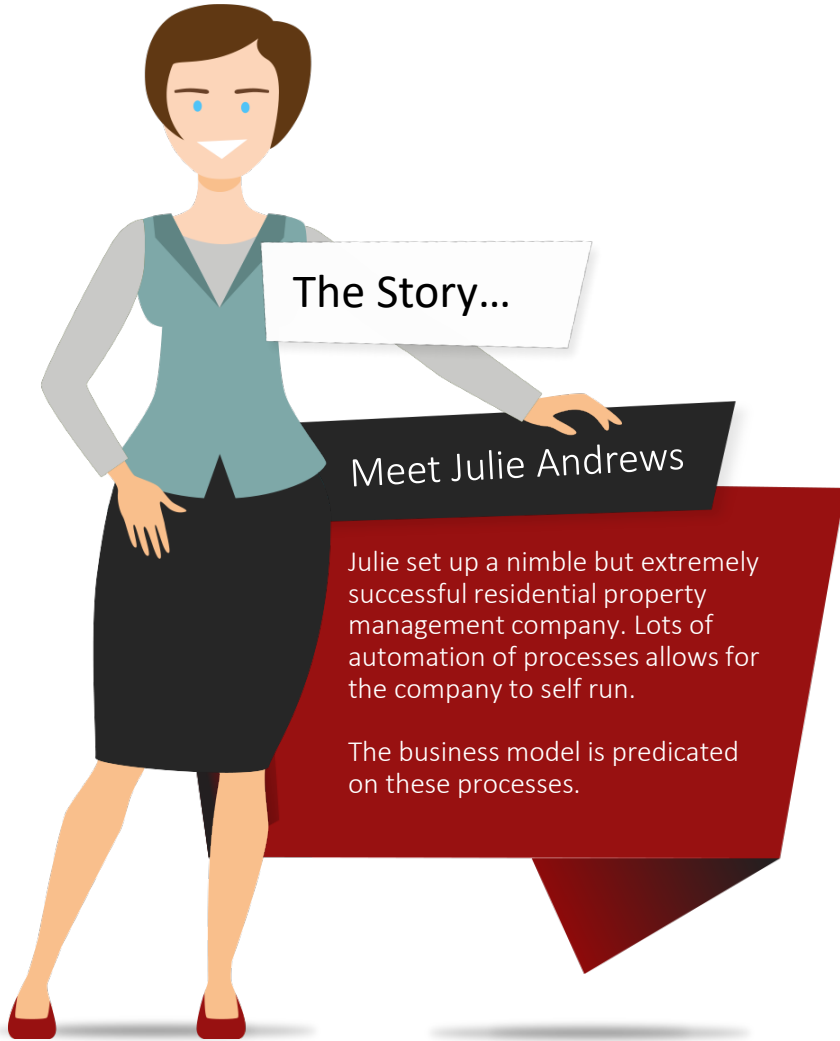


A-Z Property Management Ltd



The Story...

Meet Julie Andrews

Julie set up a nimble but extremely successful residential property management company. Lots of automation of processes allows for the company to self run.

The business model is predicated on these processes.



The Dilemma

Julie decided to call the company 'A to Z Property Management Ltd'; designed brand identity, a unique logo for the company etc.

Julie shared this know how with business associates and colleagues in order to get some critical feedback on viability

Julie trademarked the ideas, logo and business model herself to save money. ...after all she is an intelligent woman who created automated processes

What went wrong...



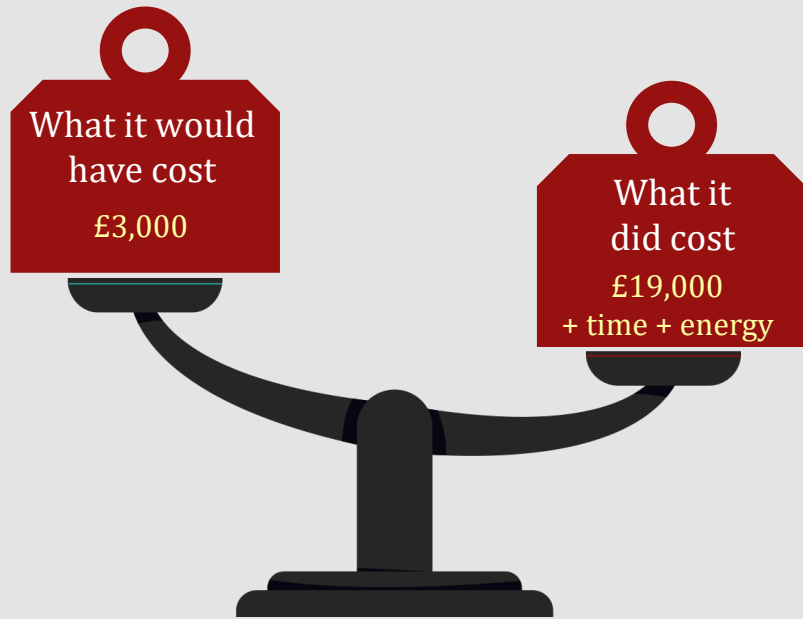
All was going well until Tom Hanks, a former contact and the owner of a competing property management company, began operating under the name 'A2Z Property Management Ltd', using a very similar logo to 'A to Z Property Management Ltd' and purporting to provide the same processes for cheaper.

Potential and current clients started receiving circulars and invitations to treat from A2Z Ltd and they assumed it was Julie's company and engaged. Julie started to lose business. Tom also filed a trademark for both the name 'A2Z Property Management Ltd' and a similar logo/brand and processes. Julie's intellectual property was hijacked - she was livid and losing money.

Our Solution

What Julie should have done...

Take proper steps to protect your intellectual property



- Should have instructed a trademark lawyer to undertake the appropriate applications for patents, copyright and trademark of her business ideas. DIYs are not always cheap and cheerful.
- Ensure NDAs are in place with appropriate prohibitive penalty clauses before disclosing your precious business ideas to third parties.
- Proactively use your IP rights: use it or lose it.

Moral of the story: Did you know that recently, McDonald's almost lost their IP rights over the word 'Big Mac' to an Irish competitor?