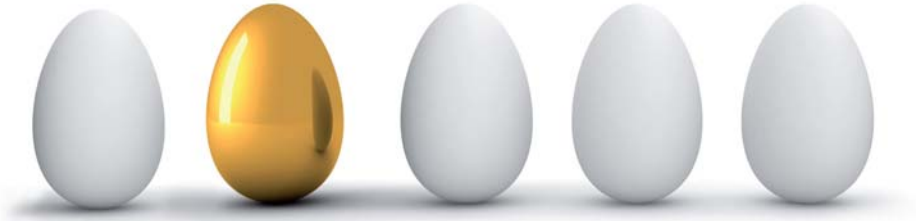


How to make your brand GREAT...



Uncover the secrets of creating and protecting a leading brand.

Why are some brands more successful than others? Why do consumers choose one brand over another? How do the best brands do it? How do they protect their interests in the modern market place? Join IP Australia and a keynote speaker for breakfast and learn about two vital issues for business – branding and intellectual property.

During this event, delegates will discover how to:

- harness the benefits of the trade mark system in creating or evolving a distinctive brand personality;
- use domain names as a way of enhancing a brand;
- apply real-life strategies to help Melbourne businesses expand a brand into overseas markets;
- identify key ownership considerations; and
- implement strategies to deal with direct competitors and maintain brand integrity.

Melbourne attendees will also receive access to a free consultation with an intellectual property professional upon request.

About our keynote speaker...

Tim Pethick started 'nudie juice' in early 2003 and by 2005 it had been recognised as one of the top 10 most influential brands in the Asia Pacific region. Prior to launching into the world of delicious fresh fruit drinks, Tim Pethick was the more conventional Chief Executive Officer of BTLookSmart, the joint venture between British Telecom and LookSmart, delivering Web and WAP search and directory solutions to businesses in 15 languages and more than 20 markets worldwide. Tim is now an entrepreneur and brand guru who is working on the launch of a number of new brands and businesses.

Melbourne Event Details:

Date: Thursday 4 March 2010
Time: 7.30 - 10.30am
Venue: ZINC at Federation Square
Cost: \$45, includes fully cooked breakfast

Places are limited. To book, visit
www.ipaustralia.gov.au/smartstart/brands_event.htm



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