



AJPark



Turning ideas into assets

Your IP specialist
in Australia, New
Zealand and the
Pacific Islands

ajpark.com

Local markets, global impact

IP rights holders should consider the many benefits of protecting their IP in Australia, New Zealand and the Pacific Islands.

The Australian and New Zealand markets are large users of global brands and are attractive places to do business, with a combined population of over 31 million and a strong and stable GDP.

The Pacific Islands have recognised strategic importance, and are receiving increased overseas investment into the region. Rights holders can, therefore, also benefit from IP protection in the Pacific Islands.

Doing business in Australia and New Zealand

- Australia and New Zealand rank 24th and 27th respectively in the Global Innovation Index 2023.
- As early adopters of products and technology, Australia and New Zealand are indicator markets for innovative products and services.
- First world research capabilities and an innovative culture have seen the region develop as a stronghold for R&D in a range of industries such as agritech and greentech.
- The laws and courts in these countries are supportive of owners' rights making it an attractive litigation indicator for multi-country IP rights enforcements.
- Often considered a "Gateway to Asia", Australia and New Zealand are in close proximity to, and have established Free Trade Agreements with many Asian countries.
- Australia and New Zealand each have a low rate of corruption so are easy places to do business.



Your IP specialists in ANZ

AJ Park is one of the largest IP firms in New Zealand. With breadth and depth of technological expertise, and real-world experience, we can assist you in every aspect of your IP journey across Australia, New Zealand and the Pacific Islands.

Our passion is innovation and turning your ideas into assets through intelligent action.

We are proud to represent many innovative and iconic companies in Australia and New Zealand, as well as 75% of the Interbrand top 100 brands and 29% of the global Fortune 500.

Our full-service offering spans strategy and protection, through to commercialisation, enforcement and renewal, and is backed by best-in-class technology and data.

AJ Park's history spans over 130 years, and we operate as part of the IPH Limited group, which includes a range of professional service firms operating under several brands throughout the Asia-Pacific region and Canada.

Recognised internationally as a gold-standard provider of IP services and advice, our people constantly aim to help clients extract the best possible value from their innovations, brands, inventions and businesses. We're proud to have 13 AJ Park experts hold a PhD in their respective fields across our Litigation, Engineering and IT, and Chembio teams. AJ Park also employs 1 in 5 registered Patent Attorneys located in New Zealand.

The benefits of engaging AJ Park to manage your IP needs throughout Australia, New Zealand and the Pacific Islands include:

Experts with depth and breadth

Our scale enables us to cover nearly any technical subject matter area. One or more of our team will have almost certainly encountered an issue previously. We support each other to quickly find a solution for clients, based on our combined experience. We are intimately familiar and experienced with IP systems not only in Australia and New Zealand, but also in major overseas markets including the United States, Europe, and Asia.

Designed to be responsive

We're ready to make things happen. The processes, systems and way we work at AJ Park have all been designed to enable us to be highly responsive to your needs. Through exceptional communication and information sharing, we'll be able to work at the pace of your business.

The details matter

We take the time to understand your business needs and strategy, pairing it with our deep understanding of the technical nuances of a diverse range of technologies and the complexities of IP law in different jurisdictions.

Clarity you can act on

We believe that our work is more valuable when we distill complexity down to simple and structured outcomes. We make it easy for you to take action. You can then make the commercial decisions necessary to achieve your business objectives.



Your protection is our priority

AJ Park is a full-service IP firm and our services include:



Patents



Plant variety rights



Copyright



Trade marks



Designs



Commercial



Renewals



Trade secrets



Litigation and disputes



IP strategy

AJ Park offers a full range of services for the identification, development, protection, commercialisation, and enforcement of IP rights.

We use our expert regional knowledge to implement co-ordinated IP strategies in Australia, New Zealand and the Pacific Islands that complement your global focus, with prompt and practical results.

Our awards and accolades:

Chambers Asia-Pacific

Band 1 New Zealand IP firm.

IAM Patent 1000

Highly recommended for prosecution, recommended for litigation and twelve recommended individuals.

IAM Strategy

Global Leaders 300

Two principals named as a world-leading IP strategist.

NZ Law Awards IP

Specialist Firm of the Year

Winner eight out of the last ten years.

Managing IP STARS

Tier 1 for patent disputes, patent prosecution, trade mark disputes, and trade mark prosecution.

The Legal 500

Tier 1 for IP, three leading and two recommended individuals, and one next generation partner.

WTR 1000

Gold firm for IP prosecution and strategy in New Zealand and Silver for enforcement and litigation. Six recommended individuals.

Managing IP

Asia-Pacific Awards

New Zealand Firm of the Year.



Our clients

AJ Park acts for a wide range of clients, from international agents to government institutions, multinationals and major listed companies.

Within our practice groups, we have sector expertise in a range of industries including biotechnology, information technology, life sciences, mechanical and electrical engineering, fashion and fast-moving consumer goods.

We have also established relationships with an extensive network of leading IP firms around the world.

“AJ Park’s support is absolutely invaluable, and I have not worked with a firm that is as responsive as AJ Park.”

– WTR 1000

“An unstoppable force, AJ Park offers unbeatable patent services to an impressive client base.”

– IAM Patent 1000

AJ Park's BIO 2024 attendees



Dr. Fiona Pringle
Principal
fiona.pringle@ajpark.com



Helen Bellchambers
Principal
helen.bellchambers@ajpark.com



Our local markets and reach

We're here to turn your ideas into assets. If you are looking to protect your IP in Australia, New Zealand or the Pacific Islands, get in touch.

Office locations

Level 22, Aon Centre
1 Willis Street
Wellington 6011
New Zealand

Level 14, Aon Centre
29 Customs Street
West Auckland 1010
New Zealand