

## The Montana World of WearableArt Award

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The Montana World of WearableArt™ Awards show began its life as a promotion for a rural art gallery in Nelson in 1987. Since these humble beginnings, WOW has grown into a substantial brand and successful company through vision, belief and commitment.

The awards have become an iconic event in the New Zealand arts calendar, the show's fame has spread and entrants now come from all over the world to showcase their creations.

Audience numbers have also grown from the hundreds to tens of thousands.

Baldwins Intellectual Property has proudly supported the awards each year, whilst providing WOW with the experience and skills to protect its intellectual property assets. When an initial idea grows into an original work, such as the Montana World of WearableArt™ Awards, it is crucial to put in place the right forms of intellectual property protection and to enforce these rights in order to maintain the originality of your product.

Gabrielle Hervey, CEO of WOW says:

*"The show is a truly unique event and we have gone to lengths to ensure it has been protected by registering our trademarks in a number of different countries. Baldwins have worked along side WOW and we've appreciated, and respected their advice over a great many years."*

[Sue Ironside](#), Partner and Chair person of Baldwins comments:

"Right from the very early beginnings of WOW there was an understanding of how important it was to identify what intellectual property rights they had in such an amazing and truly unique event. Working with the WOW team on strategies around how to protect and enforce these rights is a stimulating, creative and intellectual challenge we simply enjoy doing."

Tickets are on sale now and for further information on the show and ticket options click [here](#).

*Winner of the Supreme Montana WOW Award & Winner Tourism NZ Avant Garde Section 2009 (see below)*

