



BUILD YOUR BUSINESS,

PROTECT YOUR BRAND.



1.

UNDERSTAND WHAT YOU NEED TO START YOUR BUSINESS

Visit business.gov.au for all government information, assistance, forms and services you need to start and run your business.



Did you know?

Registering a business name or company, domain name and trade mark have different purposes, processes and fees.

2.

CHECK EXISTING BUSINESS NAMES OR COMPANIES

Using Australian Securities and Investments Commission's asicconnect.asic.gov.au you can search registered business names and companies.

3.

CHECK EXISTING TRADE MARKS

Using search.ipaustralia.gov.au you can identify if your proposed business name is already a registered trade mark. If it is, you would be infringing on their right and could face legal action if you use it.



4.

REGISTER YOUR NAME

To start and run your business in Australia you need to register the business name or company you wish to trade under. Visit asic.gov.au to get started.

It's time to build your business



5.

SECURE WEB AND SOCIAL MEDIA

Domain names are issued by private internet companies and secure the URL only. The au. Domain Administration provides a list of accredited registrars at auda.gov.au. It's also a good idea to check availability on the social media channels you plan to use.



6.

APPLY FOR A TRADE MARK

If you're confident your business name or company is not already taken, registering it as a trade mark will give you the exclusive rights to use, licence or sell the mark. Learn more at ipaustalia.gov.au/trade-marks.

It's time to protect your brand!

