







Trade mark

Own your brand, trading name, word, logo, symbol, shape, phrase, colour, sound, smell, expression idea.

-  Protects your logo, name and brand
-  Costs \$150 plus GST
-  Minimum 6 months to acquire. TM is self enforced
-  Lasts up to 10 years before renewal

Find out more at iponz.govt.nz

Low cost option.

Reputation is everything.

A Trade mark sets your goods or services apart from your competitors — and therefore your brand or business.

What it's for

Trade marks are normally words, phrases, or logos that help people identify your particular service or product. It's a good way to distinguish your products or services from your competitors.

What it gives you

Trade marks can help you add value, earn trust, and command a premium. You can sell or license it to someone else. You even get to use the ® symbol for a registered mark. A registered mark gives you exclusive use in your industry.

How it works

To apply for a trade mark, you need to make sure that whatever you want to protect is not already being used for the same or similar products and services. You also need to make sure it's unique, and not generic, like a common industry term or feature. You can use TM symbol to tell others you own this idea, even before registering a trade mark. It won't get you on the official register, but it tells others that you consider this to be your IP.



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĀKINA WHAKATUTUKI

New Zealand Government