



INTELLECTUAL PROPERTY
SUCH AS INVENTIONS, DESIGNS
AND BRANDS, ARE VALUABLE
COMMERCIAL RESOURCES THAT
NEED TO BE CAREFULLY
MANAGED FROM INVENTION
TO COMMERCIALISATION.

IT IS IMPORTANT TO PROTECT
YOUR INTELLECTUAL PROPERTY
FROM POTENTIAL MISUSE OR
COMPROMISE OF YOUR IDEAS,
BRANDS OR DESIGNS.



Intellectual property (IP) protection

This is especially true for new start-up businesses that may not have adequate protection of their ideas or brands when starting out. For example, your business can be compromised if others imitate your idea and place that on the market place before you. Even though your product may be superior, any first mover advantage you may have had will disappear. This will affect your ability to raise capital and your future profitability and the ultimate value of your business. Without the right kind of protection it may be very difficult to enforce any rights over your idea.

Managing Your Intellectual Property Rights

Protecting and managing your intellectual property is important when establishing your product or service in the market and is often the difference between success and failure. Intellectual property rights are an incentive to encourage and reward innovation. They provide the owner with the opportunity to take advantage of their creation while limiting competition for varying periods and in various ways.

Intellectual Property Specialists

At blackcitrus, our lawyers and intellectual property consultants can assist any business, big or small, to register a trademark, patent, or copyright protection. We will work with you to implement a complete intellectual property strategy, from creation through to enforcement. We provide expert advice on the type of intellectual property protection required for your specific circumstances to ensure your business has the best chance of success from the first day of operation. We also provide fixed-fees for all applications and registrations, and one of our intellectual property consultants will complete the process for you. We can help you get the right protection both domestically and internationally if required.

Does Your Business Require a Patent?

Having a clear business strategy and understanding when your business will require investment will help guide your decision on lodging for patent protection. Generally, patents give investors security while they consider investing in your business. Patents also provide assurance for any mergers and acquisitions, increasing the value of your company.

At blackcitrus, we have gone through the startup process ourselves, and understand that IP protection can be a contentious area of law. This is why we have negotiated low rates from leading law firms so that entrepreneurs can further protect their inventions and technologies without exorbitant fees.

At blackcitrus, we work with a team of lawyers, collectively representing several law firms to offer extremely low-cost packages exclusive for blackcitrus startups. Lawyers provide entrepreneurs with candid advice via free consultations so that entrepreneurs can understand the benefits gained from IP protection and make an informed decision.

Benefits of Patents Protection

- Gives you the right to stop others from using and/or selling your technology in Australia without your permission
- It lets you licence someone else to commercialise your invention on agreed terms or take legal action against people who are using your invention without your permission
- It provides confidence for investors looking to invest in your business

Our Fees

- Trademarks - From \$800 plus GST and disbursements.
- Patents - From \$1,200 plus GST and disbursements.
- International Protection – Fees depend on the type of protection and the international locations required.
- Disbursements include any filing, application and registration fees associated with the intellectual property protection requested.

www.blackcitrus.com.au/ip

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