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# LEGALWISE SEMINARS

## BRAND PROTECTION

Chifley at Lennons, 66 Queen Street, Brisbane

Thursday 27 July 2006 - 2.15pm - 5.30pm

\$300 Incl GST Less 10% Discount

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### **Brands - Corporate Achilles Heel or Hidden Asset - How Should You Protect Your Brand?**

- Key trade mark strategies to protect your brands
- Recent Federal Court decisions (Crazy John, Thorpedo) and how they impact on these strategies
- What not to do - avoiding the most common mistake in trade marks applications

Presenter: **Trevor Choy**, Choy Lawyers, Intellectual Property Law; Member, Advisory Council on Intellectual Property

### **Case Study**

- A practical and interesting workshop using a number of scenarios to highlight issues relevant to brand protection and brand valuation

Presenters: **Trevor Choy** and **Tim Heberden**

### **Brand Valuation: What are your brands worth?**

- Extent to which brand value drives the value of companies in Australia
- Quantifying and leveraging brand value
- Using a valuation framework to align legal, marketing and financial interests in the Brand
- Commercial benefits of an IPCo

Presenter: **Tim Heberden**, Managing Director, Brand Finance (Australia) Pty Limited

4 Easy Ways to Register

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## Registration Form

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