



IP and Export – Boost your export potential

Keynote Speaker – Amy Roy, Boost Juice

Find out what you need to know before you export your product/idea overseas

Preparation is the key to success in export. Getting your IP strategy in place early before you commit to export is an essential component of a successful export program. Boost Juice followed this approach and is reaping the rewards.

What you will learn:

- A practical guide to mixing a smart IP strategy with a great product to build both local and international success (Boost Juice)
- Key strategies that help promote, and common failings that hinder, a positive export experience (Hunt & Hunt)
- Understand what information is available on overseas IP issues (IP Australia)

Guest Speakers

- Amy Roy, General Counsel and Company Secretary, Boost Juice
- Andrew Hudson, Partner, Hunt & Hunt
- John Jenkins, State Outreach Manager, IP Australia

Register now

Don't miss your chance to attend this networking event!

To Register [click here](#).

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Hunt & Hunt
Level 26, 385 Bourke Street,
Melbourne 3000

6:00 – 7:45pm

Wednesday, 25 Nov 2009

(Melway Map 1A B5)

Paid parking available at 333 Collins Street (entrance 312-328 Flinders Lane) and 367 Collins Street (entrance Flinders Lane)

Cost

This event is free.

Finger food and drinks provided.

Who should attend?

If you are new to exporting or already exporting

Don't miss out

With over 200 stores and a \$100 million turnover, Boost Juice was voted in 2005 as BRW's Fastest Growing Australian Franchise. Learn about Boost's domestic and international trademark strategy and how these strategies have been at the heart of the international expansion of Boost Juice, where Master Franchises have now been established in fifteen countries.