

IP-01.01

AUSTRALIAN GOTHIC — HOUSE OF 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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Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

2026

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01 — MARK NAME

Australian Gothic — House of Gore

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02 — OWNER

Bryton Gore (also known professionally as “Gore”)
House of Gore (Studio)

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03 — MARK TYPE

Composite Word Mark

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04 — DESCRIPTION OF USE

“Australian Gothic — House of Gore” is used as a defined identifier for a body of work produced by the studio.

It operates as:

- a publication title
- a visual and symbolic framework
- a classification of studio output
- a structured system for producing artworks, design, fashion and written material

The mark refers specifically to the studio’s authored system and outputs, not to the general use of the term “Australian Gothic.”

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05 — SCOPE OF APPLICATION

The mark applies to:

- publications and zines
- visual artworks and paintings
- design systems and visual language
- garments and fashion-related outputs
- digital media and content
- symbolic systems and conceptual frameworks

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06 — FIRST USE / DEVELOPMENT

Developed within the studio practice of Bryton Gore.

Conceptual development aligns with ongoing studio work established in 2013, with formalised use beginning 2025.

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07 — STATUS

Trademark application pending.

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08 — PURPOSE OF RECORD

This document exists to:

- formally record the use of the mark
- establish its association with the studio
- define its function as an identifier of authored work
- distinguish it from general descriptive or genre-based use
- establish authorship and priority of use within a defined studio system

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09 — DISTINCTIVENESS STATEMENT

The mark “Australian Gothic — House of Gore” functions as a specific source identifier tied exclusively to the studio and its authored outputs. The inclusion of “House of Gore” establishes clear distinction from general, descriptive, or genre-based uses of the term “Australian Gothic.”

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10 — LINKED SYSTEMS

- Australian Gothic Framework
- Plates Method
- Publications (Field Notes / Plates)
- Studio Logic

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CLOSING:

This mark represents a defined and ongoing body of work developed and produced within the House of Gore studio.

Its use is specific, structured, and tied to authored output.

EFFECTIVE DATE: MARCH 18, 2026



Signature:

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