

Communication Pack – BEC Australia

IP Australia 2019 Webinars

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Background

IP Australia's webinar program was introduced in 2017 as a way of delivering IP education to small businesses across Australia. The current schedule provides five content modules designed to introduce small business to the basics of IP, demonstrate how IP is relevant within the business context and provide information and guidance on accessing registered IP Rights.

We have just released the 2019 webinar schedule, we think our webinars would be beneficial to your networks and it would be fantastic if you could share these messages with your community!

Tracking Engagement

We have created unique links to help us measure engagement through our promotional channels, which we are happy to share with you. We request that you use this link when sharing our content:

- IP 101: <https://attendee.gotowebinar.com/rt/4415047555107723009?source=BEC>
- Trade marks: <https://attendee.gotowebinar.com/rt/1106652251502507010?source=BEC>
- Patents: <https://attendee.gotowebinar.com/rt/6970190532269253378?source=BEC>
- Designs: <https://attendee.gotowebinar.com/rt/1224770586651456002?source=BEC>
- Digital: <https://attendee.gotowebinar.com/rt/751919014056805890?source=BEC>

Webinar Dates

IP for Digital Business

Digital 6/2/19

Digital 26/6/19

Digital 4/9/19

Digital 13/11/19

Understanding IP

IP 101 20/2/19

IP 101 1/5/19

IP 101 10/7/19

IP 101 18/9/19

IP 101 27/11/19

Understanding Trade Marks

TM 15/5/19

TM 6/3/19

TM 24/7/19

TM 2/10/19

TM 11/12/19

Understanding Patents

Patents 27/3/19

Patents 29/5/19

Patents 7/8/19

Patent 16/10/19

Understanding Designs

Designs 17/4/19

Designs 12/6/19

Designs 21/8/19

Designs 30/10/19

Webinar Descriptions

Intellectual Property (IP) 101

We know that start-ups are busy and thinking about intellectual property (IP) management can often seem like a waste of precious time and money. However, finding ways to protect your ideas is one of the best investments you can make in the long run, even with financial and time pressures.

In this short 45 minute webinar we will give you the tools you need to help you understand the basics of patents, trade marks and designs so you can understand how IP can apply to your business and what your next steps might be.

What you will learn in this webinar:

- The basics of IP - patents, trade marks, designs, copyright and trade secrets
- Understanding IP within your business plan, marketing and contracts
- The difference between business names, domain names and trade marks

[Register now](#)

Understanding Trade Marks

Your brand is your identity; it's how your customers know who you are. This could be your business name, logo or a catchy slogan. The more successful your business, the more valuable your brand becomes, so it's worth protecting.

A registered business name won't stop your competitors from copying your brand, only a trade mark gives you the legal right to stop others from using it. Protecting your brand can be one of the best investments your business can make, but is it the right decision for your business?

Our trade marks webinar explains the basics of trade mark protection, what can and can't be trade marked and what to consider before you invest in your brand. You will also learn how to register for a trade mark should you decide to apply.

What you will learn in this webinar:

- What is a trade mark and how is it a business asset
- The difference between business names, domain names and trade marks
- What to consider before you invest in your brand
- What are the costs
- How to choose which goods and services to apply for
- Why and how to search the trade marks database
- How to apply for a trade mark
- What trade mark Examiners look for in your application.

[Register Now](#)

Understanding Patents

Do you have an awesome idea? Firstly, SHHHH! Please keep it secret.

Secondly, have you had a look to see if it's already been invented? If it hasn't, a patent might be worth considering.

A patent gives you the exclusive right to sell, manufacture and licence your new product, it also allows you to stop others from copying your invention.

If you have an idea worth protecting our patents webinar will help you to understand what you need to know to protect your product or invention.

What you will learn in this webinar:

- The different types of patent protection
- Is a patent the right choice?
- Timeframes
- Costs
- What makes a good patent specification
- The basics of patent searching
- How to apply for a patent
- How to engage an IP Attorney to support your application

[Register Now](#)

Understanding Designs

You've got a product, it's new, unique and you want to make sure no one else copies it. Where do you start?

Firstly, keep it secret until you decide how you want to protect it. A registered design will allow you to protect the shape, pattern, configuration and/or decoration of your product, but it has to be original.

Our understanding designs webinar will explain how a registered design will help you to protect the look of your product. It will also give you the tools you need to help you apply for a design.

What you will learn at this workshop

- The difference between copyright and design
- The different types of design protection
- What to do before you apply
- How to apply for a design
- Registration v certification

[Register Now](#)

IP for Digital Business

The digital economy is awash with fast-paced innovation, and for tech start-ups there is constant pressure to keep up. With so many other competing business priorities, thinking about intellectual property (IP) for ICT products and services can sometimes seem like a waste of precious time and money. But finding ways to handle your IP right might be one of the best investments you can make in the long term, and there are many things to consider for tech start-ups as part of their IP management strategy.

How IP can help your business

Find out how IP in computing technologies can be protected, as well as other IP management considerations relevant to every tech start-up.

What you will learn at this workshop:

- The basics of IP
- How patents for software and digital inventions are assessed
- Copyright and code
- IP ownership
- What to do if your IP is infringed online
- What to consider when going international

[Register Now](#)

Imagery





Social Media

IP Australia Facebook page: <https://www.facebook.com/ipaustralia.gov.au/>

Twitter handle: [@IPAustralia](https://twitter.com/IPAustralia)

Twitter

1. Protecting your ideas is one of the best investments you can make. But where do you start? @IPAustralia's IP 101 #Webinar will help you understand the basics of #Trademarks, #Patents & #Designs and how to apply them to your business. <https://attendee.gotowebinar.com/rt/4415047555107723009?source=BEC>
2. Does your business have a catchy slogan, brand, logo or simply a name? Only a #trademark gives you the legal right to protect these things. Find out how a trademark can work for you

@IPAustralia's Understanding Trade Marks webinar.

<https://attendee.gotowebinar.com/rt/1106652251502507010?source=BEC>

3. Do you an awesome invention? Firstly, SHHHH! Keep it secret! Secondly, watch @IPAustralia's Understanding #Patents webinar to find out how you might go about protecting it with a patent.

<https://attendee.gotowebinar.com/rt/6970190532269253378?source=BEC>

4. #DYK a registered #Design let's you protect the look of a product? Find out how #Designs might fit into your Intellectual Property (IP) Strategy @IPAustralia's Understanding Designs webinar <https://attendee.gotowebinar.com/rt/1224770586651456002?source=BEC>

5. Can IP in computing technologies can be protected? Yes! Find out how @IPAustralia IP for Digital Business webinar.

<https://attendee.gotowebinar.com/rt/751919014056805890?source=BEC>