How to get and protect a trade mark

A trade mark is one of the best ways to protect your brand. Here are some tips on how to register and manage a trade mark in New Zealand and overseas.

Trade marking

No trade mark protection?

You probably spend a lot of time growing your reputation – a trade mark can help you protect it. Registering a trade mark not only protects your brand but can enhance the value of your business. For example, if you plan on selling your business one day, buyers will be interested in your intellectual property assets.

How to apply for a trade mark (external link) — Intellectual Property Office New Zealand

Already have a trade mark?

If you already have a registered trade mark, are you getting the most value from it?

You can protect your trade mark by:

- Including its use in your business plan or marketing and brand strategy
- Checking that it’s still fit for purpose - are the goods and services it is registered for adequately covering your business?
- Keeping your details up to date. IPONZ needs current contact details, including for 10-yearly renewals. There are a lot of scams so keep your address up to date and only respond to your IP professional or directly with IPONZ.

Thinking about exporting?

Now you can file trade mark applications in multiple countries simultaneously, through the international trade mark filing system. It’s called the Madrid Protocol, and enables you to access over 90 countries with one application.

International trade marks (external link) — Intellectual Property Office New Zealand

Intellectual property tips and tools

Not sure whether you need a patent, trade mark or design? Check out the Which IP to Protect infographic.

Thinking of starting a new business? Search business names, trademarks, web domains and social media usernames at the same time with ONECheck.

ONECheck (/onecheck/)

Creating a brand (/getting-started/building-a-brand/creating-your-brand/)

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