

# IPH Media Release

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## **Lawpath and Applied Marks provide cost effective, automated trade mark solution**

Australian SMEs who subscribe to Lawpath, Australia's leading online legal platform, can now easily register trade marks direct from their online portal with Applied Marks, a leading Australian online automated trade mark registration platform.

The registration and protection of a business name, logo or tag line, is a critical step in both creating and protecting value for a new business. Adding Applied Marks' online trade mark registration will provide Lawpath clients the opportunity to create and protect new intellectual property assets.

Ben Lehman, Managing Director of Applied Marks and Head of Digital Services at IPH Ltd, owner of Applied Marks said the solution would seamlessly meet the needs and demands of Lawpath clients.

"SMEs want cost effective, smart and automated solutions and our platform delivers this for Lawpath clients."

Dominic Woolrych, CEO of Lawpath said that the Applied Marks trade mark registrations is a natural fit alongside other registration and business creation services already provided by Lawpath.

"Our focus is to provide the right level of assistance for the task at hand – whether that is an automated online process or providing lawyers on demand.

"Trade mark registration lends itself well to this approach. Some of our typical clients will already be familiar with the process and simply need a fast, cost effective way to create new assets. Other clients will appreciate the smarts and automation Applied Marks brings."

Applied Marks trade mark registration is now available to Lawpath subscribers via the Lawpath client portal.

### **About Lawpath**

Lawpath is Australia's leading provider of online legal services for small businesses, providing technology powered legal solutions at a fraction of the time, cost and complexity of the traditional system.

Lawpath starts 5% of all new companies in Australia and has helped over 300,000 Australians save over \$100 million in legal fees.

For more information please see [www.Lawpath.com.au/about-us](http://www.Lawpath.com.au/about-us)

### **About Applied Marks**

Applied Marks is a leading Australian online automated trade mark application platform, also providing automated registration and intelligence services relating to companies and domain names, both directly to customers and through channel partners. Applied Marks is a member of IPH, Asia Pacific's leading IP services group and the largest filer of trade marks in Australia and New Zealand.

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## About IPH Limited

IPH is the Asia Pacific's leading intellectual property services group, comprising a network of member firms working in eight IP jurisdictions and servicing more than 25 countries. The group includes leading IP firms AJ Park, Applied Marks, Griffith Hack, Pizzeys and Spruson & Ferguson, and the autonomous timekeeping business, WiseTime, and employs more than 900 people working in Australia, China, Hong Kong SAR, Indonesia, Malaysia, New Zealand, Singapore and Thailand.

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