

IPONZ

www.iponz.govt.nz

grow



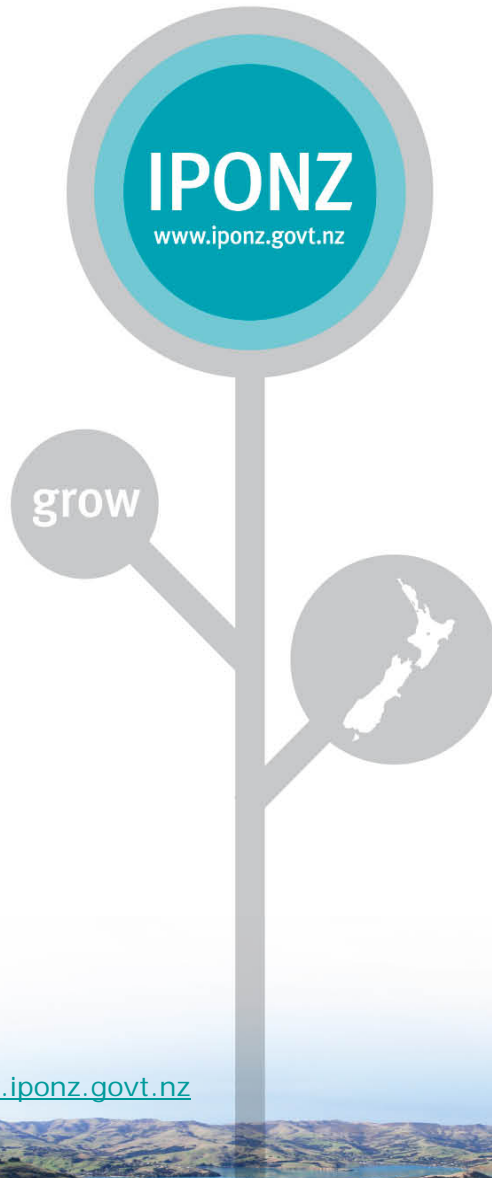
Intellectual Property Office of New Zealand (IPONZ)

www.iponz.govt.nz

Presenter | Tao Wetwanitsanong
Ministry of Economic Development

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Outline..

- Searching IPONZ Databases
- Filing Application Online
- Filing Correspondence Online



What is Intellectual Property (IP)?

IP is the umbrella term for creations of the mind.

- **Registrable IP – IPONZ**

Patents, trade marks, designs, and plant variety rights.

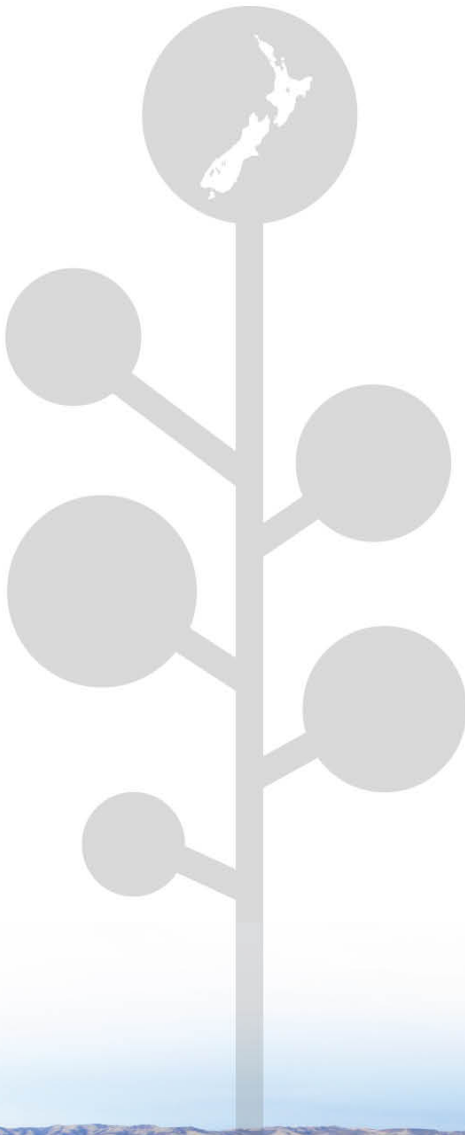
- **Unregistered IP**

Copyright works, confidential information, trade secret, and know-how.

Patents

New invention

- Device
- Processes or method
- Improvements and testing methods





Trade Marks

Trade marks must be distinctive

- Words, slogans;
- Logos;
- Colours;
- Shapes;
- Sounds; or
- or a combination of these.

TM = trade mark

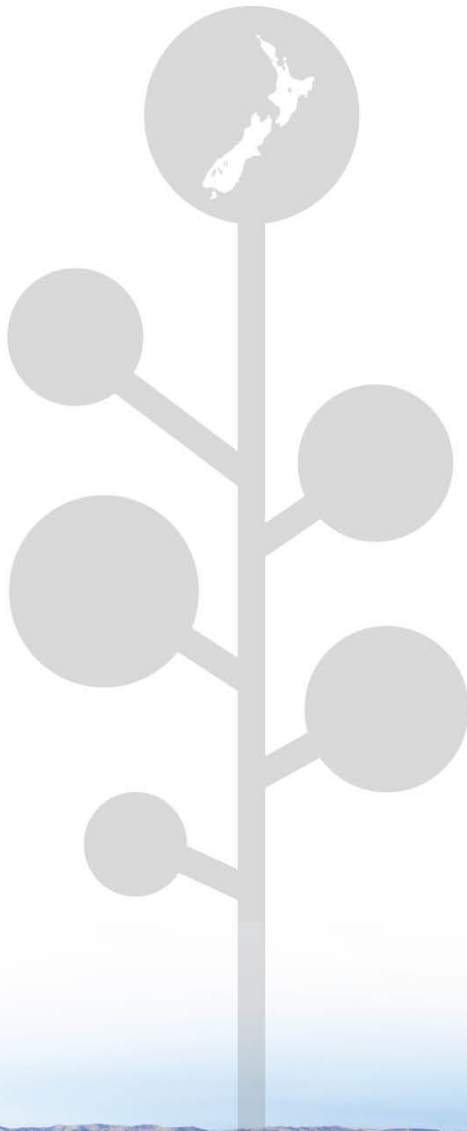
® = registered trade mark

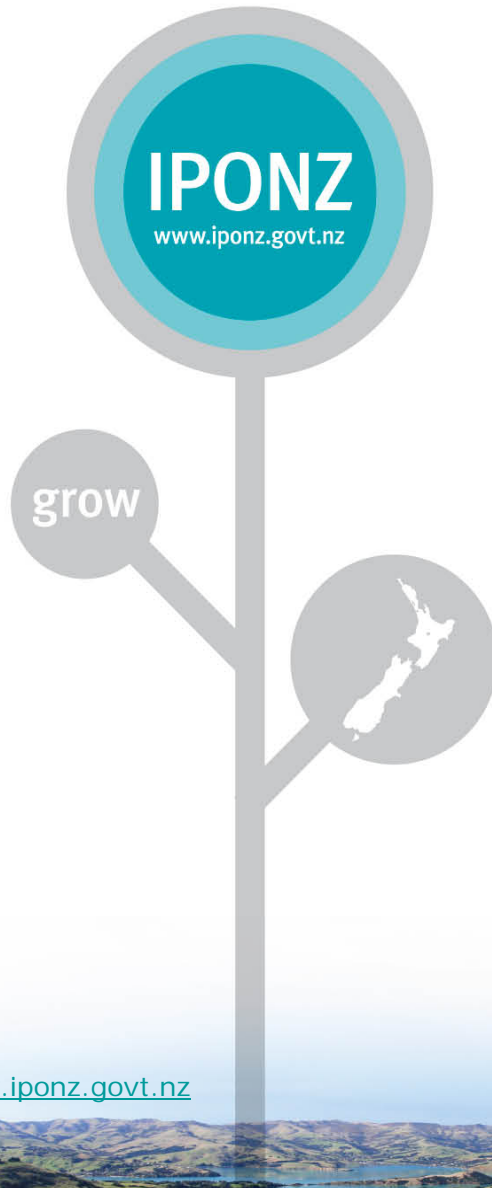


Registered Designs

Eye-appealing product design

- Pattern;
- Ornament;
- Shape; and
- Configuration.





IPONZ Website

- For general IP information
- Search New Zealand Patents, Designs, and Trade Marks registers
- File application online
- File correspondence online
- Renew your registrations

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ANYONE CAN HAVE AN IDEA. MAKE SURE THEY DON'T HAVE YOURS.

HOME

Inspiration



SEALEGS

Amphibious power boats that drive in and out of the water. The world's largest manufacturer of amphibious boats.

THIS IDEA IS PROTECTED BY:

TM	P	D
x2	x3	x2

Education

No idea? What is intellectual property? How does it work and why does it matter... [learn more](#)

Connection

Hello world! You had an idea and the IP is protected, so you need a path to market... [what now?](#)

Protection

P

Patents

Protect inventions

[About](#) | [Search](#) | [Apply](#) | [Maintain](#)

TM

Trade Marks

Protect brands, identity, and logos

[About](#) | [Search](#) | [Apply](#) | [Maintain](#)

D

Designs

Protect product appearance

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PVR

Plant Variety Rights

Protect new plant varieties

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©

Copyright

Protect original works

[About](#) | [Examples](#) | [FAQs](#)

What's New

Business Update roadshow and training session

During September, October and November the Ministry of Economic Development...

[Read more...](#)

The Journal

The August edition of the Journal is now available.

[Read more...](#)

New look and feel for website

Welcome to the new look IPONZ website.

[Read more...](#)

FAQs for new users

Can't find an answer to a question? Try our FAQs.

[Read more...](#)



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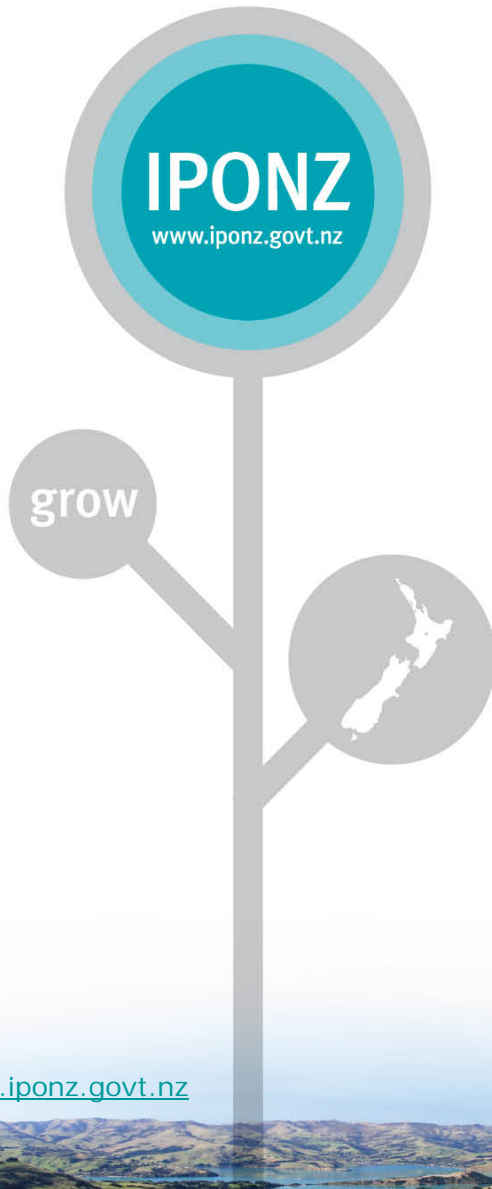
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Searching IPONZ Databases

- Registration name
- Owner/agent
- Classes
- Image (Trade Mark)
- Date range
- More depends on type of IP



Basic Trade Mark Search Tips


Use of wildcards (* or ?)

- Milk* =>> milka, milk-tone, milkmaster, mikeeze
- Str?ng* =>> stronghold, strength, strongbow, strange
- ?*milk* =>> Matomilk, vita-milk, emilka, bio-milker



Search results

Result can be view by:

- Select all option
 - View selected option
 - Deliver selected option
 - Logon vs. without logon
- 

Online Services

- 🔍 Search the Register
 - Patent Search
 - Trade Mark Search
 - Trade Mark Classification Search
 - Design Search
 - PVR Search
- 📁 Applications
- 📁 Renewals
- 📁 Correspondence
- 📁 Online Journal

FULL LIST | PRINT | SELECT ALL | DELIVER SELECTED | VIEW SELECTED

((,MILK)<in>(IPTITLE,OFFTITLE))

SUBMIT SEARCH

NEW SEARCH

Scroll to record

Search Results: ID 10262392 - 240 hits from 464,908 records on 19 May 09 18:35

Search Criteria: ((,MILK)<in>(IPTITLE,OFFTITLE))

Currently Displaying records 1 - 100

Trade Mark Number	Title	Current Proprietor (first only)	Classification System -Class	Status
<input type="checkbox"/> 427	SCANDINAVIAN CONDENSED MILK PARIS GOLD MEDAL BRAND		3 42	110 Expired
<input type="checkbox"/> 11640	NESTLE AND ANGLO-SWISS CONDENSED MILK COMPANY		4 42	110 Expired
<input type="checkbox"/> 12184	MILK - OATIES	Bluebird Foods Limited	3 42	100 Registered
<input type="checkbox"/> 13961	CARNATION BRAND MILK	Societe Des Produits Nestle S.A.	3 42	110 Expired
<input type="checkbox"/> 18809	PEACOCK BRAND CONDENSED MILK	Societe Des Produits Nestle S.A.	3 42	110 Expired
<input type="checkbox"/> 19634	HIGHLANDER SWEETENED	Societe des Produits Nestle S.A.	3 42	100 Registered

Home

What is IP?

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Online Services

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INTELLECTUAL PROPERTY DATABASE EXTRACT

[BACK TO RESULTS LIST](#) | [PRINT](#) | [NEW SEARCH](#)

Trade Mark Details

Trade Mark Number ⁽²¹⁰⁾ 12184 **Current Status** Registered

TM Search Text MILK - OATIES

Trade Mark Type Trade Mark Non-Convention, WORD

Trade Mark Nature

Use Statement (i) being used by the proprietor(s), (being the applicant)

Filed ⁽²²⁰⁾ 23-JUL-1914

Renewed Until 23-JUL-2012

Marks , Device and Device Descriptors ⁽⁵³²⁾

MILK - OATIES

Classification System | Class ⁽⁵¹¹⁾ 3|42 **Specification of Goods and Services**
Flaked oats

Documents

Pseudo Mark MILK OATIES MILKOATIES

Proprietor: ⁽⁷³⁰⁾ Bluebird Foods Limited . 124 Wiri Station Road, Manukau City, Auckland, New Zealand

Contact : ⁽⁷⁴⁰⁾ BALDWINS INTELLECTUAL PROPERTY . Level 14, Baldwins Centre, 342



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Trade Mark Search & Preliminary Advice Service - Online Requests

- Search Report => learn about any similar or identical trade mark applications or registrations on the New Zealand Register
- Preliminary Advice => discover if there are any reasons why your proposed mark could be rejected by IPONZ



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Filing Applications Online

Benefit:

- Convenience, 24/7
- Save time, paper and courier fees
- User-friendly
- Automated confirmation via e-mail

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Applying Applications Online

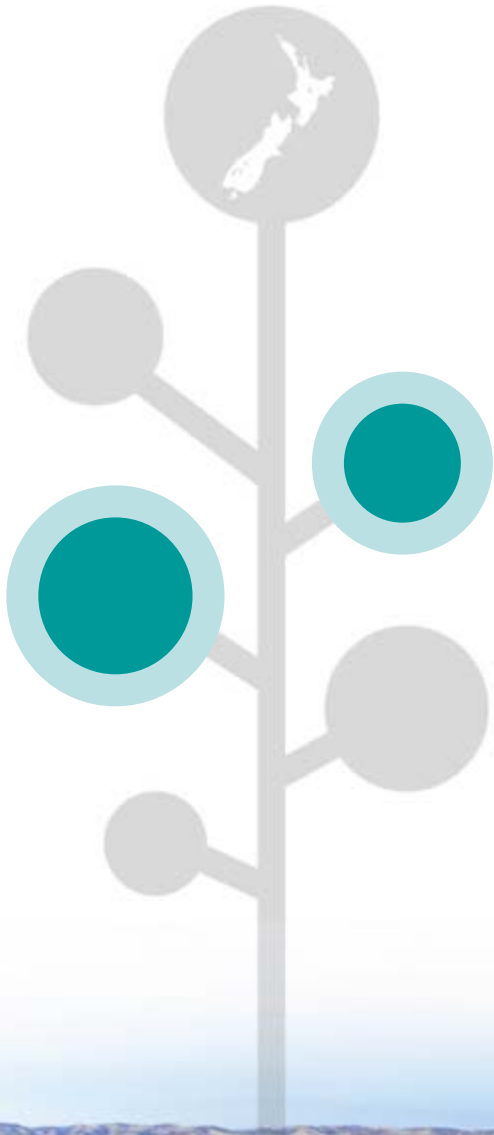
What: To know before

Who: Owner or Agent

How: Live Demonstration

Online Applications Process

- Questionnaire screen
- Application from
- Payment screen



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- Apply for a Search and Preliminary Advice
- Apply for a Trade Mark
- Apply for a Design

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Applications

Apply for a Patent

Patent Application

Apply for a Search and Preliminary Advice

Apply for a Trade Mark Search and Preliminary Advice

Apply for a Trade Mark

Trade Mark Application

Apply for a Design

Design Application

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APPLICATION QUESTIONNAIRE

CONTINUE | CANCEL

Complete the fields below. The fields marked with an asterisk (*) must be completed.
Press "CONTINUE" to prepare an application form.

Services and Fees

Your Reference: *

E-mail Address: *

Password: *

Re-Confirm Password: *

The reference and password fields will be saved in uppercase.
Password must consist of 7 alphanumeric characters including at least one alphabetic and one numeric, e.g. pass123. (note no spaces or punctuation can be used)

Is the application for a series of similar Trade marks? If so, how many: *

Is the application for a colour, sound, shape or smell?

Choose the kind of application you are making: *

Is priority claimed under the International Convention?

How many applicants are there for this application? *

Is Trade Mark registration required in more than one class? If so, how many: *

If you have previously received search and/or preliminary advice from our Office for this mark please enter the reference number of that advice:

There is a fee of NZ \$100 per class, plus 12.5% GST for New Zealand residents, for each class

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APPLICATION FORM

SAVE | CONTINUE | QUESTIONNAIRE | PRINT | EXIT

Client Reference: 28 APRIL 09

General Information

The mark is being used or proposed to be used, by the applicant or with his/her consent, in relation to the goods/services:

Trade Mark Details * Please note that your mark cannot be amended after you have lodged your application

Press [formats](#) for a list of valid formats

Mark No.	Type	File	Delete
<input type="text" value="1"/>	<input type="button" value="v"/>	<input type="text"/> <input type="button" value="Browse..."/>	<input type="button" value="Delete"/>

For 'Text Only' trade marks, enter the text here (Maximum 300 characters.)

Additional Application Information: (Maximum 1000 characters.)
 Enter additional details here about your mark if necessary. e.g. 'The letter e in the mark has an etude above it'.

Applicant Information

Name (Enter the full legal name of the owner)

Street Address:

* Please note that this cannot be an electronic address, PO Box or Document Exchange

Country:

Country of Residence

Delete

Direct Debit Notice

Direct Debit Notice.pdf - Adobe Reader

File Edit View Document Tools Window Help

1 / 1 105% Find

Ministry of Economic Development
Manatū Ōhanga

Notice of Payment Acceptance

HEIDI BENSON
DEMONSTRATION ACCOUNT
PRIVATE BAG 92061
AUCKLAND
NEW ZEALAND

Intellectual Property Office of New Zealand
PO Box 9241
Marion Square
Wellington 6141
www.iponz.govt.nz
Phone : (0508) 4 IPONZ / (0508) 447-669
Fax : (04)978-3691

Date : 08 MAY 2008

Time : 16:36:06

Your Reference :

Reference : Online Trade Mark Application:923
IP: T700408 (1 class)

Transaction No. : 32590

IP Summary Report

Online IP Summary Report.pdf - Adobe Reader

File Edit View Document Tools Window Help

2 / 2 105% Find

Intellectual Property Office of New Zealand
Trade Mark Summary Report

Page: 2 of 2
Date: 08 May 2008
Time: 16:36:47

NZ Filing date: 08 May 2008 Applicant: test, 123 Test, Wellington, New Zealand Contact: Hannah Appleby, 55 Wordsworth Street, Sydenham, Christchurch, New Zealand SERVICE ADDRESS: 55 Wordsworth Street, Sydenham, Christchurch, New Zealand Licensees: No Client Ref: TESTINGTESTING	Status: 20 Filed Date actions completed: Filed 08 May 2008	Application/Trade Mark: 700408 Version number: 1 IP type: Trade Mark Non-Convention, Word
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Classification System/Class – Product Description:
9/25 clothing; footwear; headgear

Intended use: The mark is being used or proposed to be used, by the applicant or with his/her consent, in relation to the goods/services

Nature:
Mark 1:
Testing for Trade Marks

**** End of report ****



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Filing Correspondences Online

Type of correspondences:

- Adding class (Trade Mark)
- Examination report
- Evidence
- Hearings evidence
- Change of name and address

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Submit Correspondence

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Correspondence History

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SUBMIT ONLINE CORRESPONDENCE

SUBMIT | EXIT

Correspondence Lodgement Information

Your E-Mail *

Your Reference *

* Trade Mark ▼

Select one of the options available

IP Number(s) *

Enter the IP Numbers separated by a comma e.g. 123456,123457.
Every document attached will be attached to the record for every IP listed.

The applicant and/or owner is a New Zealand Resident

Document Information *To add another document, press the MORE button to a maximum of 10*

Nature of Correspondence

Document

NOTE: This correspondence will attract a fee of \$112.50 per IP specified



Notice of Payment Acceptance

HEIDI BENSON
DEMONSTRATION ACCOUNT
PRIVATE BAG 92061
AUCKLAND
NEW ZEALAND

Intellectual Property Office of New Zealand
PO Box 9241
Marion Square
Wellington 6141
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Phone : (0508) 4 IPONZ / (0508) 447-669
Fax : (04)978-3691

Date : 08 MAY 2008
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Transaction No. : 32590
Your Reference :
Reference : Online Trade Mark Application:923
IP: T700408 (1 class)



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Coming soon

- View IP Number History
- Correspondences via email



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Thank You!

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Come and see us at
the Auckland Bizzone Business Expo:
27 - 29 May 2009
ASB Showgrounds, Greenlane

MED: Business.govt = Online Services Zone