



DATACOM



Australian Government

IP Australia

Feeding the brain

Optimising an intelligent assistant in the government sector

Presented by:



Rob Bollard

General Manager

Rights in One program and Business Futures

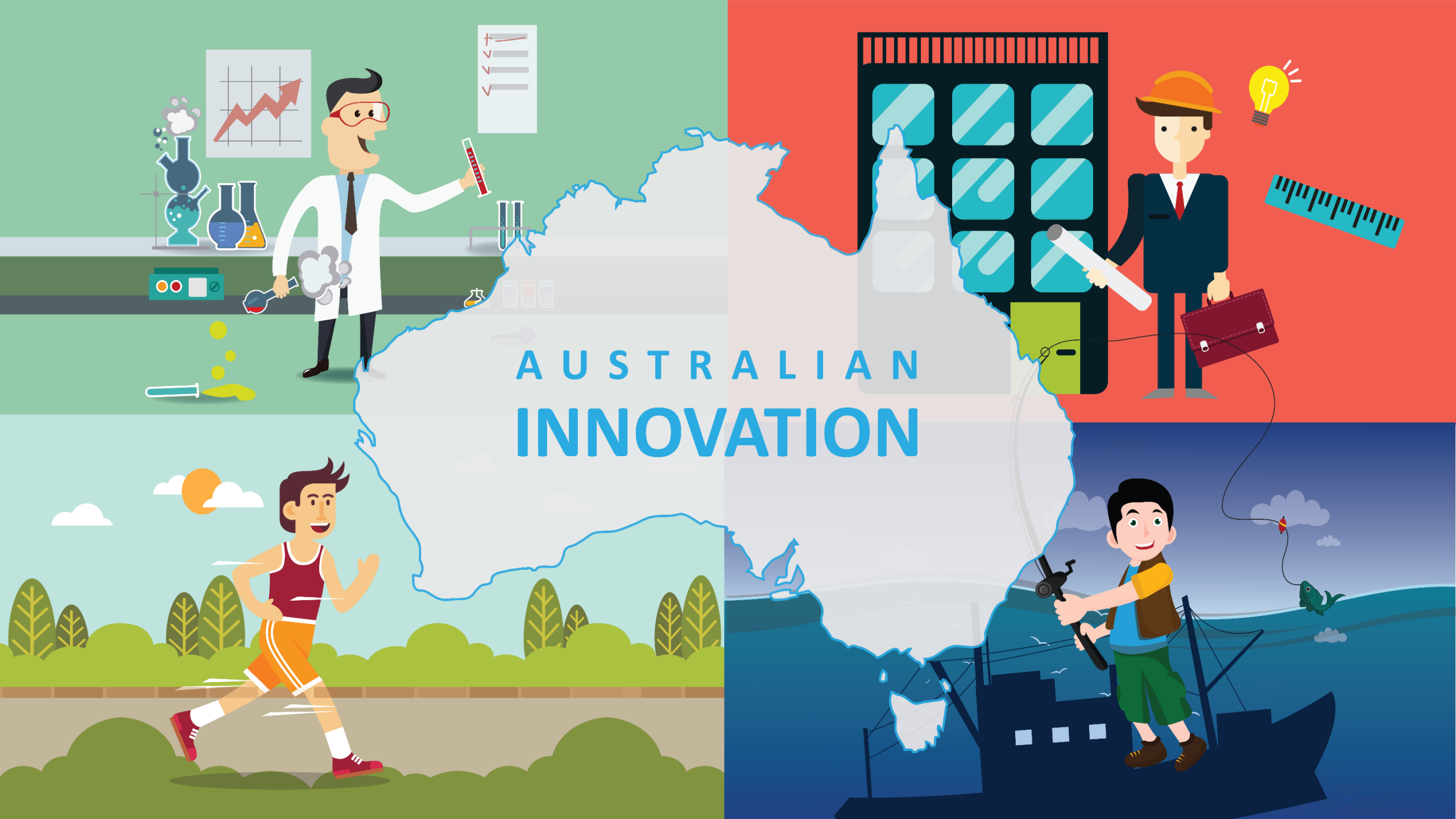


Justin St. Pierre

General Manager, Solution Design

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A U S T R A L I A N I N N O V A T I O N





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Where do I submit my form?

Why does my trade mark need to be examined?

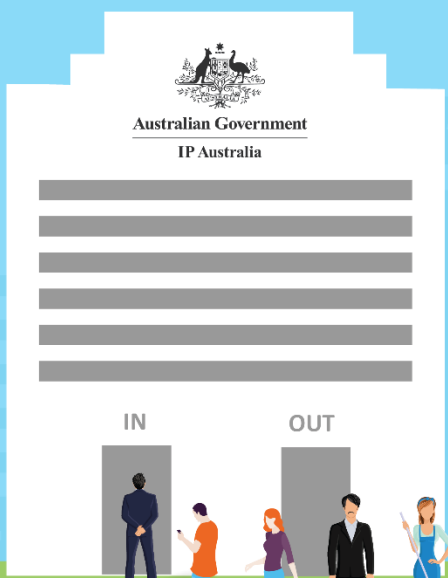
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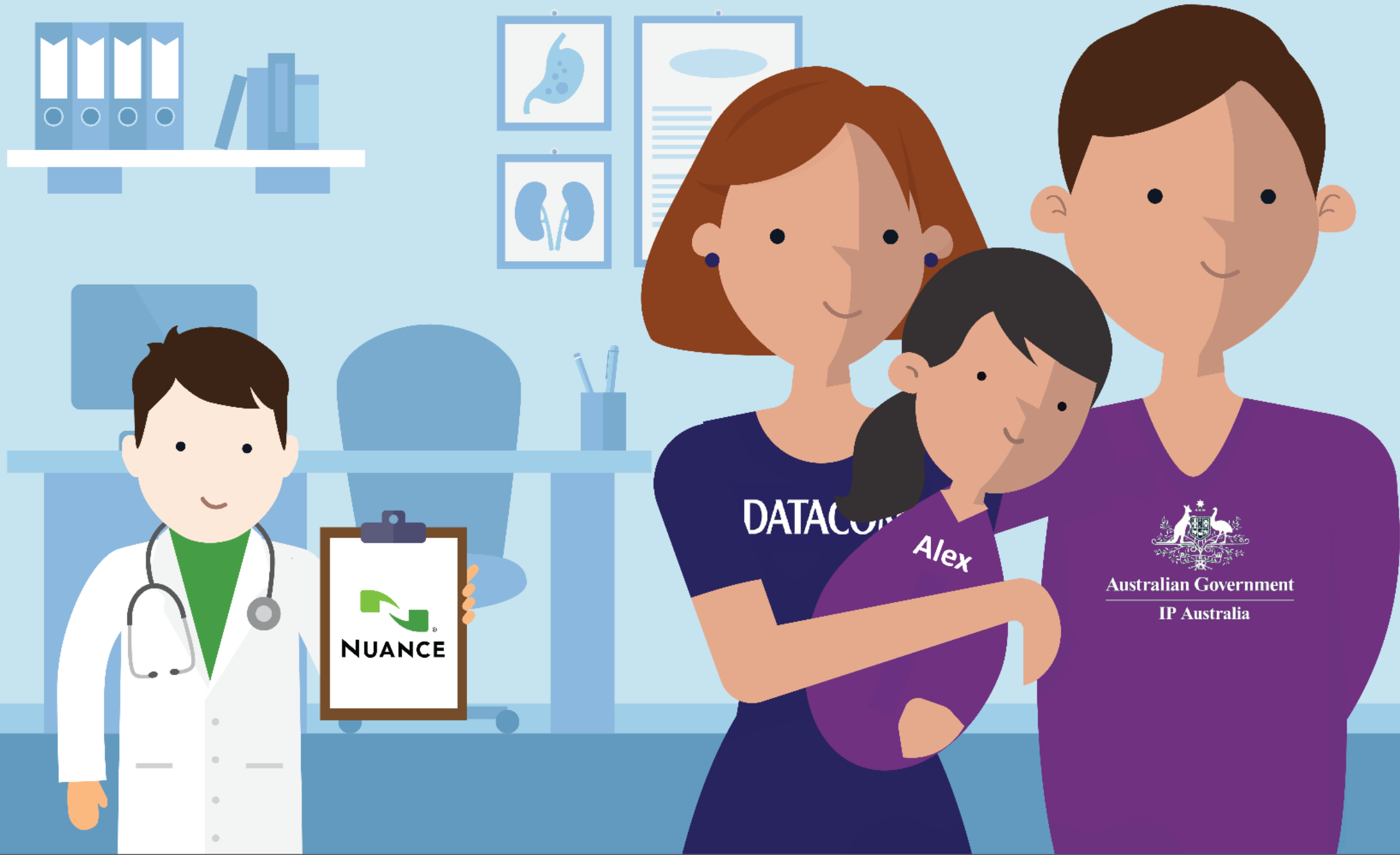
How do I respond to my Adverse Report?

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How do I apply for a Trade Mark?

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DATA

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Australian Government
IP Australia

Teacher

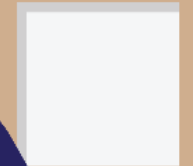
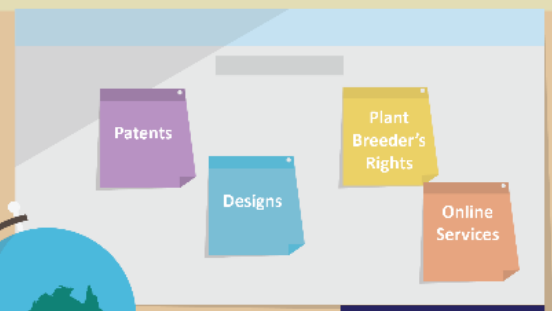
Trademark

A trademark is a logo, word, an...

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How to apply?

What are the different types of IP?

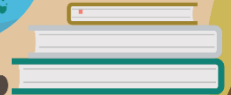
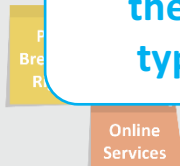
IP Protection in Different Countries?

Application Status Meanings

How to search for IP?

Trademark

Trademark is a logo, word, or symbol that identifies a product or service.



30,000+ Curated Utterances

25+ Decision Trees

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115+ Customised Social Intents

165+ Business Intents

Plant Breeder's Rights

Designs

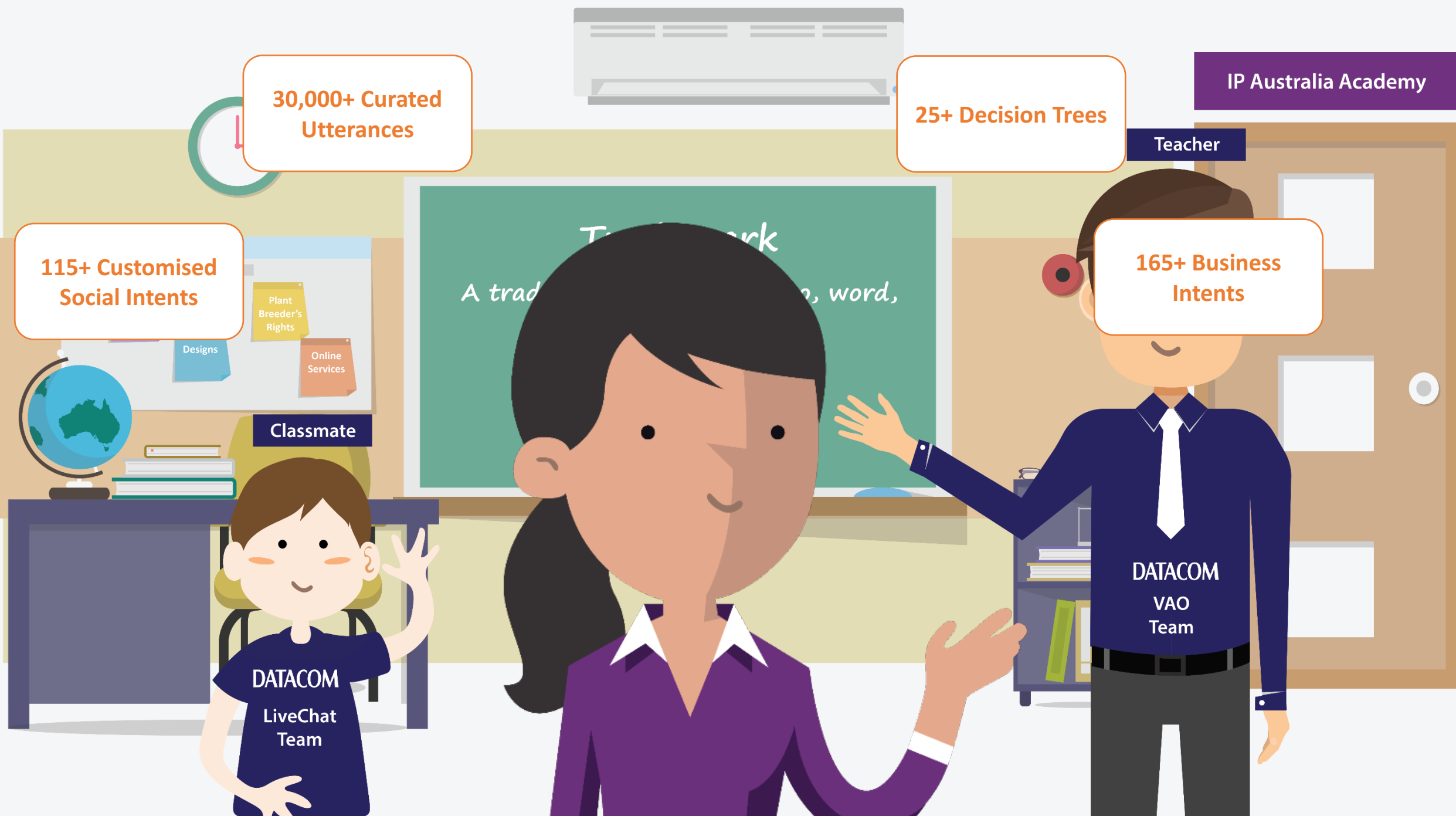
Online Services

Trade Mark
A trademark is a word,

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Designer's

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How do I search?

Can't find patent info

Does my company have a trade mark?

How can I check existing designs?

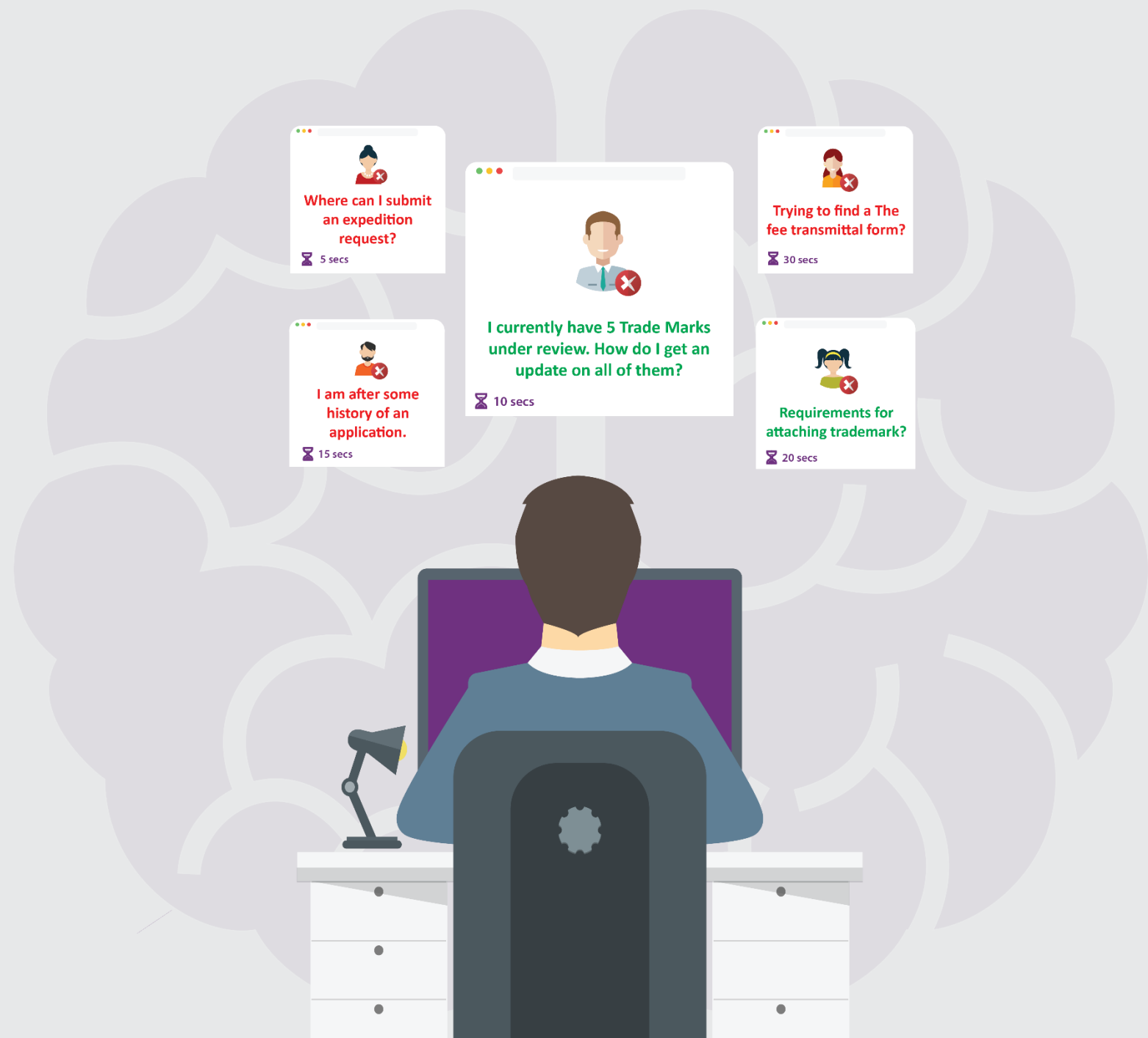
Requirements for attaching trademark?


I currently have 5 Trade Marks under review. How do I get an update on all of them?


What is happening to my design?





Alex Coach





**Where can I submit
an expedition
request?**
⌚ 5 secs


**I currently have 5 Trade Marks
under review. How do I get an
update on all of them?**
⌚ 10 secs


**Trying to find a The
fee transmittal form?**
⌚ 30 secs


**I am after some
history of an
application.**
⌚ 15 secs


**Requirements for
attaching trademark?**
⌚ 20 secs

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66% ↓ in service delivery costs

↑ 12% → 99.6%
in digital adoption over 4 years

88% customer satisfaction



55,405
VA Conversations
*as of 3 September 2017



83%
Intent understood
*as of 3 September 2017



Process
Automation

Big Data

Authentication



A Third Dimension



Augmented Reality

Blockchain



Voice Integration

