a proud member of the Ngamba people, developed the artwork following a creative briefing with IP Australia's RAP Working Group.