

New product check list

Trade Marks

- Do you have a distinctive trade mark (TM) e.g. name logo?
- Have you checked whether your TM is available to use in *all* your markets of interest (freedom to operate)?
- Is your TM registered?
- Have you registered your name as a domain name?

Design registration

- Is there any new packaging design involved with your product, particularly if the packaging will be a recognizable part of the brand?

Patents

- Is your product itself a new innovation?
- Does your packaging have a special functionality?

Commercial considerations

- Have you considered the use of your intellectual property by licensees/franchises?
- Are agreements with distributors, suppliers and other partners in writing?

General

- Have you marked the product to show your intellectual property rights?
 - Registered trade marks should be marked with ®
 - Unregistered trade marks should be marked with ™
 - For patents or designs, use “NZ Patent/Design Application No. 12345” or similar depending on the country
 - Copyright – use ©, the authors name (can be company) and year of creation. For example; © James & Wells 2013.

Want to know more?

Here is the [link](#) to the ‘Information’ portal on the James & Wells website, which provides plain English information on all aspects of intellectual property law in New Zealand.