



30 December 2025

Sydney Business Web  
17 Blakewell Rd  
Thornton NSW 2322  
Australia



# Your trade mark application has been accepted

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

Dear Customer,

We've completed the examination stage of your trade mark application and confirm your application is accepted.

## The next steps

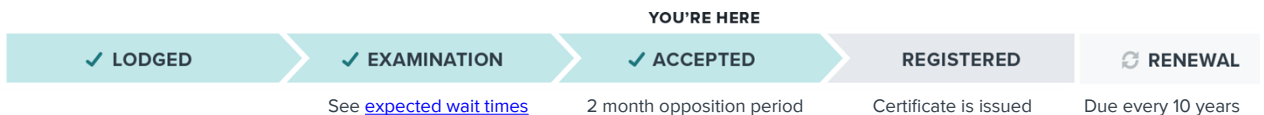
Now that your application is accepted:

- from **30 December 2025**, we'll publish your trade mark for 2 months on [Australian trade mark search](#). Anyone can oppose your trade mark during this time
- if nobody opposes your trade mark, or if an opposition isn't successful, your trade mark will be registered.

## 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.

## Your progress



Yours sincerely,  
IP Australia

For more information

Contact us  
[ipaustralia.gov.au/contact](http://ipaustralia.gov.au/contact)

Phone us  
1300 651 010

Phone us from overseas  
+61 2 6283 2999

Log in to online services  
[portal.ipaAustralia.gov.au](http://portal.ipaAustralia.gov.au)





# Your application summary

## Trade mark details

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Trade mark number: 2570197  
Filed on: 29 July 2025

## Applicants' details

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**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

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

## Goods and services

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**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

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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](#).