



# JAMES & WELLS

INTELLECTUAL PROPERTY

DECEMBER/JANUARY 2012

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Welcome to the latest newsletter of **James & Wells Intellectual Property**.

In this publication we keep you updated on the latest developments in IP in New Zealand, as well as news from our firm, upcoming events, client success stories and more. If there is anything you would like to see covered or mentioned in our next newsletter, please feel free to email us at [info@jaws.co.nz](mailto:info@jaws.co.nz)

## IN BRIEF:

**Latest Media:** [Climate change optimism - Best way to stop others from using your name - The ultimate sustainability tool](#) - [You are never too small](#) - [Register your own domain](#)

**Out and About:** [LESI conference](#) - [Hi-Tech awards](#) - [Natural Products industry](#)

**Clients' Successes Recognised:** [Temperzone](#)

**Juice on JAWS:** [Sustainable pathway](#) - [New employees](#)

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## Latest Media

### PATENTS


#### Game changing technologies promise climate change optimism

Find global warming a gloomy subject? Patent attorney, **Jonathan Lucas**, overviews five recent advances in technology patents that give reason for optimism when it comes to climate change and making a difference. [Read more...](#) 

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### TRADE MARKS


#### Get the answers: Trade mark best way to stop others using business name

But what is a trade mark? And how can your company protect your name against copycats? If you have registered your company name with the Companies Office, isn't that enough? Do you also need to register it again as a trademark and why? **Simon Rowell**, a partner at James & Wells, answers these questions and more in his recent NZ Herald feature article. [Read more...](#) 


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### GENERAL

#### IP: The ultimate sustainability tool

Interested in introducing sustainability principles into your firm but unsure of the wider benefits? **Simon Rowell** highlights the profit and people benefits to businesses embracing sustainability as well as the obvious environmental benefits to the wider community. [Read more...](#) 


## You are never too small and it is never too early to protect IP

How often do you hear business owners say "we are too small to worry about IP". But the reality is that when businesses are small and unknown they are at their most vulnerable. Does your business have proper IP protection in place to ensure you have the marketing rights for your brand name and logo? Could this be an issue for your business? [Read more.](#) 

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## DID YOU KNOW...

### ...That you can now apply to register and run your own '[domain]'?

This applies to new generic top level domains (gTLD's) i.e new versions of '.com' such as '.law' or '.biotech'. But should you register and what is the cost vs benefit to your business? [Read more...](#) 

## Out & About




### Commercialising Innovation to Save the World conference

Over four of the world's top innovation and commercialisation experts will be touching down in Auckland in April, to attend this conference, focused on commercialising innovation? James & Wells partner, **Simon Rowell**, is chair of the organising committee for the Licensing Executives Society International annual conference. If you are interested in attending, you can register and see

the full program [here.](#) 

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### NZ Hi-Tech Awards 2012: entries open

Entries are now open for these prestigious hi-tech business awards. This is a terrific opportunity for innovative technology businesses to get in front of some of the biggest names in the tech space and to raise your media profile as an award winner or finalist. Entries close 5 March 2012. Check out the details and award categories now on the [Hi-Tech website.](#) 

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### Natural Products industry reaches \$1b


As principal sponsor to Natural Products NZ we congratulate the industry in hitting \$1 billion in revenue. This is a fantastic achievement with 71% of this revenue attributed to exports, even in the face of challenging global economic conditions.

[Read more...](#) 



## Clients' Successes Recognised

### Temperzone Ltd wins Excellence in Exporting Award

**Temperzone Ltd** has recently won the Auckland Central Business Awards 2011 'Excellence in Exporting' Award. This Award is great recognition for the 55 years Temperzone has lead the local industry and supported the local economy by exporting large quantities of its air conditioners to over 16 countries. 



# Juice on JAWS


## Taking a sustainable pathway is an intellectual choice

As a leading IP service provider James & Wells is embracing sustainability. Our intention as a firm is to reduce the carbon footprint of all our office functions as well as achieving our goal of long term profits that impact only positively on staff, the community and the environment. We share our journey to date in our Sustainable Business Network Case Study article. [Read more...](#) 

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## New employees

**Sébastien Aymeric**, a Junior Solicitor, has joined our Litigation team in the Auckland office. His international experience includes an in-house role as a legal / commercial manager in the Telecom Industry in Paris before moving to New Zealand in 2009.

**Sarah Tallon** has joined the Trade Marks team in Auckland as an Associate, specialising in all aspects of trade mark advice. She has extensive experience managing trade mark portfolios for leading New Zealand corporates as well as assisting small and medium size businesses. 

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