



How much  
**Intellectual Property**  
*is on show*  
on and off the track?



The Spring Racing  
Carnival<sup>®</sup> brings some  
of the world's best  
thoroughbreds to  
Melbourne.

Let's dive into the IP >

# Trade Marks

The name, logo, and slogans of brands are on prominent display trackside and may be protected via a trade mark. Examples of registered trade marks include:

**“Spring Racing Carnival<sup>®</sup>”**  
**and “Melbourne Cup<sup>®</sup>”.**



“Spring Racing Carnival<sup>®</sup>” is a registered trade mark of Racing Victoria Ltd and  
“Melbourne Cup<sup>®</sup>” is a registered trade mark of the Victoria Racing Club Limited.

# Designs

Ranging from shape of on-track accessories such as equine blinkers to the fashions vying for attention trackside, registered designs may be used to protect the visual appearance of a product.



# Patents

Inventions such as a starting barrier with soft walls that provides improved animal safety and a lightweight saddle design that provides increased jockey comfort may be suitable for protection via a patent.



# Copyright

Creative works including aspects of mobile apps developed around the Spring Racing Carnival<sup>®</sup>, as well as television and online broadcasts of the event, may be the subject of copyright protection.



To **learn more** about the innovation & IP behind the sport, visit us here.

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