

## **“Attorney Direct” Telephone Service at IP Australia**

As many of you know, IP Australia has been trialling an “Attorney Direct” telephone service to enable IP professionals to access information from IP Australia more quickly than via the Call Centre.

This Attorney Direct service operates on a dedicated telephone number (02 6283 2082) that is not promoted to the general public. Callers can identify their field of enquiry (e.g., Patents, Trade Marks, Designs, PBRs) and then select a specific area to which their enquiry relates (e.g., filing, amendments, assignments, certified copies, etc.). To save time, callers can also ‘key ahead’ using the menu from the Quick Reference Guide. ([See attached](#)).

The trial of this service was introduced following feedback from the IP profession that it was taking too long via the Call Centre to contact relevant administrative staff within IP Australia to address matters particular to a pending or registered IP Right. Thirty firms from across the IP profession have participated in a six-month trial of the Attorney Direct service and the service appears to have been well-received by the firms participating.

IP Australia has deemed the trial a success, with the key goal of this service having been realised, namely, a significant reduction in the time it takes for members of the IP profession to access second level support within IP Australia. Accordingly, IP Australia has decided to continue the Attorney Direct service on a permanent basis.

The Attorney Direct service will operate from 9am to 5pm AEST (excluding Public Holidays in the ACT). Those firms that participated in the trial will continue to be able to utilise the service without any changes.

The IP Australia Call Centre (1300 65 10 10) will remain available for general enquiries.

If you have any questions about this Attorney Direct service, please feel free to contact either Mr Gavin Lovie, Director, Customer Experience Group ([gavin.lovie@ipaustrialia.gov.au](mailto:gavin.lovie@ipaustrialia.gov.au) or 02 6283 2208) or Mr Scott Henderson, Director, Customer Experience Group ([scott.henderson@ipaustrialia.gov.au](mailto:scott.henderson@ipaustrialia.gov.au) or 02 6283 2697).

**Philip Gehrig**

**Convenor, Patent Practice & IP Australia Business Relations Committee**