



Australian Society of Authors



UNDERSTANDING TRADEMARKING 101

You lock your house up when you leave it. You lock your car up when you park it. You lock your email account with a password, but do you lock up your brand name, logo or commercially valuable intangible assets? More and more authors are looking to fully commercially exploit their intellectual property by using the registered trade marks system. A trade mark can be a word, phrase, letter, number, sound, smell, shape, logo, picture or a combination of these. In this session you'll learn how trade marks can help you make the most of your creativity.

About the Speaker – Paul Loeffler-White

Paul Loeffler-White is the Queensland State Outreach Manager for IP Australia. He worked in the areas of legal metrology, fair trading and product safety before moving to IP Australia 15 years ago. Paul has an extensive knowledge and understanding of IP issues and their processes as well as an in depth understanding of a range of strategic issues facing the public and private sectors particularly their effect on small to medium enterprises.

About IP Australia

Australia's economic well-being depends on capturing the benefits of increased innovation and creativity. IP Australia's role is to provide a strong intellectual property (IP) system, which promotes innovation, investment and trade. IP Australia does this by administering the patents, trade marks, designs and plant breeder's rights systems, as well as producing industry specific tools, which help business to fully exploit their creativity and innovation.

About the ASA

The Australian Society of Authors (which incorporates the Society of Book Illustrators [SOBI]) is the peak professional association for Australian literary creators and has over 3000 members. The Comics/Graphic Novels Portfolio was formed in mid 2007, to provide industry support to Australian artists and writers currently working in the comics medium and, in particular, the graphic novel format.

Seminar Information

Date: Saturday 10 April 2010

Time: 6.00pm to 7.00pm

Venue: Supanova Seminar Room (downstairs), Exhibition Building, RNA Showgrounds, Gregory Terrace, Brisbane

Entry fee: There is no charge to attend the seminar. However, attendees must be exhibitors or hold a One Day Pass (\$23.80 through Ticketek or \$25.00 at the door) or a Supafan Three Day Weekend Pass (\$49.50 through Ticketek or \$60.00 at the door).

Ticketek Bookings – 132 849 or <http://premier.ticketek.com.au>.

Further Information: Check the event guide on Supanova (www.supanova.com.au) and the Comics/Graphic Novels Portfolio page on Australian Society of Authors (www.asauthors.org).

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www.asauthors.org