

The logo for AJPark, featuring the letters 'AJ' in a stylized, bold font followed by 'Park' in a standard sans-serif font.

 Member of the IPH network

Turning ideas into assets

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

ajpark.com

Local markets, global impact

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

The New Zealand and Australian 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 New Zealand and Australia

- New Zealand and Australia rank 27th and 24th respectively in the Global Innovation Index 2023.
- As early adopters of products and technology, New Zealand and Australia 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", New Zealand and Australia are in close proximity to, and have established Free Trade Agreements with many Asian countries.
- New Zealand and Australia each have a low rate of corruption so are easy places to do business.



Your IP specialists

AJ Park is New Zealand's #1 intellectual property firm providing services in New Zealand, Australia and the Pacific region. For over 130 years, we've enabled innovation to thrive and grow in ways that can change the world. With strong technological expertise and real-world experience, we can assist you in every aspect of your IP journey.

We partner with ambitious clients and help them harness the power of IP to revolutionise industries, create global change and shape the future. 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 team works together to provide a comprehensive IP service across various fields, including Engineering, Design, Chemistry, Life Sciences, Trade Marks, and Litigation. With a solid foundation of expertise—comprising 30 lawyers, 25 patent attorneys, and 14 PhDs—we offer a full range of services. From strategy and protection to commercialisation, enforcement, and renewal, we deliver impactful solutions that make a difference across Australia, New Zealand and beyond. AJ Park operates 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 help clients to extract the best possible value from their innovations, brands, inventions and businesses. Our people's collective expertise has had the firm recognised as IP Specialist Firm of the Year at the NZ Law Awards, New Zealand Firm of the Year at the Managing IP Asia-Pacific Awards, and New Zealand Copyright Firm of the Year at the Asia IP Awards.

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

Broad technical expertise

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 New Zealand and Australia, 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. Our skilled international filing team efficiently handles incoming patent and design filings, to provide fast turnaround and reduced risk of errors.

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 New Zealand, Australia 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, and one individual recognised as an Up and Coming Lawyer.

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
Ten-time winner of this award.

Managing IP STARS

Tier 1 for patent disputes, patent prosecution, trade mark disputes, and trade mark prosecution. Five individuals recognised as Notable practitioners, five individuals recognised as Patent stars, three individuals recognised as Rising stars, three individuals recognised as Trade mark stars, one individual recognised in Top 250 Women in IP list.

The Legal 500

Tier 1 for IP, three leading individuals and two recommended individuals.

WTR 1000

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

Managing IP

Asia-Pacific Awards

New Zealand Firm of the Year.

**“Reliable, efficient and competitive,
AJ Park has carved its way to the acme
of trademark practice in New Zealand.”**

– WTR 1000

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

Find an expert

Your New Zealand, Australia and Pacific Island experts

Our practice groups are organised around our technical expertise in patents, trade marks, commercial and litigation services. Within these groups, we have sector expertise in a range of industries including biotechnology, information technology, life sciences, mechanical and electrical engineering, and fast-moving consumer goods.

View our experts at www.ajpark.com/people



Our local markets and reach

For over 130 years, we've enabled innovation to thrive and grow in ways that can change the world. If you are looking to protect your IP in New Zealand, Australia or the Pacific Islands, get in touch.

Office locations

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