



Trade mark registration can be expensive. In 30 years of evidence I have found the most expensive and wasteful results come from *adopting legally weak trade marks to register*.

Legally weak trade marks waste money long after registration.

Here's 17 articles with our firm's tips on how to select legally strong marks. They cover trade marks, brands and business, company, product and domain names.

Essential reading - what's a legally strong/astute trade mark?

- [10 trade mark law and registration ideas](#)
- [42 Hints to Secure a Great Trade Mark Monopoly](#)

More ideas

- [Integrated, differentiated and creative brand strategy](#)
- [Learning from Xerox's trademark makeover](#)
- [7 habits of highly effective IP owners](#)

Novel trade marks - colour and sound

- [Trade Marks in the World of Tomorrow](#)

Entertainment brands, marks and names

- [Californification of titles without trade marks](#)

Beverage brands, marks and names

- [Trade mark law strategy kept simple for blondes](#)
- [Hunter Valley wine brands and branding](#)
- ["Thirsty folk want beer, not explanations"](#)
- [Starbucks settles coffee trade mark law dispute](#)

Food brands, marks and names

- [The Colour Purple: an exercise in expensive litigation](#)
- [Is Australian cheese properly branded?](#)

Fashion brands, marks and names

- [Australian fashion law and industry trends](#)
- [Luis Vuitton mashups & fashion law](#)
- [Wild sneakers among the Rembrandts!](#)
- [Fashion lore and law](#)

One lesson in these articles is that the expenses of trade mark registration and protection can be greatly reduced by working with your legal team to pick legally strong brands, marks and names.

Call for a conversation, anytime. We encourage our clients to work with us to brainstorm legally strong marks and names. It doesn't cost you more. In fact it will cost you less.