



Trademarks, Patents and EMDG

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EMDG stands for



- **Export Market Development Grants**
- Been around for while
- Rules based
- Spend your money first and claim back
- Covers
 - Goods – made in Australia and overseas
 - Services
 - IP – Patents and Trade marks (Aus. Origin)
 - Knowhow

EMDG is worth the effort

- You can get up to 8 grants – hoops and hurdles
- Money is spent on allowable categories
- The more you spend the more you get back
- Min Grant is \$5,000
- Max Grant is \$150,000
- Funding rate is 50% in the dollar above \$5,00
- e.g. \$35K less \$5K = \$30K @50% = \$15K grant

EMDG Spend Money on ?

Export Marketing Costs

- Overseas Representation
- Marketing Consulting Fees
- Travel from Australia
- Free Samples
- Trade show/ Advertising
- Overseas Buyers
- Patents

EMDG and R&D Funding

- You can “mix and match”
- You cannot “double dip”
- Patents, Trademarks—allowable expense - EDMG
- Must be for overseas registration
- Must be first used in Australia
- Capped at \$50,000 per grant year
- Can be a capital or expense item

Patents/TM's -Traps and Trips

- Owned by applicant or held by exclusive licence
- Group – OK – need 100% ownership
- Only third party costs
- Insurance premium for infringement – ok
- Defending infringements – not ok
- Starts up – must show not just an idea

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- We are EMDG “Eddie the Experts”
- We are largest in Australia
- We work on a 100% success fee basis
- We charge a commission based service fee
- We can lodge until Feb 28th
- About 65% people use someone like us
- Happy to answer any EMDG questions at all times