



## Monthly Information Newsletter – Tax & Super

September 2023

### Thought of registering a trademark for your new business?

The ATO has issued a reminder around trademarks!

For background, a trademark legally protects your brand and helps customers distinguish your products or services in the market from others. Trademarks can be used to protect a logo, phrase, word, letter, colour, sound, smell, picture, movement, aspect of packaging or any combination of these. In short, they protect your brand, products and services.

Trademarks are different from a business name which is the name you trade under.

For exclusive rights to your business name, you'll need to protect it with a trademark. This will help you:

- protect your name and stop others from trading with it
- get exclusive use of that trademark throughout Australia
- have protection in all Australian states and territories for an initial period of ten years.

Trademarks are intellectual property. Other types of intellectual property include:

- patents
- design rights
- plant breeder's rights
- copyright
- trade secrets.

While you don't need a registered trademark to apply for an ABN, registering a trademark for your business name, logo, or other sign means you have exclusive rights to use your trademark in Australia.

- A registered trademark is a licensable and saleable asset. It also provides a legal avenue to stop others from using it on similar goods and services. A 5-minute check can help save you a lot of disappointment and work.
- Check out [IP Australia](#) for more information and get your trademark sorted today.
- The same ATO release, reminds taxpayers of the business registrations and insurances that may be required for your new business.

As a new business, you may also need to:

- register for [goods and services tax](#) (GST)
- register for [pay as you go \(PAYG\) withholding](#) and meet your super obligations for any employees you hire
- register for [fringe benefits tax](#) (FBT) when you are providing fringe benefits to your employees.

You can apply for an ABN and other key business registrations through the [Business Registration Service](#).

You may also need business insurance and [licences](#) to protect your business. It's important to understand the licences and permits you need to do certain activities and help protect your business and employees.

#### DISCLAIMER

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