



Australian Government  
IP Australia



Patents



Trade Marks



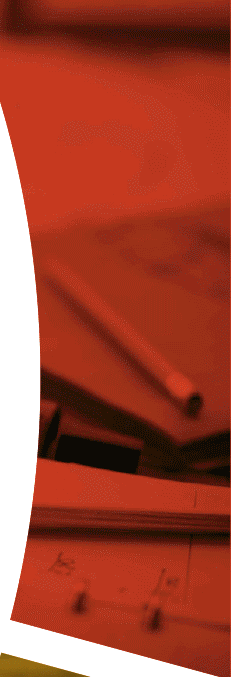
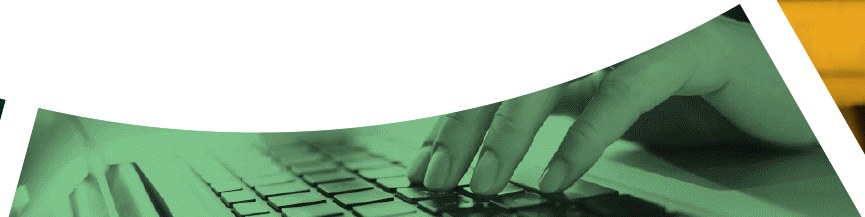
Designs



Plant Breeder's  
Rights

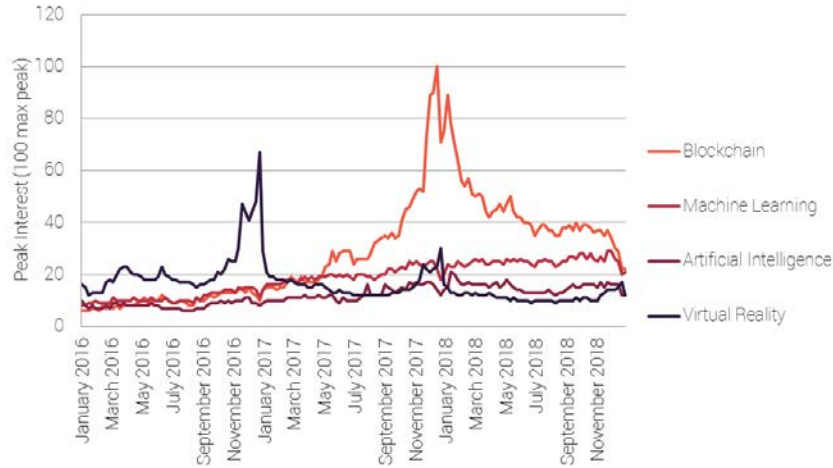
# Smart Trade Mark - IP Australia

Michael Burn  
Assistant Director  
International ICT Cooperation  
IP Australia

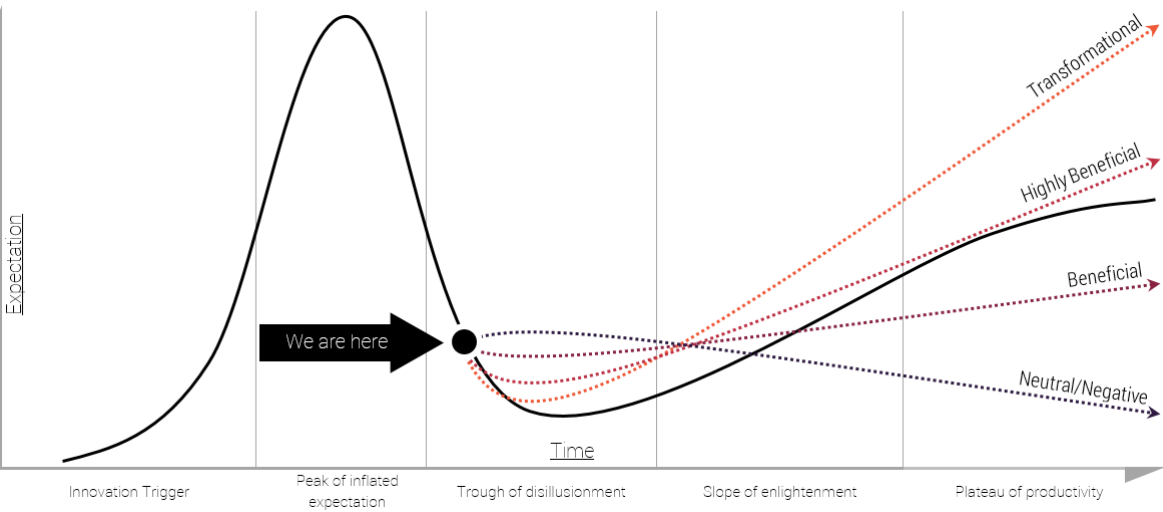




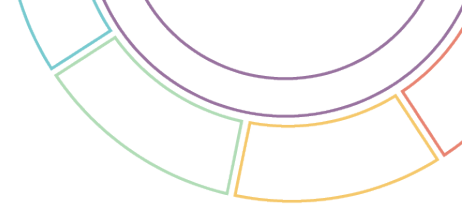
# Discovery Triggers and Drivers



Peak Interest on emerging technology



Trajectory of benefits



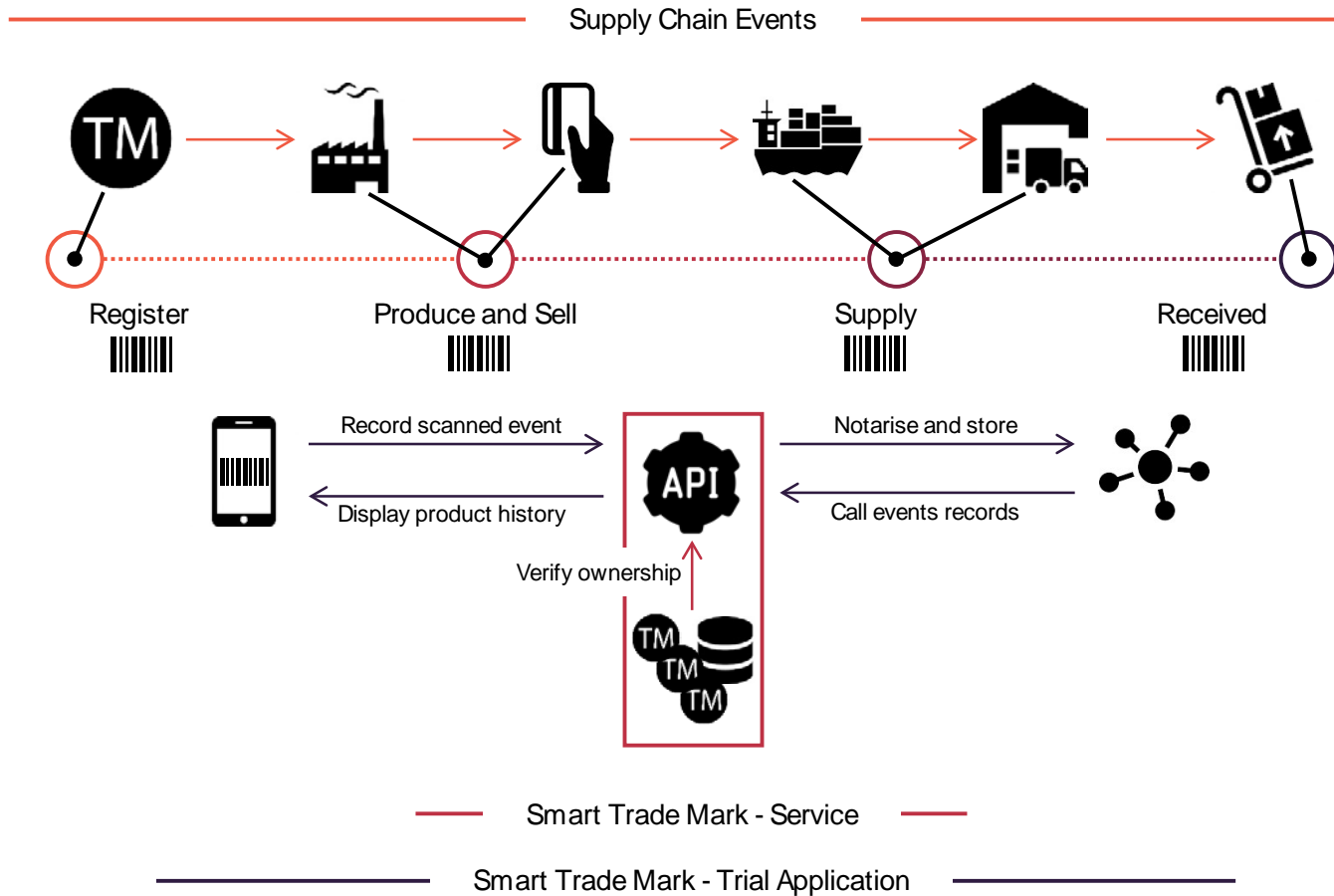
# Business Problem







# Smart Trade Mark





# Smart Trade Mark

- » Brand Australia concept paper
- » Digitising Trade Marks to protect from anti-counterfeit

- » Secure API validating ownership
- » Product journey app
- » Supply event app
- » Blockchain time stamping

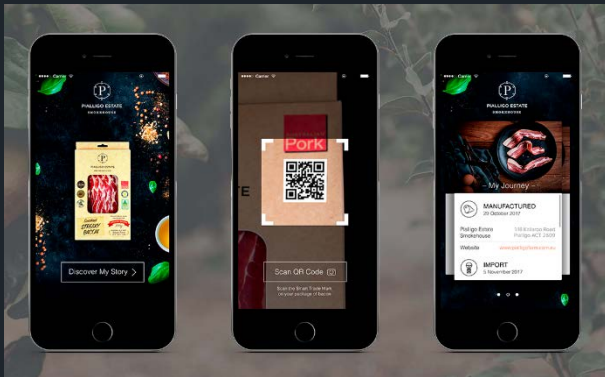
2018

Q1

Q2

Q3

Q4



*Pialligo Estate field trial*



*Shaw Vineyard field trial*

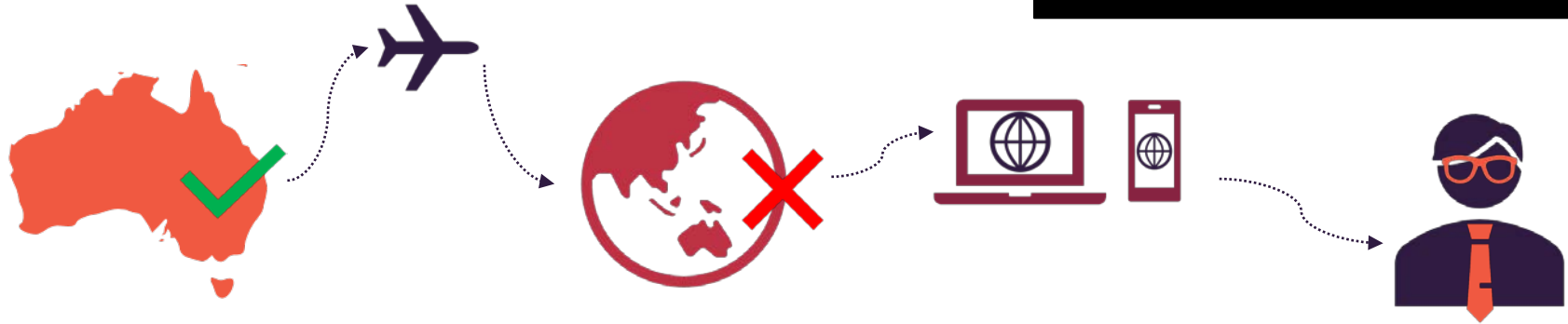




# Smart trade Mark - Findings

Only once overseas does trust begin to deteriorate

IP holders see value in technologies that provide transparency



Aussie products have high trust of quality for supply internally

Trade marks are increasingly being used on digital platforms



Australian Government

IP Australia

Replicates trade mark online



Validate online trade marks







Australian Government

IP Australia

## Contact us

1300 65 1010 (9am – 5pm)

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