## Ways to protect your name, brand and best ideas

1. **Trade Mark**
   - **Muriel's Muesli**
   - The Muriel's Muesli brand and logo are some of this business' most valuable assets.
   - For protecting your brands in the marketplace. Most commonly a word or a logo. Register with IPONZ.
   - The protection can last forever if you renew every 10 years.
   - **Key:**
     - **Registration Effort:** Medium
     - **Registration Cost:** Low
     - **Protection Level:** High
   - **Helpful Hint:** Have good measures in place, such as confidentiality agreements and limiting staff access.

2. **Trade secret**
   - Muriel's Muesli is made using a secret recipe that has been passed down through the owner’s family.
   - Best practice is not to tell anyone about your secret recipe or process.
   - **Key:**
     - **Registration Effort:** High
     - **Registration Cost:** Low
     - **Protection Level:** Low
   - **Helpful Hint:** Keep records when you create the work. Use the copyright symbol ©, the name of the owner and the year the work was created.

3. **Copyright**
   - This family photo can’t be reproduced without the photographer’s permission.
   - For ‘original works’, including images, song lyrics and digital content. You don’t have to register it. Can protect for up to 70 years after your death, depending on the type of work.
   - **Key:**
     - **Registration Effort:** High
     - **Registration Cost:** Low
     - **Protection Level:** High
   - **Helpful Hint:** You can’t register a design if you’ve already gone public with your product, so watch your timing.

4. **Company name registration**
   - Muriel's Muesli is a registered company.
   - Your brand name is a big asset. Think about using it as your registered company name. Register with Companies Office. Renew annually.
   - **Key:**
     - **Registration Effort:** Low
     - **Registration Cost:** Low
     - **Protection Level:** Medium
   - **Helpful Hint:** You can’t register a word that is common in your industry. You could register the name ‘Milk’ as an architecture firm, but not for a milk product.

5. **Design**
   - Mrs Brown has registered the special way her bottle looks. It helps her stand out from the competition.
   - For new and different visual appearance of a product. How things look. Register with IPONZ. Can protect for up to 15 years.
   - **Key:**
     - **Registration Effort:** High
     - **Registration Cost:** Low
     - **Protection Level:** Low
   - **Helpful Hint:** You can’t register a design if you’ve already gone public with your product, so watch your timing.

6. **Patent**
   - Mrs Brown has patented the special way her bottle pours yoghurt. Her customers love it, and she can charge a premium.
   - For inventions of functionality or process. What things do, how they’re made. Register with IPONZ. Can protect for up to 20 years.
   - **Key:**
     - **Registration Effort:** High
     - **Registration Cost:** High
     - **Protection Level:** Low
   - **Helpful Hint:** You can’t get a patent if you’ve already gone public with your invention, so watch your timing.

7. **Domain name registration**
   - Jones & Sons has a website, which they use for marketing and to take orders.
   - Your name is a big asset. Use it in a web address so people can easily find you. License through a private supplier.
   - **Key:**
     - **Registration Effort:** Low
     - **Registration Cost:** Low
     - **Protection Level:** Medium
   - **Helpful Hint:** You can’t register a domain name if you’ve already gone public with your name or web address, so watch your timing.

8. **Plant Varietal Rights (PVR)**
   - This new highly nutritious variety of grass helps cows to produce more milk.
   - For new varieties of plant. Register with IPONZ. Can protect for up to 23 years.
   - **Key:**
     - **Registration Effort:** Medium
     - **Registration Cost:** High
     - **Protection Level:** Low
   - **Helpful Hint:** You can’t register a plant variety if you’ve already gone public with your variety, so watch your timing.

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See Business.govt.nz’s intellectual Property section for more tips.