



**MEDIA RELEASE**  
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## The green and gold kangaroo logo is now a registered trademark in Japan

The Australian Made Campaign is thrilled to announce that the iconic Australian Made, Australian Grown (AMAG) kangaroo logo is now a registered trademark in Japan and protected under local Japanese law.

The symbol's registration in Japan further protects the logo in the Japanese market, with licensed Aussie makers and growers the only group allowed to harness the logo's power.

Australian Made Chief Executive, Ben Lazzaro, said "One of the great strengths of the logo is its ability to clearly identify Australian goods in export markets, making it a valuable marketing tool for makers and growers. For more than 35 years the iconic green and gold logo has aided Aussies in taking their goods abroad and trademark registration in Japan further enhances this."

"The Japanese market has long presented a great opportunity for Aussie makers and growers. The formal registration of the logo in Japan provides an essential legal framework which exporters can rely upon if the logo is copied or used without proper authority."

According to the Department of Foreign Affairs and Trade, Australia exported A\$53,763 million worth of merchandise to Japan during the 2019-20.

Moreover, according to research conducted by Horizon Consumer Science in 2020, the driving forces behind overseas consumers purchasing Australian Made products are quality, reputation and ethical standards. The research also found that 97% of overseas consumers have a positive first impression of the Australian Made logo, with 87% of consumers believing products that carry the logo are genuinely from Australia.

Australian Made Campaign Partner and Australia's largest independent intellectual property specialist firm, Wrays, carried out the trademark registration work. The registration covers 9 classes (Classes 3, 5, 20, 25, and 29-33) that extend to a wide range of products, including toiletries and cosmetics, pharmaceuticals, furniture, clothing and footwear, food and beverage and retail services.

The formal registration of the AMAG logo in Japan follows its registration in other key export markets, including the European Union, United Kingdom, United Arab Emirates, United States of America, China, South Korea, India, Singapore, Malaysia, Hong Kong, Taiwan, Vietnam and Indonesia, where it is known as Australia's mark of authenticity.

To find out more about applying to use the AMAG logo, please visit [www.australianmade.com.au](http://www.australianmade.com.au).

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### NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

## **MEDIA CONTACT**

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## **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo, goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4000 businesses are registered to use the AMAG logo, which can be found on more than 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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