

# MEDIA RELEASE



**Warren Entsch, MP**  
Parliamentary Secretary to the  
Minister for Industry, Tourism and Resources

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## **REPORT ON TRADE MARK ENFORCEMENT**

The Advisory Council on Intellectual Property's (ACIP) report, *Review of Trade Mark Enforcement*, was released today by the Parliamentary Secretary to the Minister for Industry, Tourism and Resources, Warren Entsch.

Mr Entsch said the main focus of the report was on strengthening trade mark rights to provide more certainty about the validity and scope of rights, with the intention that this will help reduce the need for businesses to take enforcement actions.

"This report is important to Australia, as it's essential to have a strong and effective trade mark system that serves both consumer and business needs," said Mr Entsch.

"The Australian Government has acted on recommendations from a 1999 ACIP report into patent enforcement. The *Review of Trade Mark Enforcement* report complements the ACIP's earlier review, and the Government will be carefully considering the recommendations.

"Trade marks identify the source of goods and services. They help consumers make purchasing decisions based on the quality they associate with the trade mark. This association makes trade marks a very valuable business investment and a vital marketing tool in today's trading environment," Mr Entsch said.

The ACIP report recognises that trade marks are being used in an increasingly global market place and stresses the need for Australia to continue its involvement in international discussions on trade mark issues.

The report also builds upon another of ACIP's reports which seeks to improve the enforcement opportunities for right holders, by proposing improvements to current court processes and allowing trade mark matters to be heard by the Federal Magistrates Court.

The report is also closely linked to ACIP's current review into the interface between trade marks, business names and domain names.

A copy of the report is available at [www.acip.gov.au](http://www.acip.gov.au)

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