

## Trade Mark assistance warning.

23<sup>rd</sup> of September 2011

The Franchise Shop has recently added two new clients to sell their franchises who both tell a sorry tale of using the same firm prominent on the Internet to handle their Trade Mark applications. Both paid nearly \$4,000 for this service and absolutely nothing happened! No application, no lodgement, no nothing!!

The matter has been referred to the police & the clients banks to handle but there is a warning for all.

Use you solicitor, use The Franchise Shop, use a service personally recommended to you by a colleague, or do it yourself.

If you are going to do it yourself be sure you are using the correct web sites. When it comes to registering a Trade Mark or a company and even a business name all of these services are registered through government departments.

It is very easy to tell whether you are using a government website all you need to do is look for the .gov in the address bar.

Useful websites.

Registering a Trade Mark – [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)

Registering a Company – [www.asic.gov.au](http://www.asic.gov.au)

