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Official Notice

**Cessation of Paid Advertising in IP Australia's Official Journals
Effective 26th May 2005**

As of the 26th May 2005, IP Australia will no longer offer a paid advertising service in the Official Journals of Patents, Trade Marks and Designs (the Journals).

IP Australia recently reviewed production of the Journals. This review resulted in the decision to cease production of paper versions of the Journals, with new electronic versions being freely available on IP Australia's website.

With the paper version of the Journals no longer being published and the increased searching capabilities available in the new online journals, IP Australia considers it unlikely that readers of the Journals would browse any advertisements. From an advertiser's perspective, lack of readership would lead to a loss in value. This combined with the ongoing low demand for the service has led to IP Australia ceasing the service.

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