

IP-01.02

BRYTON GORE — TRADEMARK RECORD

STATUS: ACTIVE

MARCH 18TH 2026

BRYTON GORE / HOUSE OF GORE STUDIO ARCHIVE

ISSUED BY: BRYTON GORE / HOUSE OF GORE
(ABN 27 183 700 214)

(V.1.1)

BRYTON, U GORE (REGISTERED BUSINESS ENTITY 2013 - Present) | Sydney, Australia

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BRYTON GORE — TRADEMARK

RECORD

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2026

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01 — MARK NAME

Bryton Gore

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02 — OWNER

Bryton Gore
(Professionally known as “Gore”)
House of Gore (Studio)

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03 — MARK TYPE

Word Mark (Personal Name)

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04 — DESCRIPTION OF USE

“Bryton Gore” is used as a professional identifier for:

- a registered creative studio practice (est. 2013)
- the authorship of design, artwork, and intellectual property
- commercial and client-based design services
- publications, systems, and visual frameworks

The name functions as both:

- the legal identity of the individual
- the operating identity of the studio

Use of the mark is continuous and tied to professional output.

> The mark has been publicly used in a manner that merges individual identity and studio authorship.

≥

> This document clarifies that all use of “Bryton Gore” in a professional context refers to the studio practice and its outputs.

The name “Gore” is used as a recognised professional mononym associated with the studio and its outputs.

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05 — SCOPE OF APPLICATION

The mark applies to:

- design services and commercial work
- visual artworks and creative output
- publications and written works
- intellectual property systems and frameworks
- digital platforms, content, and media
- branding, consulting, and strategy services

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06 — FIRST USE / DEVELOPMENT

The name “Bryton Gore” has been used in professional practice since 2013 in connection with a registered business entity and ongoing studio operations.

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07 — STATUS

Trademark application submission in process.

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08 — PURPOSE OF RECORD

This document exists to:

- formally record use of the name as a professional and commercial identifier
- establish continuity of authorship and business activity since 2013
- define the name as both an individual and studio-level identifier
- prevent mischaracterisation of the mark as informal, non-commercial, or unrelated to professional practice

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09 — DISTINCTIVENESS STATEMENT

The name “Bryton Gore” functions as a source identifier tied to a specific body of professional work and studio output.

Its use is established through:

- continuous commercial activity
- documented studio practice
- authored intellectual property and systems

It is not used generically, but as a defined identifier of origin.

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10 — LINKED SYSTEMS

- House of Gore (Studio)
- Australian Gothic — House of Gore
- Studio Logic System
- Publications & Zines
- Design Systems & Visual Language

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CLOSING:

The name “Bryton Gore” represents a defined and ongoing professional practice established in 2013.

Its use is continuous, structured, and directly tied to the authorship, production, and commercial operation of the House of Gore studio.

All works produced under this name originate from this practice and are recorded as part of its development.

The mark functions as a clear and consistent identifier of origin across all associated outputs.

EFFECTIVE DATE: MARCH 18, 2026



Signature:

Name: Bryton Ursula Gore
Title/Capacity: Individual Owner or
Sole Proprietor
Date: 18/03/2026

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