## Ways to protect your name, brand and best ideas

### 1. Trade Mark
- **The Muriel’s Muesli brand and logo are some of this business’ most valuable assets.**
- **For protecting your brands in the marketplace.**
- **Most commonly a word or a logo. Register with IPONZ.**
- **The protection can last forever if you renew every 10 years.**
- **A registered trade mark is the best way to protect your name and brand.**

### 2. Trade secret
- **Muriel’s Muesli is made using a secret recipe that has been passed down through the owner’s family.**
- **Best practice is to not tell anyone about your secret recipe or process.**

### 3. Copyright
- **This family photo can’t be reproduced without the photographer’s permission.**
- **For ‘original works’, including images, song lyrics and digital content.**
- **You don’t have to register it.**
- **Can protect for up to 50 years after your death, depending on the type of work.**

### 4. Company name registration
- **Muriel’s Muesli is registered company.**
- **Your brand name is a big asset. Think about using it as your registered company name.**
- **Register with Companies Office. Renew annually.**

### 5. Design
- **Mrs Brown has registered the special way her bottle looks. It helps her stand out from the competition.**
- **For new and different visual appearance of a product.**
- **How things look. Register with IPONZ.**
- **Protect for up to 15 years.**

### 6. Patent
- **Mrs Brown has patented the special way her bottle pours yoghurt. Her customers love it, and she can charge a premium.**
- **For inventions of functionality or process.**
- **What things do, how they do it, or how they’re made. Register with IPONZ.**
- **Protect for up to 20 years.**

### 7. Domain name registration
- **Jones & Sons has a website, which they use for marketing and to take orders.**
- **Your name is a big asset. Use it in a web address so people can easily find you.**
- **License through a private supplier.**
- **Protect for up to 25 years.**

### 8. Plant Varietal Rights (PVR)
- **This new highly nutritious variety of grass helps cows to produce more milk.**
- **For new varieties of plant.**
- **Register with IPONZ. Can protect for up to 23 years.**

### Did you know...
- **Use several forms of protection to keep your intellectual property even safer.**

### Helpful Hint:
- **You can’t register a word that is common in your industry. You could register the name ‘Milk’ as an architecture firm, but not for a milk product.**

### Helpful Hint:
- **You can’t register a design if you’ve already gone public with your product, so watch your timing.**

### Helpful Hint:
- **Have good measures in place, such as confidentiality agreements and limiting staff access.**

### Helpful Hint:
- **Keep records when you create the work. Use the copyright symbol ©, the name of the owner and the year the work was created.**

### Helpful Hint:
- **You can’t get a patent if you’ve already gone public with your invention, so watch your timing.**

### Key
- **Registration Effort**
- **Registration Cost**
- **Protection Level**

### Contact IPONZ
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- **www.iponz.govt.nz**