

Australian Gothic by GORE

Authored visual thesis and source identity

FIELD	RECORD
Author and creative director	Bryton Gore
Studio source	GORE
Proposed word mark	AUSTRALIAN GOTHIC BY GORE
Public form	Australian Gothic by GORE™
Record status	Pre-filing working record for legal review
Version	1.0 / 19 September 2026

Purpose of this record

This document records the commercial identity, authorship position, intended outputs and use rules for Australian Gothic by GORE™. It is designed to brief a registered trade marks attorney, support a future IP Australia application and create a consistent internal record of how the mark identifies work originating from Bryton Gore and the GORE studio.

The recommended filing candidate is the complete expression AUSTRALIAN GOTHIC BY GORE. The words Australian Gothic describe an established cultural and aesthetic field; adding BY GORE identifies the commercial and authorial source without asserting ownership of that wider genre.

STATUS

This is not a trade mark application, registration certificate or legal opinion. Exact ownership, availability and goods and services wording must be confirmed before filing.

What Australian Gothic by GORE means

Australian Gothic by GORE™ is a continuing research-led visual and design thesis authored by Australian contemporary artist Bryton Gore and developed through GORE. It is both a named body of artistic research and a source identity for the original works, editions, publications, objects, exhibitions and related cultural activity produced from that research.

The thesis

The thesis examines beauty and unease embedded within the Australian landscape and built environment. Its recurring material includes weatherboards, red earth, winter light, black structures, spectral figures and the tension between brutality and calm. Bryton Gore develops each study through controlled ugliness: difficult material is given structure and precision so it can remain present without consuming the whole image.

Authored source

Bryton Gore is the author and creative director of the thesis. GORE is the studio source through which the work is developed, documented, exhibited, published, licensed and sold. The mark should therefore appear as an origin statement, not merely as a description of style.

- Preferred credit: Australian Gothic by GORE™ — a visual thesis by Bryton Gore.
- Preferred artwork line: From Australian Gothic by GORE™.
- Preferred studio line: Published or presented by GORE.

Scope of the claim

The claim is limited to rights that can lawfully subsist in the mark and in each original work. It does not claim copyright or exclusive ownership in the general idea, genre, history or phrase Australian Gothic. Copyright and other rights are asserted separately in the particular paintings, photographs, digital images, writing, films, sound, graphic works, objects and other original expressions Bryton Gore creates.

Working definition for catalogues and press

Australian Gothic by GORE™ is Bryton Gore's continuing visual thesis on beauty, unease and contradiction in the Australian landscape. Developed through GORE, it produces paintings, photographs, digital images, objects, editions, publications and exhibitions that hold darkness with formal precision.

What the thesis will produce

The mark is intended to identify a coherent authored world across physical works, editions, publishing and cultural presentation. Only goods and services that are genuinely offered or intended within the relevant filing period should be claimed. Exact terms must be selected from IP Australia's current goods and services pick list.

CANDIDATE	POSSIBLE GOODS OR SERVICES	DECISION RULE
16	Original paintings and drawings; art prints and posters; books, catalogues, zines and other printed publications.	Core if originals, prints and publishing will be sold under the mark.
41	Art exhibitions; cultural presentation; publication and educational or entertainment activity connected with the thesis.	Core if the mark will identify exhibitions, talks, publishing or cultural programs.
9	Downloadable digital images, digital publications, audiovisual works or other downloadable creative files.	Include only if downloadable products will actually be offered.
42	Graphic arts design, visual design or related design services carried out under the mark.	Include only if Australian Gothic by GORE will also identify commissioned design services.
Material dependent	Sculpture, furniture, decorative objects, jewellery, textiles, clothing or other physical objects.	The correct class depends on the object's material and function. Add only when a real product line exists.

Current production statement

Australian Gothic by GORE™ is expected to produce original paintings; photography and photographic composites; digital image-making; mixed-media works; sculptural and functional objects; fine-art prints and posters; books, zines and catalogues; moving image and sound works; installations; exhibitions; and selected licensed or commissioned applications consistent with the thesis.

Filing discipline

- File for what will genuinely be used, not every medium the thesis could theoretically enter.
- Confirm whether Bryton Gore personally or a legal GORE entity will own the mark before filing.
- Search the Australian Trade Mark Search for the exact phrase and confusingly similar marks.
- Obtain advice on whether the descriptive or geographic quality of Australian Gothic creates an objection and whether BY GORE provides sufficient distinctiveness.

Use the mark as a source identity

Consistency matters. The complete mark should be used prominently enough that audiences understand it identifies the source of the work, not only its subject or mood.

CONTEXT	APPROVED FORM	RULE
Before registration	Australian Gothic by GORE™	Use the ™ symbol consistently. It records a trade mark claim but does not prove the mark is registered, enforceable or registrable.
After registration	Australian Gothic by GORE®	Use ® only if IP Australia registers the mark, and only in its registered form and for the registered goods or services.
Editorial exception	Australian Gothic by GORE	If a publication omits symbols under its house style, retain the full attribution by GORE.
Short reference	Australian Gothic	Use only after the complete mark has been established nearby. Do not present the short phrase as though GORE owns the entire genre.

Approved applications

- Website heading: Australian Gothic by GORE™
- Series caption: From Australian Gothic by GORE™
- Exhibition credit: Australian Gothic by GORE™ — conceived and directed by Bryton Gore
- Publication line: An Australian Gothic by GORE™ study
- Product or edition label: [Title], [Year], from Australian Gothic by GORE™

Evidence to preserve

Keep an evidence folder showing genuine, dated use of the exact mark in trade and public presentation. Preserve historical files rather than renaming or overwriting them.

EVIDENCE TYPE	KEEP
First use	Earliest dated webpage, catalogue, label, invoice or public announcement using the exact mark.
Sales	Invoices, receipts, edition records, shop listings and certificates of authenticity.
Public display	Exhibition listings, installation photographs, media coverage, invitations and press material.
Digital record	Dated screenshots, page exports, social posts, metadata and archived URLs.
Authorship	Source files, sketches, notebooks, contact sheets, working files and creation dates.
Permissions	Model, property and collaborator releases; third-party licences; commission and production agreements.

Record fields

RECORD	DATE OR REFERENCE
First public use of exact mark	_____
First sale under exact mark	_____
Evidence archive location	_____
Register search completed	_____
Application number and status	_____

Decisions to confirm before filing

DECISION	REQUIRED RECORD
Legal owner	Bryton Gore personally or the correct legal GORE entity
Owner details	Legal name, ABN or ACN if applicable, and address for service
Mark to file	AUSTRALIAN GOTHIC BY GORE as a word mark; consider a separate logo filing only if strategically useful
Availability	Results of exact, similar and phonetic searches in the Australian Trade Mark Search
Goods and services	Final IP Australia pick-list terms and class decisions based on real use plans
First use	Earliest supportable date and evidence for the exact composite mark
Professional review	Advice from an Australian registered trade marks attorney on distinctiveness, ownership and filing route

Authorship and intention declaration

I, Bryton Gore, record that Australian Gothic by GORE™ is a continuing authored visual and design thesis developed through GORE. It identifies a coherent source of original works and cultural activity produced from my research, including paintings, photography, digital image-making, objects, editions, publications and exhibitions.

I do not claim ownership of the general Australian Gothic genre, the Australian landscape or ideas and themes that remain free for others to use. I record and assert only the rights lawfully available in the trade mark as a badge of origin, in each original expression, in registrable designs where pursued, and in the contracts, licences and evidence connected with the work.

Signed by Bryton Gore

Date

Witness optional

Official reference points

IP Australia, What are trade marks: <https://www.ipaustralia.gov.au/trade-marks/what-are-trade-marks>

IP Australia, Trade mark search: <https://search.ipaustralia.gov.au/trademarks/search/quick>

IP Australia, Trade mark pick list: <https://tmgns.search.ipaustralia.gov.au/>

IP Australia, Trade marks: <https://www.ipaustralia.gov.au/trade-marks>