

# Māori words and designs

There are a few Māori words and designs that are generally considered not offensive and can be associated with a wide range of goods and services.

The Māori words and designs that do not require assessment are:

- the word 'kiwi'
- the koru design (also known as pitau).

There are a few exceptions, but most trade mark and designs applications that contain these Māori elements don't need to be assessed by the [Māori Trade Marks Advisory Committee](#).

## Exceptions

The Māori Trade Marks Advisory Committee still need to see your intellectual property application if it also includes:

- Māori geographical names (eg Aranui)
- other Māori words or images
- anything that could be considered offensive or ambiguous in relation to the particular goods and services the trade mark represents
- an atua or tīpuna (ancestors) name/image
- an association with wahi tapu – a place sacred to Māori in the traditional, spiritual or religious, ritual, or mythological sense
- a word that may be regarded by whānau/hāpu/iwi as having mana (high importance).

## More information

- [Māori concepts to understand](#)
- [Māori imagery](#)
- [Māori Advisory Committees](#)
- [Māori Dictionary](#)
- [Te Ara – the Encyclopedia of New Zealand](#)

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