



W3IP LAW

ARTS COMMERCE SCIENCE TECHNOLOGY

CALL NOW  **1300 77 66 14**

We are committed to confirm if and how we can be of value to you. There is no charge or cost to you when we speak and meet.

TRADE MARKS | COPYRIGHT | DESIGNS | PATENTS | INTERNET LAW | WEBSITE TERM | PRIVACY POLICIES | COMMERCIAL AGREEMENTS

If the brand you have built is valuable, you need to protect it.

HELPFUL TIPS TO CHECK YOUR IP IS PROTECTED

Decide if you have a trade mark, brand name or image worth protecting and take steps.

- Think carefully about why you are investing in protecting your IP
- Identify your IP
- Protect your idea or brand by registering it e.g. register ownership of your trade mark or register a patent
- Ensure that IP ownership is clearly established for works created by your employees and contractors
- Be watchful for anyone else who infringes your IP as they can erode your market share and ruin your brand's reputation
- Understand your options and the different types of IP
- Make sure there is a level of IP awareness within your business so that you can commercialise your IP strategy
- Ensure your business does not infringe on the IP rights of others
- Keep it confidential through a non-disclosure agreement
- Seek professional advice before entering into contracts with others

WHAT WE DO

We specialise in protecting your business against the risk of intellectual property theft or accusations of infringement.

Wherever you are in the world, we can help you:

- Protect your ideas, designs, products and brand identities
- Secure and commercialise your IP (trade marks, copyright, designs & patents) and Internet law
- Negotiate and draft all types of commercial agreements including technology contracts, confidentiality and non-disclosure, consultancy, distribution and supply, licensing, e-commerce agreements, website terms and conditions, privacy policies, and international agreements

WHY US

- We are agile in meeting your needs
- We assist businesses to protect their IP affordably and easily
- We'll partner with you, long-term, to truly understand your unique goals

HOW WE HELP YOU

- Protect your brand before it is too late
- Secure your most valuable business asset (IP)
- Increase the sale value of your business through strong IP rights
- Protect against copying or stealing which is easy today on the Internet because competitors have greater visibility
- Manage your business risk against IP infringement allegations and expensive litigation proceedings
- Greater potential to secure investors for commercialisation
- Give you exclusive rights throughout Australia
- Ensure that your IP remains rightfully yours and that you avoid costly disputes later
- Provide peace of mind that your IP is secured and enforceable

WHY REGISTER A TRADE MARK?

Your logo and tagline embody your brand. But they're not the only things you should consider registering. If it represents and differentiates you, it's a trade mark worth registering.

1. It proves you own the trade mark
2. You can legally stop others from using it
3. It's a good defence if someone else accuses you of infringing their trade mark
4. It deters your competitors from using or registering something similar
5. It tells everyone you take your intellectual property seriously and your brand is worth something
6. You're protected indefinitely
7. You usually get Australia-wide rights
8. It is a valuable asset that you can sell, assign or license
9. You can ask Australian Customs to seize goods that have infringing marks on them
10. You can use the ® symbol next to your trade mark

HOW WE SAVE AND BRING YOU VALUE

- We're committed to providing competitively priced, top-notch legal services
- We provide clear and upfront pricing with flexible and affordable payment models
- Initial free consultation on how to develop IP tools in today's highly competitive global marketplace
- Get fixed-price quotes to leverage your IP assets to develop a brand image for your business
- Identify legal gaps to protect you against the risk of expensive legal proceedings
- Practical and strategic advice in plain English to protect your intellectual property
- Create a brand image that is an asset for your business
- You do not pay expensive legal overheads as we save costs by running an online virtual legal service
- We can charge competitive fixed fees because of increased efficiencies
- Remember to put your brand image on the top of your agenda - it is the heart and spirit of your business!

**Built on more than 35 years' IP and branding experience
For start-ups and big brands alike**

Kim Walters | IP and Digital Lawyer | W3IP Law Pty Ltd

Kim is an intellectual property specialist with more than 20 years of experience in law. She is the founder of W3IP Law, a specialist intellectual property and digital law firm which focuses on the Internet and information technology sectors. She has extensive experience in trade mark branding strategies, copyright matters, patents, technology licensing, commercialisation, intellectual property disputes and litigation, software agreements, privacy and data protection. In addition to being a lawyer, Kim is a registered trade marks attorney.



W3IPLAW
YOU'VE GOT IDEAS.
WE PROTECT THEM.

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"We asked Kim to assist with two complex trademark projects and she was able to exceed our expectations with her quality of service and expertise in the space. We will certainly be working with her again and would recommend her to others in the information technology field."

Martin Kemka

"Kim was incredibly thorough and efficient. She needed little direction, gave useful advice and delivered an excellent service agreement for my new business."

Alysha Coleman

"I required two contracts urgently and Kim delivered by going over and above what I anticipated could be achieved in such a short time frame. The most important aspect was that both contracts were bespoke, with no short-cut copy and paste templated sections. I cannot recommend Kim highly enough and would recommend her to anyone requiring contracts in the software sector and will be engaging her services again in the future."

Christopher Dean



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