

## 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 - ®	<a href="#">What is a trade mark?</a>
	Unregistered trade mark - ™	<a href="#">NZ Patent Attorney Register</a> <a href="http://www.business.govt.nz">www.business.govt.nz</a>
An invention	Patent*	<a href="#">What is a patent?</a>
	Registered design*	<a href="#">What is a design?</a>
	Copyright	<a href="#">What is copyright?</a>
	Trade secret	<a href="#">NZ Patent Attorney Register</a>
	Confidential information	<a href="http://www.business.govt.nz">www.business.govt.nz</a>
A product design	Copyright	<a href="#">What is copyright?</a>
	Registered Design*	<a href="#">What is a design?</a>
	Shape trade mark^	<a href="#">What is a trade mark?</a>
	Patent*	<a href="#">What is a patent?</a>
	Confidential information	<a href="#">Better by Design</a> <a href="http://www.business.govt.nz">www.business.govt.nz</a>
A plant	Plant variety right	<a href="#">What is a plant variety right?</a>
	Patent for a new plant breeding method	<a href="#">What is a patent?</a>
	Trade mark to sell plants or promote your botanical services	<a href="#">NZ Patent Attorney Register</a> <a href="#">What is a trade mark?</a>
A company's legal identity	Company name	<a href="#">New Zealand Companies Office</a> <a href="#">NZ Chartered Accountant</a> <a href="http://www.businessassessment.co.nz/">www.businessassessment.co.nz/</a> <a href="http://www.business.govt.nz">www.business.govt.nz</a>
An internet address	Domain name	<a href="#">New Zealand Domain Names Commissioner</a>
Your business reputation	Goodwill earned from trading	<a href="#">NZ Patent Attorney Register</a> <a href="#">NZ Chartered Accountant</a> <a href="http://www.business.govt.nz">www.business.govt.nz</a>

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

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## 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