

IP-01.03

HOUSE OF GORE — NAMING RECORD

STATUS: ACTIVE

HOUSE OF



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

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:
+N/A

Email:
bryton.gore@icloud.com

Address:
N/A
2026

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

TABLE OF CONTENTS	PAGE
01 — NAME	3.
02 — OWNER	4
03 — NAME TYPE	5.
04 — DESCRIPTION OF USE	6.
05 — FUNCTION	7.
06 — FIRST USE / DEVELOPMENT	8.
07 — STATUS	9.
08 — PURPOSE OF RECORD	10
09 — DISTINCTIVENESS STATEMENT	11
10 — LINKED SYSTEMS	12
CLOSING	13

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| **2013-PRESENT**

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

IP-01.03 — HOUSE OF GORE — NAMING RECORD

BRYTON GORE / HOUSE OF GORE

Status: Active

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

01 — NAME

House of Gore

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| **2013-PRESENT**

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

02 — OWNER

Bryton Gore

(Professionally known as “Gore”)

House of Gore (Studio)

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

03 — NAME TYPE

Studio Name / Operating Entity

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

04 — DESCRIPTION OF USE

“House of Gore” is used as the primary name of the studio through which all work, systems, and outputs are developed and produced.

It functions as:

- the operating identity of the studio
- the structural container for all intellectual property
- the name under which projects, publications, and systems are organised
- a consistent identifier across all studio activity

The name defines the studio as a unified entity rather than a collection of unrelated works.

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

05 — FUNCTION

The name “House of Gore” establishes:

- a centralised studio structure
- continuity across projects and outputs
- a defined environment for the development of systems, artworks, and publications

All work produced within the studio is recorded under this name.

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

06 — FIRST USE / DEVELOPMENT

The name “House of Gore” was developed within the ongoing studio practice of Bryton Gore and formalised as the operating studio identity.

The transition to a defined studio name reflects the need to distinguish between:

- the individual (Bryton Gore)
- the studio practice and its outputs

As the body of work expanded and entered public-facing environments, the use of a separate studio identifier became necessary to maintain clarity of authorship, structure, and function.

“House of Gore” establishes a clear boundary between personal identity and professional output, ensuring that all work is understood within the context of the studio system.

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

07 — STATUS

Active use.

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| **2013-PRESENT**

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

08 — PURPOSE OF RECORD

This document exists to:

- formally record the name as the operating identity of the studio
- establish its role as the container for all studio output
- define its relationship to the individual author (Bryton Gore)
- maintain consistency across all intellectual property and publications

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

09 — DISTINCTIVENESS STATEMENT

The name “House of Gore” functions as a specific identifier of the studio and its outputs.

It is not used descriptively, but as a defined name representing a structured creative entity and its body of work.

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2013-PRESENT

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

10 — LINKED SYSTEMS

- Bryton Gore — Trademark
- Australian Gothic — House of Gore
- Studio Logic System
- Intellectual Property Archive
- Publications & Zines

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved

IP-01.03

HOUSE OF GORE — NAMING RECORD

(V.1)

Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

| 2022-PRESENT

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

CLOSING:

“House of Gore” represents the operating structure through which all studio work is developed, organised, and released.

It defines a continuous and unified creative practice, with all associated outputs originating from this entity.

The name functions as a clear identifier of the studio and its authored systems.

EFFECTIVE DATE: MARCH 18, 2026



Signature:

Name: Bryton Ursula Gore

Title/Capacity: Individual Owner or
Sole Proprietor

Date: 18/03/2026

ARCHIVE RECORD
ABN 27 1837 002 14
BRYTON GORE STUDIO
EST. 2013
All rights reserved