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## UPCOMING EXHIBITIONS AND EVENTS.

**Wednesday 23<sup>rd</sup> November at 7:30 pm.**

VWA Members' meeting at ARTEFACT FURNITURE, 13 / 167 Beavers Road, Northcote.  
Factory Visit.

<http://www.artefactfurniture.com.au/>



**Tuesday 13<sup>th</sup> December at 7:30 pm.**

Christmas Drinks and presentation of latest works by the tenants of the Wood Design Centre.  
5 Tyrone Street, North Melbourne.

<http://tomoya.com.au/projects/>

<http://www.markowitzdesign.com/>

## President's report by Jerome Wielens.



Firstly, I would like to thank the members of the 2015/16 VWA Committee for their hard work and support over the past year as well as welcome the new 16/17 committee. This year we have one new member, Adam Markowitz and saw the return of veteran Committee member John Monument. We are lucky to have assembled a great team who donate their time to the VWA to help make the events like member's meetings and exhibitions possible. In addition, they support and continue to improve the infrastructure in and around the Wood Design Centre and School of Woodcraft.

The recent Melbourne Fringe Furniture showcased some of the local talent in woodcraft and design. It is interesting to see how makers are continuing to mix CNC machined pieces with traditional joinery and the interplay between the two as they strive for right balance between elegant design, uniqueness and profitability.

We also hosted a miniature version of the Create from a Crate Exhibition at this year's Royal Melbourne Show. We have been long term supporters and sponsors of the woodcraft section of the Show and were asked to put together an exhibition. Thanks to the people who provided their exhibition pieces and to those who helped set up and man the stand. It was estimated that over 250,000 people walked past our exhibit over the 10 days. Many stopped by to have a chat, marvel at how these pieces were created from junk timber and offer their own stories of creating something slightly less sophisticated from a couple of pallets. Importantly this was a fantastic opportunity to engage with a broader section of the community and to promote the School of Woodcraft, our Tenancy program and our upcoming exhibitions.

Speaking of exhibitions, we are in the midst of preparation for our next exhibition – **Double Take in Wood** which will be held at the Manningham Gallery from 18<sup>th</sup> October to 11<sup>th</sup> November 2017. This exhibition will comprise our biennial Create from a Crate competition as well as a reboot of our traditional Fine Woodworking exhibition. If you would like to be part of one or both exhibitions, please register your interest at [www.vwaexhibitions.org.au](http://www.vwaexhibitions.org.au).

We have two members' meetings in the coming weeks – one to **Artefact Furniture** in Northcote on the 23<sup>rd</sup> November and then our **Meet the Tenants and Christmas Drinks** on the 13<sup>th</sup> December at the Wood Design Centre. These meetings provide a great opportunity to hear some interesting stories about how different woodworkers are building and running their businesses as well as network with like-minded individuals in a social environment.

We are already taking enrolments for 2017 at the School of Woodcraft. If you would like to book into a class, please visit our website <http://www.vwa.org.au/classes> or contact Meg on 03 5776 2178.

On a sadder note, we lost two of our long term members recently in a car accident near Daylesford. Don O'Connor and Sue Ewart, better known as the Timber Benders, ran the last timber bending factory in Australia. Using steam, they could bend solid timbers up to about 50 mm thick including many Australian hardwoods. They were active members of the woodworking community and supporters of the Lost Trades movement. Our condolences go out to their family and friends.

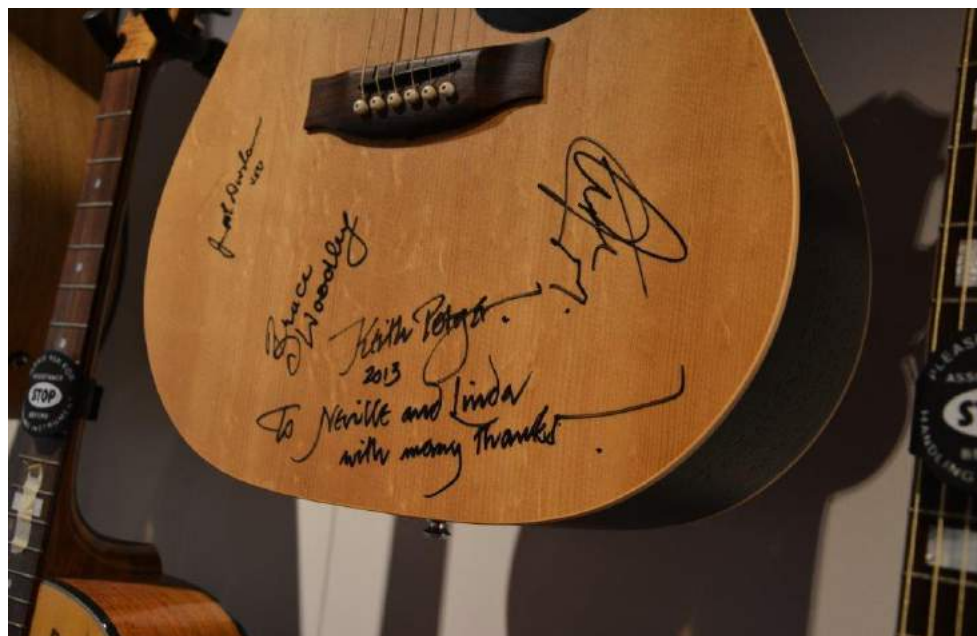
I wish everyone a happy and safe holiday season and hope that you all get some time to create some sawdust. All the Best, Jerome

## Members' Meeting. Visit to Maton Guitars. by Andrew Potocnik.

The September Members' Meeting saw a full group of wood enthusiasts gather at Maton Guitars Box Hill factory where we had a tour of the company's steel string acoustic guitar production process, and what a tour it was for anyone who appreciates a guitar or fine wood. This event ticked both boxes for me... and judging by facial expressions and questions asked, this was a once in a lifetime opportunity to witness the inner workings of an iconic Australian company that has made it big on the world stage, but still operates locally, not too far from the garage where its first guitar was made...



The view as you enter the factory.



Legends of Australian music.

How many Aussies can claim that their produce has been caressed or owned by the likes of by Elvis Presley, George Harrison and Keith Richards? And even though the list of prominent guitarists covers a who's who of Australian musicians, the current most prolific performer is Tommy Emmanuel. Not bad.

Add to the list Maton guitars signed by luminaries of our music industry such as Keith Podger and Athol Guy from the Seekers... this is a

company that really has made its mark worldwide and continues to evolve, but still has its roots firmly planted in Melbourne and the May family.



Susan Ellis, our host for the tour, with Stephen Ziguras in the background.

Beginning with an introductory talk from our guide, Susan Ellis, daughter of founder of Bill May, we donned high visibility vests and safety glasses heading into the factory, well, it's more a wood surgery where every work station is operated by highly skilled workers who seemed completely immersed in their work, most of which is monitored by hand and eye, rather than machine.



Ebony fingerboards racked out for further processing.



Machined fingerboards filed by type and guitar style.

The tour weaved through a clearly defined walkway which enabled all of us to gain an insight into the various stages these highly selected specimens of timber travel in their journey from tree to precision crafted musical instrument, handled by highly skilled technicians who add their particular skilled touches along each step of the way.



The bending jig used for jumbo guitar bodies.



Still sanding by hand!



A unique dovetail method for fitting the neck to the body.



Guitar bodies stacked for the next stage.



Tuning a guitar, the last step in the process.

With seventy makers working on the factory floor and ten staff in the office, this operation creates 200 guitars a week that follows a process incorporating selection of timber based on eye, shaping of components with the use of CNC engineering, hand fashioning of guitar bodies, shaping, finishing, and finally tuning instruments ready for musicians to weave their magic as these beautiful creations move on to the real purpose they are created for... allowing people with a completely different talent to weave their own magic, through sound...

## Intellectual Property Matters for Woodworkers and other Craftspeople, Part 4, by Mark Wakeham.

As I indicated in the last article, this time we will look at trademarks and other intellectual property issues involved in branding and marketing your business and goods/services.

### TRADEMARKS

#### What is a trademark ?

Trademarks can include a range of communication tools; words, images, drawings, fonts, sounds, even smells can form part or whole trademarks. A key way to think of trademarks is to regard anything that serves as a brand or provides the public with an association between your goods or services and yourself. What is known as a “connection in the course of trade” between your goods / services and the owner of the mark. For example, CADBURY is a well recognised trademark in Australia for confectionary and provides the consumer with comfort that when they purchase confectionary branded with the trademark CABBURY, they know the quality and origin of the product will be the same as they purchased previously. Importantly, the trademark CADBURY indicates to the consumer that ANY confectionary product from the vast range manufactured by CADBURY are very likely to be of a certain standard or quality. Hence, the trademark CADBURY is serving as a connection between the goods you buy off the shelf and the manufacturer (even though you wouldn't have any idea who the person or persons behind the manufacturer actually is).

Trademark's are registrable and highly regulated and legislated under the Trade Marks Act in Australia and under analogous laws throughout the world.

Trademarks form the backbone of branding and should be selected, protected and used carefully to enhance your business operations and the reputation of your goods and services.

#### What can be registered as a trade mark?

As mentioned above many forms of communications can be used and registered as a trade mark. Words are the most obvious trade marks, and we are bombarded by WORD MARKS throughout our daily lives; artwork or cartoons (known as devices) are another form of common trade mark where a drawing or symbol is used as a distinctive marking to goods and services. Again, such DEVICE MARKS festoon our waking hours. Trade marks commonly include both WORD components and DEVICE components.

In addition to the above, numerous other elements including smells and sounds have become recognised as important branding tools and registration of these types of trade marks has become possible in recent times.

#### Choosing a trade mark.

The very first thing everyone should do BEFORE choosing and using a trade mark is to make enquiries to ensure the mark is NOT currently registered or being used by someone else.

Such enquiries are best commissioned as an availability search from a qualified trade mark attorney.

However, before engaging professional help you can **guide your choice** by doing preliminary searches from the comfort of your own front room (or laptop). These days; a good start involves simply punching your preferred mark into a Google (registered trade mark) or similar internet search engine. If you receive lots of hits within your “space”, alarm bells should ring. If you feel brave, you can then go to the Australian Trade Marks Office website : [www.ipaustralia.com.au](http://www.ipaustralia.com.au) and conduct a preliminary search yourself on the official trade mark data base. If you are still in the mood, a search on the ASIC website will provide information on business and company names that are registered and may already be taken as trade marks.

Once you have satisfied yourself that your preferred mark does not APPEAR to be used within your “space”; that being in relation to similar goods or services to your own, PLEASE seek professional advice to confirm that your mark is available for use and registration.

There are few things more heartbreaking that advising a client that has selected a mark, set up a business and started trading only to find out that the choice of mark is not available for registration or worse, already owned by someone else (who may have sent a nasty letter) and a whole new mark and branding regime must be chosen.

### **Registering a trade mark.**

Once you have chosen your mark and confirmed that it is available to use, it is important to file an application to have your mark **registered** by the Trade Marks Office. By formally registering your mark, you ensure that others can find your registration and be alerted to avoid infringing your rights. Most importantly, if someone does infringe your registration you have a relatively straight forward legal remedy to stop the infringer.

### **Registration process.**

The registration of a trade mark is not a trivial matter, if you have chosen your mark carefully and with sound advice. Once your mark is registered, you have the right to sue anyone who uses your mark in Australia (on similar goods or services to yours) without your authority.

An application must be filed at the Australian Trade Marks Office that has the jurisdiction to examine applications and register marks.

The Trade Marks Office considers any new application for registration of a trade mark very carefully (or they should) before “allowing the application”. The examination process includes a thorough search and consideration of any conflicting marks already on the register. Once the examiner is satisfied that your mark is clear they will issue a notice of “allowance”. If the examiner finds any conflicting marks, they will issue an adverse report and you (or your attorney) will need to respond with argument or amendment of your application.

Once you have secured an “allowance” your mark will be advertised (in the official journal of trade marks; gripping bedtime reading for insomniacs) and held in abeyance for 3 months for any member of the public to file a notice of opposition to the registration of your mark. This is a vital part of the registration process and ensures the general public have a means of resisting or preventing registration of marks that may unfairly restrict the trading of existing businesses for matters unknown to the trade marks examiner perched on their chair in Canberra (your humble writer was such an examiner of patents many years ago).

Once the opposition period has elapsed without any issues, payment of a registration fee will see your mark registered for 10 years. Providing you actively use your mark the registration can be renewed indefinitely for 10 year periods.

## Using your mark.

Now you have your certificate of Registration in hand and proudly framed and displayed at your place of business; let's make sure you use it properly.

First: adorn any business cards, correspondence and advertising with the TM symbol; this alerts the public that the mark is **yours** and to keep clear of your patch.

Second: make sure you actively use the mark, keep good records of all use (copies of advertising, correspondence, and sales data using the mark).

Third: Keep good records of **any and all** recognition of your mark by your customers.

If you have chosen your mark well it will be an invaluable tool in your business plan and prove a trusted helping hand.

## Next instalment:

We have run out of space to discuss some of the other matters of interest on this topic including business name registration (quite different to trade mark registration), passing off, the Trade Practices Act, get up and general issues worth consideration when setting up a business model.

We will check out some of these other issues next time.

Mark Wakeham is a recently retired patent and trademark attorney enjoying his retirement building furniture in his shed. His registered trade mark is TIMBER TAILOR.

He can be contacted via the VWA portal or his website at <http://timbertailor.com.au/>

Oct 2016

## Job Offer.



## We're looking for someone like you.

**Do you like working in a friendly and busy retail environment? Do you have a passion for cabinetmaking or woodworking and want to talk about it all day long? Then we need you to join our small and friendly team in North Coburg.**

We opened our first store in the east coast here in Melbourne early last year and



things have been going so well we need more help getting customers what they want in a customer service role. You'll mainly be working with Jason (and Fred) on the counter.

The most common roles we need you to fill are...

- Serve customers in the showroom.
- Answer the phone to handle customer queries as well as take sales orders.
- Help with the setup of merchandise displays and stock the store.
- The role is full-time Monday - Friday and we would need you to work on a Saturday morning roster.

You should be...

- Be physically capable of regular activity.
- Be naturally organized and neat.
- Able to self-prioritize and complete your work independently.
- Can follow systems with attention to detail.
- Have reasonable computer skills.
- Able to work harmoniously with other people in the team.
- We offer above award remuneration as well as a number of other benefits. We prefer working with people that are interested in a long-term stable position and we strive to offer a great working environment.

Apply for this job via [seek.com.au](http://www.seek.com.au) today!

<http://www.seek.com.au/Job/32107723>

### Current VWA Committee and Contacts:

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Exhibitions Sub-committee	David Hall	0419 514 725
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Committee Member	Andrew Potocnik	0419 875 811
Committee Member	Mark Wakeham	0400 102 551
Committee Member	Sam Johnston	0404 520 680
Committee Member	Ward Petherbridge	0418 350 551
Committee Member	John Monument	0417 119 946
Committee Member	Randall Kohn	0438 132 644
Committee Member	Chris James	0420 332 892
Committee Member	Adam Markowitz	0438 249 044

VICTORIAN WOODWORKERS ASSOCIATION INC  
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