

## Exporting nationally or internationally? Are you protected? Law and Trade Mark – Online Workshop Series

Sunshine Coast Council has organised a series of interactive workshops that will help protect your business.

This [series of free online workshops](#) will help businesses that already export, to grow and expand, and broaden the capabilities of new businesses looking to export nationally and/or internationally.

A limited number of participants will also be offered a free one-on-one 20 minute consultation with independent facilitator [Mark Metzeling](#).

The four workshops will cover a variety of topics:

### Workshop 1 – Overseas expansion – are you ready?

- What drives the business forward?
- Are you structured right to achieve goals and exit?
- How will you set up your business?
- IP Protection – Comparison of Australia v China v EU v UK v USA

### Workshop 2 – IP protection and enforcement

- Types of IP protection and how each can be used by the business
- What IP do you have?
- Freedom to operate
- Ownership of IP
- IP enforcement
- Common mistakes

### Workshop 3 – E-Business

- Are you correctly set-up for e-business in each country?
- Trade mark protection for your business name
- Business name registration or incorporation
- e-business arrangements
- Setting up social media accounts
- Website content
- Practical tips on brand unity and recognition
- How to stop infringers, counterfeit products and fake websites

### Workshop 4 – Overseas expansion – it's time to trade

- Do you have the right agreements and systems in place to succeed?
- Practicality of trading overseas – brands, bank accounts, certificates of origin, contract terms and more.
- Connections overseas – you're not alone!

#### About the facilitator

Independent Facilitator [Mark Metzeling](#), from [Macpherson Kelley](#) is a recognised leading lawyer in the Australian intellectual property and trade mark landscape, and an internationally published authority on trade mark law in Australia.

## Workshop Series Schedule

Date/s:	Workshop 1 – Thursday 16 July 2020 Workshop 2 – Thursday 20 August 2020 Workshop 3 – Thursday 17 September 2020 Workshop 4 – Thursday 15 October 2020
Time:	9.30am – 10.30am followed by 30 min Q&A session
Venue/s:	Online webinars
Cost:	Free
Register:	Register online <a href="#">here</a> by 10 July 2020 or go to <a href="http://bit.ly/sccexportseries2020">http://bit.ly/sccexportseries2020</a>

### Disclaimer:

The information presented at this seminar is for educational and informational purposes only. Nothing contained in this seminar should be relied on as legal advice for you or your business. No legal privilege is formed by registration and/or attendance at this seminar.

By registering for this seminar, you agree to the Sunshine Coast Council providing your contact details and personal information to Macpherson Kelley.

While Sunshine Coast Council has arranged these sessions, it is important to realise that no products or services mentioned are endorsed by council and council does not warrant that any of the information provided is accurate or correct.

### For more information:

Contact Nicki Duckworth

0439 786 824 or email [export@sunshinecoast.qld.gov.au](mailto:export@sunshinecoast.qld.gov.au)

### Sunshine Coast Council

[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)

[mail@sunshinecoast.qld.gov.au](mailto:mail@sunshinecoast.qld.gov.au)

T 07 5475 7272 F 07 5475 7277

Locked Bag 72 Sunshine Coast Mail Centre Qld 4560