

**> IP ALERT****WHAT IS INTELLECTUAL PROPERTY**

Intellectual property (IP) is a form of intangible property right created by a person through their mind, for example, creating an invention or an artistic design. Generally, IP rights encompass:

-  copyright
-  patents
-  registered designs
-  trade marks
-  circuit layout designs
-  plant breeder rights
-  trade secrets.

In order to protect your IP rights it maybe necessary to register your IP. For example, if you have a name or logo specific to your business and you do not want others using that name or logo, then it would be prudent to register a trade mark to protect your IP interest.

In other cases, registration is not necessary to protect your IP rights. For example, copyright protection is conferred automatically upon creation of the work.

Australia is a signatory to a number of international treaties. If you are conducting business overseas and want to protect your IP rights internationally then it may be necessary to register your IP interests with the particular country in which you trade.

Any enquiries about franchising can be directed to Raymond Duffy, Associate on 07 3233 9909 or email: [raymond@mdl.com.au](mailto:raymond@mdl.com.au)