



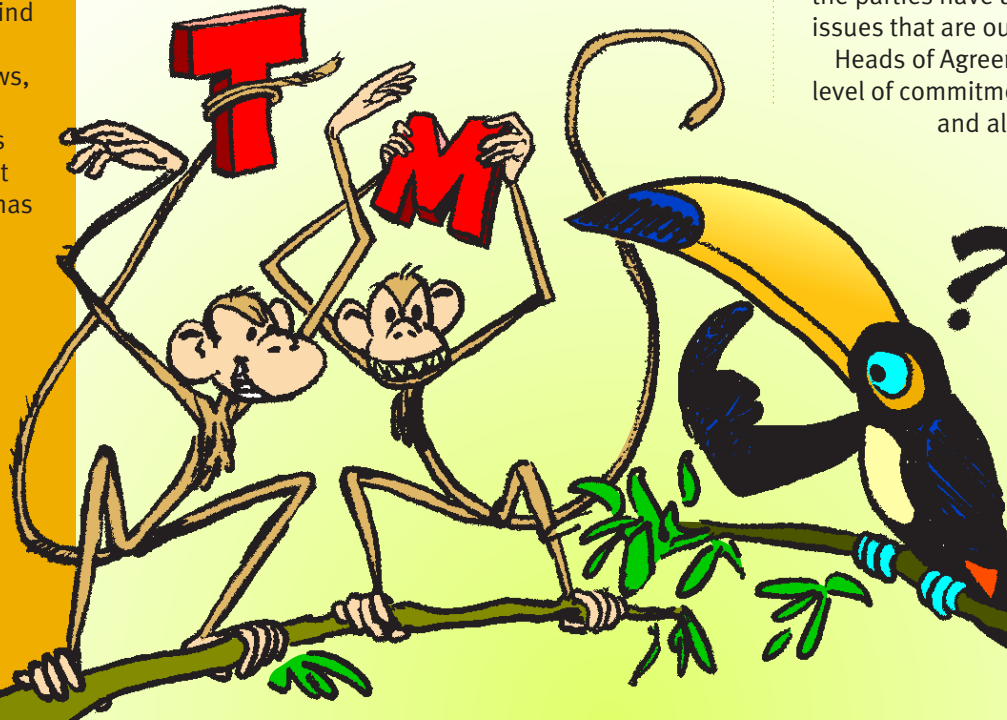
## Monkey Business

Welcome to the 6th and last edition for the 2001 year of CHH's Better Business Newsletter. In this edition we warn you about some trade mark tricksters you might encounter, summarise what Heads of Agreements are, remind you about the new Australian privacy laws, update you on some patent developments and, finally, comment briefly on our Christmas parties and the silly season!

### Trade mark tricksters

We are aware of a number of trade mark tricksters out there who may contact businesses seeking renewal fees for trade mark registrations or offering, for a fee, to 'watch' trade mark registrations which may affect your business.

This is a note of warning. Businesses receiving unsolicited correspondence from companies or organisations requesting renewal fees or offering 'watching' services should check with their intellectual property advisor before responding. Typically, the correspondence will be unsolicited and originate in Europe or the US. For more information about trade marks and intellectual property, just [CLICK HERE](#).



### A heads-up on Heads of Agreements

Given the company's focus on innovation, new ventures and the development of new revenue streams we thought it useful to comment briefly on the use of Heads of Agreements, a type of agreement that is becoming more familiar.

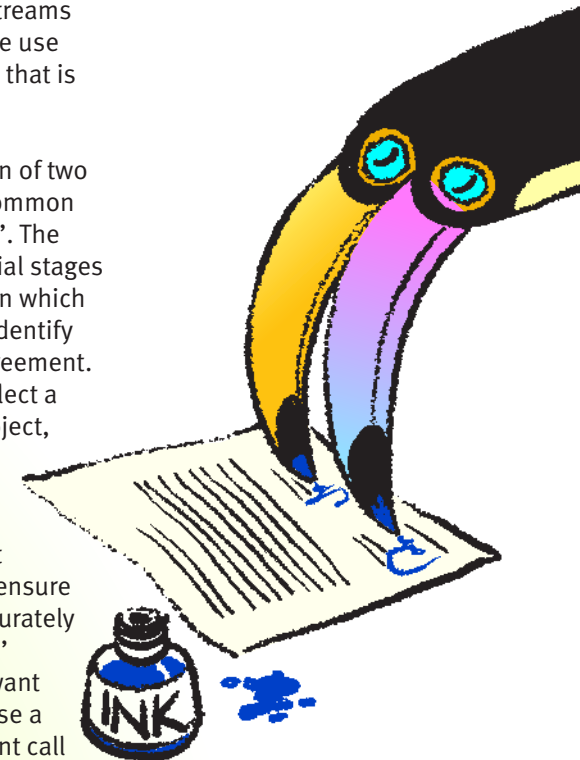
But what is a Heads of Agreement?

A Heads of Agreement records the intention of two or more parties to work together towards a common project or goal; a kind of 'agreement to agree'. The agreement typically is entered into at the initial stages of a project to record the essential terms upon which the parties have already agreed and also to identify issues that are outstanding and will need agreement.

Heads of Agreements are useful as they reflect a level of commitment from the parties to a project, and also assist during the nego-

tiation process. A Heads of Agreements can be binding, so you must have legal input to ensure the agreement accurately reflects the parties' intentions. If you want to know when to use a Heads of Agreement call a 10Free Lawyer.

[CLICK HERE](#) for contact details.





## Think your business methods are valuable? Why not patent them?

Did you know that in Australia you can patent business methods? That's right, patents are no longer limited to manufacturing processes, software, substances and the like.

Following a recent Federal Court decision, patents can apply to any area of business, from financial services and e-commerce to database construction and methods for selling goods and services.

If you believe there is potential to extract value from your business processes, you may wish to consider patent protection. But make sure you seek advice early and don't disclose any confidential information to a third party without first signing a confidentiality agreement. For more help contact a 10Free lawyer. You can find links to 10Free IP lawyers in the 'Help' tab on any page of the **BETTER BUSINESS GUIDE**.

## Secrets and the new privacy laws

A reminder that the new private sector privacy laws come into effect in Australia on 21 December 2001. Businesses need to prepare for the privacy laws by (amongst a number of things) identifying what personal information is being collected, how it is being collected and how it is being stored.

To help prepare for the privacy laws, businesses can now use a computer-based 'privacy diagnostic' to learn how to comply. It's fast, efficient and a good deal. For more info, email [CORPORATELEGAL@CHH.CO.NZ](mailto:CORPORATELEGAL@CHH.CO.NZ) or refer to last month's newsletter.

## Christmas parties and the silly season

A friendly reminder that with the Christmas party season having kicked off it is timely to remind staff to have fun but not to forget to exercise common sense when attending end-of-year celebrations.

Christmas parties are a great way to reward staff for their efforts during the year and 'to let our hair down'. At the same time we all need to remember to be responsible for ourselves and to look after our colleagues. If someone has been drinking alcohol, make sure they get home safely by arranging a taxi or a lift home with a non-drinking driver. We recommend that someone be appointed as the 'sober supervisor' for the night. He or she can ensure food and non-alcoholic drinks are available and that staff have arranged safe trips home. The message is, 'Have fun, but be safe!'



**Corporate Legal would like to wish you a Merry Christmas and a great and safe holiday. We look forward to working with you in the New Year!**

