

## TM CHECKER – GOODS AND SERVICES

TM Checker empowers your small business so that you're aware of the trade marks you can use to protect your brand. Choosing the right goods and services is important because it determines how your trade mark is protected. There are only 45 classes but there are thousands of goods and services within them.

Familiarise yourself with the search and try different combinations of words. For example, if you're operating a beauty salon try searching "Beauty." The first results might be relevant, but there could be others that you want to be covered for too, such as "Beauty Consultation". In a year's time, you might be ready to offer your own skin care product.

The cost of a trade mark is based on how many classes your selections come from. Since skin care is a good in class 3 the cost has gone up. When doing your search think about why your customers come to you and how you intend to make money.

Take your time with the search and remember you can come back and edit your choices before applying for your trade mark.

Find out more by visiting the IP Australia website.