



IP resources for women in business

Tools and research for small and medium businesses

Our [business resources](#) can help you navigate the IP system and take the first steps toward IP protection. Find resources designed to help you through the business lifecycle, such as the [Choosing the Right IP Tool](#), which helps you determine the most suitable IP protection in just 2 steps. We also offer a range of [free articles](#) that break down key IP topics relevant to Australian businesses.

TM Checker

[TM Checker](#) is a free, AI-powered tool to check the availability of your trade mark. It provides a quick, preliminary check to assess whether your proposed trade mark might face issues during examination. This tool is ideal for small businesses and entrepreneurs looking to save time and reduce risk before applying for a trade mark.

Webinars and podcasts

Listen in to our [podcast series](#) for small businesses and start-ups, offering practical IP insights from our experts in a format you can listen to on the go. The first episodes explore the fundamentals of IP rights, common challenges, and how registered IP rights can support business growth. [Tune in](#) to start protecting what makes your business unique.

Access our on-demand [webinars](#) to learn how IP works, presented in plain English and illustrated with real-world examples. If you're an organisation interested in an IP education session, complete and submit the [request form](#) and our team will be in touch.

Case studies

We've worked with a diverse range of Australian businesses to build a collection of [case studies](#) to help you learn from real-world experiences. Each story shows how a business leveraged IP during their journey, so you can benefit from their lessons learned.

Factsheets

Our downloadable [IP basics](#) factsheets offer an overview of registered IP rights – including patents, trade marks, design rights, and plant breeder's rights – along with best practices for managing and protecting them. [The Small Business, Big Dreams factsheet](#) maps out the journey a business can take from the initial idea through to being ready to go to market. It includes a range of free government programs and support. If you're an organisation seeking educational IP factsheets or resources, complete and submit the [request form](#) and our team will be in touch.

Indigenous knowledge (IK)

Indigenous Knowledge or 'IK' is an important asset belonging to Aboriginal and Torres Strait Islander peoples. It reflects and identifies a community's history, cultural and social identity, and its values. Whether you are an Aboriginal and Torres Strait Islander business, or a business looking at engaging with IK, we can help [guide you](#) through IK as you grow from idea to commercialisation.

IP management and collaboration

Collaboration between researchers and businesses is a key element of successful innovation. IP Australia provides [checklists, templates, and guides](#) to help manage the IP in these relationships. These resources support the development of effective partnerships and help you focus on innovation.

Exporting

When approaching the global market, IP can be a valuable tool to establish your competitive edge. We offer a range of resources to help you navigate the complexities of securing your IP overseas. Our [tools and guides](#) cover essential topics like international IP laws and enforcement strategies, ensuring you have the knowledge to safeguard your innovations worldwide.



Our website is your go-to source of information. It has everything you need to get started on your IP journey and move forward with confidence.

An IP story:

When a passion for indoor plants sparks innovation

“What makes us unique as women is actually a major strength”

Louise Burr is the proud ‘Chief Plant Mum’ and inventor of PerkyPod, an award-winning, self-watering plant pot. Protecting what makes her product unique has been at the front of Louise’s mind from the start. PerkyPod has a trade mark, design right and a patent pending.

PerkyPod is designed to solve the common problems that plague indoor plants. Louise developed every detail – from the stylish exterior to the clever drainage and filtration system inside – in any spare moments between her career in the Royal Australian Air Force and a busy family life with 3 kids.

After a trailblazing 25 years as an air force civil engineer, PerkyPod is now Louise’s work focus. She is also a STEM mentor for girls in high schools, encouraging them to build a world they can thrive in.

Her resilience and her background in problem-solving with technical specialists were assets when she stepped into the male-dominated space of manufacturing. She was often the only woman in the room, but she wasn’t daunted.

“As I got older in my military career, I started to learn that I don’t have to feel like I have to change anything about myself. That I’m OK as I am, that I have a voice, that it deserves to be heard,” Louise says.

“I’m probably going to think of problems, and solutions to those problems, in a different way.”

To read more about PerkyPod’s IP story, visit our [website](#).



For more information visit our website
or give us a call on 1300 65 10 10
(Monday – Friday 9am-5pm AEST)

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