

Is your business expanding? Are you exporting? Are you protected? Law and Trade Mark – Workshop Series 2021

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

This series of workshops will help businesses to grow and expand, and broaden the capabilities of new businesses looking to expand and/or 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 conducted from August – November 2021, will cover a variety of topics:

Workshop 1 – Business expansion – are you ready?

- The goal of the business - 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 – Business expansion – it's time to trade

- Do you have the right agreements and systems in place to succeed?
- Practicalities 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 trademark landscape, and an internationally published authority on trade mark law in Australia.

Workshop Series Schedule

Date/s:	Workshop 1 – Thursday 12 August 2021 Workshop 2 – Thursday 23 September 2021 Workshop 3 – Thursday 14 October 2021 Workshop 4 – Thursday 11 November 2021
Time:	9.00am – 11.00am includes 30 min Q&A session
Venue/s:	All workshops are at Maroochy Surf Club
Cost:	\$25 per workshop or \$49 for entire series
Register:	Register online here for all 4 workshops by 11 AUGUST or: Workshop 1 - \$25 inc GST Register here - Business expansion - are you ready? Workshop 2 - \$25 inc GST Register here - IP protection and enforcement Workshop 3 - \$25 inc GST Register here - E-Business Workshop 4 - \$25 inc GST Register here - Business expansion - it's time to trade

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, Sunshine Coast Council

0439 786 824 or email nicki.duckworth@sunshinecoast.qld.gov.au

Or

Mandy Day, Sunshine Coast Council

0438 130 799

Sunshine Coast Council

www.sunshinecoast.qld.gov.au

mail@sunshinecoast.qld.gov.au

T 07 5475 7272 F 07 5475 7277

Locked Bag 72 Sunshine Coast Mail Centre Qld 4560