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

No mechanisms for real-time enforcement

Creates ease of replicating trade marks on products and digital applications

With limited visibility of supply in export markets

This leads to counterfeit goods that deteriorate Australian brands
Smart Trade Mark

Supply Chain Events

Register

Produce and Sell

Supply

Received

Record scanned event

Display product history

Verify ownership

Notarise and store

Call events records

API

Smart Trade Mark - Service

Smart Trade Mark - Trial Application
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: Pialligo Estate field trial
Q2: 
Q3: Shaw Vineyard field trial
Q4: 
Smart trade Mark - Findings

Aussie products have high trust of quality for supply internally

Only once overseas does trust begin to deteriorate

Trade marks are increasingly being used on digital platforms

IP holders see value in technologies that provide transparency
Replicates trade mark online

Online Marketplaces

Government Registration

Advertising/Social Media

Supply Tracking

Validate online trade marks
Contact us

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