



Contact IPONZ
if you have a question.
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Key	
	Registration Effort
	Registration Cost
	Protection Level



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.

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.

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.

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

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.

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.

4 Company name registration

Muriel's Muesli is a 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. Can protect for up to 15 years.

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

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. Can protect for up to 20 years.

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

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.

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.

Use ONECheck to quickly see if your name is available for company name registration, domain name licensing and trade mark registration.

business.govt.nz/onecheck

