

Information required for filing Australian and New Zealand trade mark applications

Essential information

- Full name and street address (we recommend using either the registered business address or principal place of business) of the applicant, including incorporation details if the applicant is a company
- Statement of the goods and/or services for which registration is to be sought
- Priority application number, country, date of filing and goods/services if convention priority is to be claimed
- If the trade mark contains a device or logo, a clear black and white or colour representation is needed
- If the trade mark contains or consists of a three dimensional shape, the trade mark should be illustrated in a perspective that shows each feature of the mark or the representation must include views of the trade mark that are necessary to show each feature of the trade mark
- If the trade mark contains or consists of a colour, scent, shape, sound or an aspect of packaging, or any combination of those features, a concise and accurate description is required
- An English translation of any words included in the trade mark of a language other than English will be needed before acceptance, as will a transliteration of any non-Roman characters together with a translation of the words into English. Providing this information at filing may avoid issue of an examination report and associated costs.

Please note:

- Multi-class applications are permitted in Australia and New Zealand
- The NICE International Classification system is followed
- No Power of Attorney or Authorisation of Agent is required
- No notarisation or legalisation of documents is necessary
- No certified copy of the priority document/ application is required
- No forms are to be signed by the applicant



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Disclaimer: This document is general in nature, and must not be relied on in lieu of advice from a qualified professional in respect of your particular circumstances.