



8 September 2025

Sydney Business Web
17 Blakewell Rd
Thornton NSW 2322
Australia



Your trade mark application has been accepted early

Trade mark number: 2570197
Your reference: -
Applicants' names: Keith Rowley; Hester Aletta Rowley

Dear Customer,

Your trade mark application has been examined and has been accepted early. However, your trade mark isn't registered yet.

Here's what you need to know

Your trade mark isn't ready to be registered. This is because we need to honour the priority date of applications from convention countries for up to 6 months.

You can learn more about these conventions by checking out our [international IP pages](#).

What happens next

Now that your application is successful:

- after **29 December 2025**, we'll publish your trade mark as accepted on [Australian trade mark search](#)
- we'll send you an acceptance notice which explains when your trade mark will be published as accepted
- anyone can oppose your trade mark during this time
- if nobody opposes your trade mark, or you overturn any oppositions, we'll register your trade mark within 10 working days.

Important tip

The earliest a trade mark can be registered is 7.5 months after the filing date. That means there could be a waiting period between acceptance and registration.

What you need to do now

Review *Your application summary* below. These details will appear on your certificate of registration so make sure it's all correct.

For more information

Contact us
ipaustralia.gov.au/contact

Phone us
1300 651 010

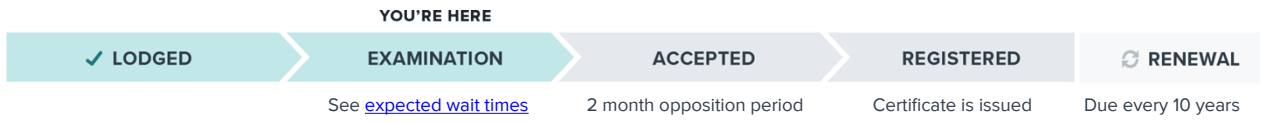
Phone us from overseas
+61 2 6283 2999

Log in to online services
portal.ipaustralia.gov.au





Your progress



Yours sincerely,
IP Australia



Your application summary

Trade mark details

Trade mark number: 2570197
Filed on: 29 July 2025

Applicants' details

Applicant name: Keith Rowley
Applicant address: 17 Blakewell Road
Thornton NSW 2322
Australia

Applicant name: Hester Aletta Rowley
Applicant address: 17 Blakewell Road
Thornton NSW 2322
Australia

Representative details

Representative name: Sydney Business Web
Representative address: 17 Blakewell Rd
Thornton NSW 2322
Australia

Goods and services

Class: 35
provision of business information via websites; web site optimisation services; retail services for online products via the web; business partnership search services; online retail services for products via the web; marketing services in the nature of providing hyperlinks to websites of others; provision of business information via a website; marketing and promotional services in the nature of providing hyperlinks to websites of others; website traffic optimisation services; providing business information via websites; marketing and promotional services in the nature of providing hyperlinks to web sites of others; promotional services in the nature of providing hyperlinks to websites of others; retail services for online goods via the web; marketing services in the nature of providing hyperlinks to web sites of others; on-line retail services for products via the web; promotional services in the nature of providing hyperlinks to web sites of others; website traffic optimization services; retail services for on-line products via the web; business consultancy and information services; web site optimization services; online retail services for goods via the web; business and management consultancy services; advertising the goods and services of online vendors via a searchable online



guide; business information via websites; web site traffic optimisation services; online retail services relating to cosmetics; provision of business information via web sites; providing business information via a website; business management and consultancy services; online advertising and marketing services; business consultancy services relating to data and information sharing software architecture; online advertising network matching services for connecting advertisers to websites; online retail store services featuring software; online retail store services relating to cosmetics and beauty products; online marketing services; business consultancy services for digital transformation; advertising of business websites; business information and consultancy services; online retail store services featuring cosmetics and beauty products; business consulting and information services; online retail store services featuring festive decorations; providing business information via web sites; retail services for on-line goods via the web; business consultancy and management services regarding marketing activities and launching of new products; provision of an online marketplace for the sale and purchase of virtual goods via websites; business management consultancy services provided via the Internet; business modelling services; business planning, analysis, strategy and modelling services; provision of online auction services; business information via a website; business management and organisation consultancy services; online auction services; online retail store services relating to cosmetic and beauty products; business consulting services for digital transformation; web site traffic optimization services; online advertising services; business consultancy services; provision of business information via a web site; on-line retail services for goods via the web; online retail services relating to jewellery; brand consultancy services; business management and enterprise organisation consultancy services; online retail services in relation to haversacks; promotion, advertising and marketing of on-line websites; consultancy services in the field of Internet marketing; providing a directory of third party websites to facilitate business transactions; online retail store services featuring furnishings; business management and consulting services; comparison shopping services; business organisation and management consultancy services; providing on-line web directory services featuring hyperlinks to the websites of charitable organizations; consulting services in the field of Internet marketing; online retail store services featuring cosmetic and beauty products; providing online financial services comparisons; providing on-line web directory services featuring hyperlinks to the websites of restaurants; business merchandising product display services; business consultancy services for start-up companies; online retail store services featuring threads; business management consultancy services; online retail services relating to haversacks; online customer-based social media brand marketing services; presentation of companies and their goods and services on the Internet; provision of online company management services in relation to accounting, and business project management; multi-level marketing business services [business networking services]; marketing services in the field of website traffic optimization; providing space on websites for advertising goods and services; digital marketing consultancy services; provision of space on websites for advertising goods and services; online retail store services featuring cosmetic and beauty products, clothing and accessories; business partnership search; business reputation management and improvement services; business information via web sites; business administration and business consultancy services; layout services for advertising purposes; business merchandising display services; business project management services; on-line retail store services featuring software; online retail store services for software; business management and organization consultancy services; providing business information via a web site; business consulting services; business management services regarding marketing activities and launching of new products; online retail sale services relating to cosmetics; providing online web directory services featuring hyperlinks to the websites of charitable organizations; business management and consultation services; consultancy services in the field of digital marketing; business and management consultancy; product merchandising services; business consultancy regarding marketing activities and launching of new products; business management services; business management and enterprise organization consultancy services; online retail services relating to billfolds; business advice and consultancy services; provision of an online marketplace for buyers and sellers of goods and services; search engine optimisation services

Class: 42

web portal services [designing or hosting]; website creation, design and maintenance services; web site design consultancy services; internet page design services; internet portal services [designing or hosting]; web page design services; website design consultancy; webpage creation, design and maintenance services; web page creation, design and maintenance services; website design services provided on an outsourcing basis; website design; web site creation, design and maintenance services; website hosting services; software design services; web site design services provided on an outsourcing basis; web site design consultancy; design and programming of websites; design and maintenance of websites; design of websites; consultancy relating to the creation and design of websites; website design for others; database design services; design and graphic arts design for the creation of websites; website creation, design and maintenance; brand design services; web site hosting services; consultancy relating to web page design; home page design services; homepage design services; website hosting services and software rental services; website development services; design, creation, hosting and maintenance of websites; design and hosting of web portals; web portal design; planning, design, development and maintenance of online websites for others; consultancy with regard to webpage design; design of homepages and websites; logo design services; consultancy relating to the creation and design of websites for e-commerce; consultancy relating to the creation and design of web sites; design and maintenance of websites for others; consultancy relating to the design of homepages and Internet sites; web site design; custom design services; computer website design; software design and development services; website maintenance services; graphic design services; consultancy relating to the design of home pages and Internet sites; consultancy relating to the design of homepages and Internet pages; product design and development services; design and creation of homepages and websites; web site design for others; software customisation services; creation, design and maintenance of websites; design of computer websites; design and creation of websites; web design; design and maintenance of websites for third parties; design and construction of homepages and websites; consultancy with regard to the design of homepages and Internet pages; computer graphics design services; webpage design; consultancy in the field of programming and development of e-business portals; designing and implementing websites for others; consultancy relating to the creation and design of web sites for e-commerce; consultancy relating to the design of home pages and Internet pages; design of home pages and websites; design of homepages, computer software and websites; hosting websites; software customization services; design, creation, hosting and maintenance of websites for others; design and implementation of websites for others; design of home pages, computer software and websites; planning, design, development and maintenance of online websites for third parties; creation, design, development, and maintenance of websites; creating, designing and maintaining websites; web page design; computer software design services; planning, design, development and maintenance of on-line websites for others; web crawling services; computer database design services; web page creation, design and maintenance; business card design services; design of webpages; webpage creation, design and maintenance; design and development of software for website development; web site development services; graphic art design services; providing information about fashion design services; design and graphic arts design for the creation of web sites; internet page design; design of web portals; design and programming of web sites; web site creation, design and maintenance; computer software and hardware design services; homepage and webpage design; planning, design, development and maintenance of online web sites for others; interactive hosting services which allow the users to publish and share their own content and images online; building and maintaining websites; hosting web portals; design, creation and programming of web pages; technological design services; development and maintenance of websites; computer system design services; consultancy relating to the creation of homepages and Internet pages; design of homepages and web sites; design and development of homepages and web sites; graphic logo design services; interior design services; design of web sites; research and design services; technical design services; developing and maintaining websites; software consultancy services; hosting of software as a service; design services relating to computer software; planning, design, development and maintenance of on-line websites for third parties; software as a service; design and maintenance of web



sites; computer systems design services; design and creation of homepages and web sites; computer graphic design services; design and maintenance of web pages for third parties; design and maintenance of web sites for others; hosting on-line software enabling the creation and hosting of micro websites for businesses; web scraping services; creating and maintaining websites; design and maintenance of web pages for others; design of web pages; IT programming services; design, creation, hosting and maintenance of web sites; computer design and development services; computer hardware and software design services; services for the design of maps; design of homepages and Internet pages; planning, designing, development and maintenance of online websites for third parties; creation, design and maintenance of webpages; graphic illustration design services; computer software customisation services; graphic art services; creating and maintaining websites for mobile telephones; design services for computer hardware; creating and designing website-based indexes of information [information technology services] relating to personal service providers and couriers; planning, designing, developing and maintaining online websites for others; design and construction of homepages and web sites; design and graphic arts designing for the creation of web sites; research, design and development services relating to network interfaces; interactive hosting services which allow the users to publish and share their own content and images on-line; consultancy relating to the creation of home pages and Internet pages; design of Internet pages; development and maintenance of websites for third parties; design and maintenance of web sites for third parties; hosting online web facilities for others; web site maintenance services; maintenance of websites; computer website hosting services and software rental services; hosting computer sites [websites] for mobility as a service; design of homepages, computer software and web sites; interior decor design services; software portability services; engineering design services; shopfitting design services; kitchen design services; managing websites for third parties; design, programming and maintenance of social networking websites; services for the design of computer software; hosting of web portals; design and creation of homepages and Internet pages; designing and implementing web sites for others; website maintenance; homepage design; creation and maintenance of websites; hosting online software enabling the creation and hosting of micro websites for businesses; research, design and development services relating to software application solutions; hosting an online website for creating and hosting micro websites for businesses; design and creation of web sites; design services relating to interior decoration; developing and maintaining websites for third parties; design and updating of homepages and web pages; hosting of websites; software consulting services; design of homepages and web pages; website load testing services; design and graphic arts design for the creation of web pages on the Internet; planning, design, development and maintenance of online web sites for third parties; design and development of marketing websites for advertising agencies; computer-aided design services; designing websites for advertising purposes; animation design services; hosting digital platforms for mobility as a service; design and implementation of web sites for others; creating and designing website-based indexes of information for others [information technology services]; creation, design and maintenance of web pages; computer software customization services; new product development services; design and development of software for web site development; design and development of web pages; development and maintenance of websites for others; developing and maintaining websites for others; creating and maintaining websites for others; creating, maintaining and hosting websites; design services for vehicles; technological consultancy services for digital transformation; creating and maintaining websites for mobile phones; managing websites for others; scientific design services; design and development of websites in the marketing field for advertising agencies; consultancy services relating to software used in the field of e-commerce; creation and hosting of websites; design of home pages, computer software and web sites; computer-aided graphic design services; design, creation, hosting and maintenance of web sites for others; creating, designing and maintaining webpages; design of online social networking software; planning, designing, development and maintenance of on-line websites for third parties; design services relating to interior decorating for offices; design and development of home pages and web sites; development of websites; computer aided graphic design services; research and consultancy

services relating to software; computer web site design; planning, designing, developing and maintaining on-line websites for others; design of homepages; design and creation of homepages and web pages; IT consultancy, advisory and information services; design and implementation of web pages for others; consultancy in the field of software design; design of home pages and web sites; design services for data processing systems; designing and implementing web pages for others; design services for architecture, and interior and exterior design for buildings; design and creation of home pages and web sites; programming of software for Internet portals, chatrooms, chat lines and Internet forums; hosting on-line web facilities for others; software consultancy; design of websites for advertising purposes; consultancy in the field of software as a service [SaaS]; website development; website design services; web site design services; website design consultancy services; webpage design services; web design services; design services for artwork

Trade mark image



You can check out the details of your trade mark on [Australian trade mark search](#).

Are your details correct?

Requests to amend your application can be made in [online services](#). Learn more about how your application can be [amended](#).