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Business owners should be aware that a business name, company name, or domain name provides only limited protections. Registration of a trade mark provides:

- the exclusive legal right to use, licence and sell your mark in Australia;



There are two symbols commonly in use.  
The major difference between the two is how  
it relates to your rights of enforcement.

TM	All this means is that you are using your trade mark. It has not been registered.
®	This symbol means your trade mark is registered by IP Australia under the <i>Trade Marks Act 1995</i> . A registered trade mark can provide legal protection and enable you to stop others trading with it.



