

# Sladen **eliminates** Legal **risk**

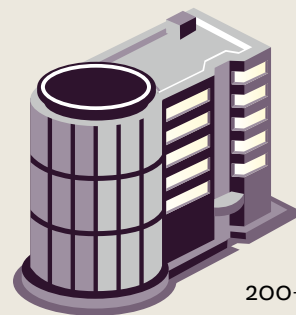
# Your intellectual property is valuable - protect it



Small businesses are less likely to protect their intellectual property compared to large companies. <sup>2</sup>



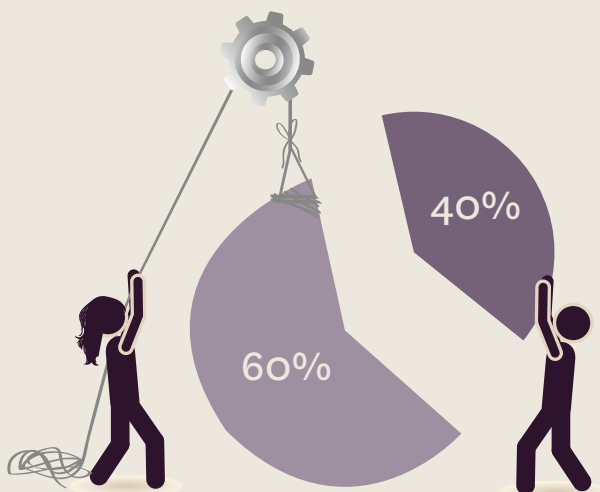
0-4  
employees  
**29%**



200+  
employees  
**76%**



For the price of a weekly latte, you can protect your brand. <sup>3</sup>



More than half the value of your business is intellectual property - are you protecting it? <sup>4</sup>

■ Tangible Assets  
■ Intangible Assets

## Sladen Legal can help ensure your brand is protected - contact us today to find out how.



Here to make a difference  
[sladen.com.au/intellectual-property](http://sladen.com.au/intellectual-property)



# Sladen eliminates Legal risk

<sup>1</sup> IP Australia, “Registered Business Names Survey” October 2005, p25

<sup>2</sup> Australian Bureau of Statistics, “Innovation in Australian Business, 2010-11”, “Businesses employing 200 or more persons were more than twice as likely to utilise methods to protect intellectual property (76%) than businesses employing 0-4 persons (29%), <http://www.abs.gov.au>.

<sup>3</sup> Based on Sladen Legal’s 2014 costs for trade mark application and registration fees in one class plus preparing a description of goods and services for the application. Costs incurred over a ten year period.

<sup>4</sup> IP Australia, “Australia Intellectual Property Report 2014”, published on [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au). “A sample of firms registered with the Australian Securities Exchange (ASX) show 40:60 in 2010 [tangible versus intangible assets]”. Calculation provided by Phil Ruthven at IBISworld, based on work by the Melbourne Institute and IBISworld and published by IP Australia.



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