

Education

Several IP assets can be tied up with your innovative and creative work. The guide below can help you capture your newly created IP, links you to more information, and lists some professional consultants and government organisations that could assist you.

Your creation or innovation	Potential IP assets	Information links and suggested contacts
A sign that identifies goods or services for trade	Registered trade mark - ® Unregistered trade mark - ™	What is a trade mark? NZ Patent Attorney Register www.business.govt.nz
An invention	Patent* Registered design* Copyright Trade secret Confidential information	What is a patent? What is a design? What is copyright? NZ Patent Attorney Register www.business.govt.nz
A product design	Copyright Registered Design* Shape trade mark^ Patent* Confidential information	What is copyright? What is a design? What is a trade mark? What is a patent? Better by Design www.business.govt.nz
A plant	Plant variety right Patent for a new plant breeding method Trade mark to sell plants or promote your botanical services	What is a plant variety right? What is a patent? NZ Patent Attorney Register What is a trade mark?
A company's legal identity	Company name	New Zealand Companies Office NZ Chartered Accountant www.businessassessment.co.nz/ www.business.govt.nz
An internet address	Domain name	New Zealand Domain Names Commissioner
Your business reputation	Goodwill earned from trading	NZ Patent Attorney Register NZ Chartered Accountant www.business.govt.nz

Training and promotional material	Copyright	What is copyright?
	Trade Mark	What is a trade mark?
	Company name	New Zealand Companies Office
	Confidential information	www.business.govt.nz
Music	Copyright works like music, lyrics, arrangement, sound recordings and live performances	What is copyright? Record Industry Association of New Zealand
	Trade mark for delivering services and merchandising products	Australasian Performing Rights Association
	Company name	Creative New Zealand
		What is a trade mark?
		New Zealand Companies Office
Film	Copyright works like scripts, digital recordings, costume and set designs	What is copyright? Creative New Zealand
	Trade mark for delivering services and merchandising products	What is a trade mark?
	Company name	New Zealand Companies Office
Art	Copyright	What is copyright?
	Design	What is a design?
	Trade mark	What is a trade mark? New Zealand Companies Office Creative New Zealand

Key

* Best business practice is to make the commercial decision to file a patent or design application before releasing information or marketing.

^ Generally requires significant evidence of use for trade mark registration