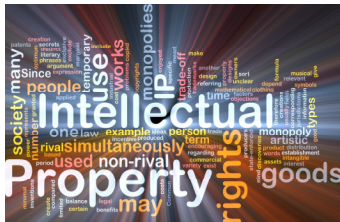


BusinessLegal : Lifecycle

When should I register a trademark?



Have you built your business and know that you have a minimal viable product? Are you ready to invest money in protecting your trademark through registration?

This checklist sets out some of the important aspects that you need to consider before registering a trademark for your logo. It distils this complicated subject into an easy to understand checklist of things to consider before you register a trademark:

	Checklist	Notes
<input type="checkbox"/>	Have I built a business or product that is worth spending the money to protect its trademark? Do I have a minimal Viable Product?	
<input type="checkbox"/>	Is your trademark unique enough to be able to protect?	
<input type="checkbox"/>	I am sure that I will not want to change this trademark?	
<input type="checkbox"/>	Is the business or product commercially viable to protect? You need to consider if it is worthwhile spending the money on protecting the trademark.	
<input type="checkbox"/>	Where does my trademark fit within the classes of Products and Services? Check out the list at: http://xeno.ipaustralia.gov.au/tmgns/facelets/tmgoods.xhtml	
<input type="checkbox"/>	I have made the application through IP Australia	
<input type="checkbox"/>	It has passed through the examination stage	
<input type="checkbox"/>	It has registered	