

Article Information

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Service: Intellectual Property, Trade Marks

The BrandProtect® Guy Podcast - Creating and Protecting Strong Brands and Trade Marks

In the first episode of [Piper Alderman's The BrandProtect® Guy](#) podcast series, Partner [Tim O'Callaghan](#) is joined by brand strategist [Michael Neale](#) to explore how strong brands are created and how trade marks protect the value built into them.

Together, they unpack the idea of brand as a promise of an experience, and why trade marks operate as critical brand assets and powerful “memory hooks” that anchor that promise in the minds of customers.

The discussion moves beyond internal brand values to focus on what truly defines the essence of a brand: what customers value, how trust is built, and why consistent delivery on the brand promise matters both commercially and legally.

Drawing on Michael's deep experience in brand strategy and Tim's legal expertise in Australian trade marks law, the episode examines how to choose strong and distinctive trade marks that genuinely reflect a brand's promise, why poor trade mark decisions can expose businesses to risk, and how early legal strategy can help avoid the dreaded cease and desist letter.

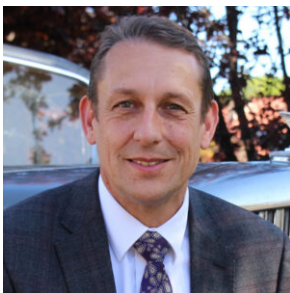
The conversation also covers the importance of registering trade marks to protect the legal value embedded in brand assets and support long-term brand growth.

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About the guest:



[Michael Neale](#) is Managing Director and Principal Consultant at [Literally Brilliant®](#), where he helps organisations understand what makes them BRILLIANT in the eyes of their customers, articulate that as a clear brand promise, and organise their business to deliver on that promise every day. With a background spanning over four decades in corporate marketing leadership, strategy and consulting, Michael brings deep insight into customer value, trust, and complex stakeholder environments. He is a Visiting Fellow at Adelaide University, a Fellow of the Australian Marketing Institute, a

Graduate of the Australian Institute of Company Directors, and an experienced board and advisory board member.

About the host:



Tim O'Callaghan (The BrandProtect® Guy) is a Partner at Piper Alderman specialising in intellectual property protection and trade marks. He advises clients on trade mark strategy, portfolio management, enforcement and dispute resolution, and developed Piper Alderman's **BrandProtect®** service to help organisations assess, monitor and protect their brands. Tim regularly speaks to clients and industry groups on the management and protection of intellectual property assets and works closely with businesses to align legal strategy with commercial objectives.

- Click [here](#) to download Piper Alderman's BrandProtect® Booklet.

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