APPENDIX B: DETAILED TRADEMARK APPLICATION PROCESS

TRADEMARK APPLICATION
If filing requirements are met, a filing date is established. This will be the priority date if the application is the first filing for the trademark.

EXAMINATION OF APPLICATION
Does the trademark application meet registration requirements?

ACCEPTANCE
Notice of acceptance will be sent to the applicant.

EXAMINATION REPORT
This report summarises any registration requirements that need to be addressed.

OPPOSITION
Opposition may be within 2 months of date of notice of acceptance.

PUBLICATION
Accepted trademark is published in the Official Journal of Trademarks

TRADEMARK REJECTED

SUBMISSION OF RESPONSE BY APPLICANT

TRADEMARK REGISTERED
The term is for an initial period of 10 years from the application filing date. Registration may be renewed.

HEARING
The applicant may request a hearing regarding the objections.

(Adapted from Spruson & Ferguson, 2009)