

CANCELLATION AND PROOF OF EFFECTIVE USE OF TRADEMARKS

WHAT HAS CHANGED?

México



TOP TRADE PARTNER TO THE UNITED STATES

NORTH AMERICAN TRADING BLOCK (*CANADA – UNITED STATES – MEXICO*) ARE LARGER THAN EUROPEAN UNION IN GDP

MORE FREE TRADE AGREEMENTS THAN ANY COUNTRY IN THE WORLD

- 01 SECOND LARGEST ECONOMY IN LATIN AMERICA
- 02 15TH LARGEST ECONOMY IN THE WORLD
- 03 SIXTH MOST VISITED COUNTRY IN THE WORLD

1

MEXICO

2

**NO USE TO
REGISTER**

3

**REGISTRY IS
SATURATED**

IN THE PAST



**NO NEED TO
DEMONSTRATE USE
UPON RENEWAL**



**TRANSITION FROM FORMER
MEXICAN CLASSIFICATION TO
INTERNATIONAL CLASSIFICATION**

STILL IN THE PAST

**MEXICAN CLASS 46 “FOODS AND INGREDIENTS THEREOF”
RECLASSIFIED TO INTERNATIONAL CLASSES 05, 29, 30, 31 AND 32**

SOFT DRINKS

CLASS 32

COMPLETELY BLOCKED

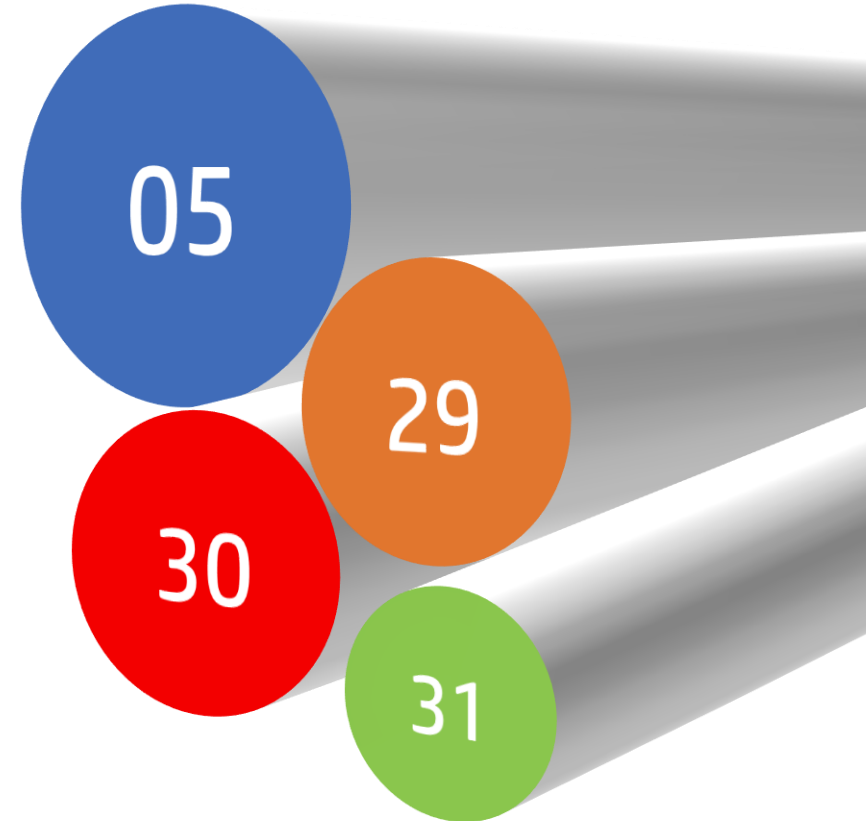
**INCLUDING ALL OTHER GOODS IN CLASS 32
SUCH AS BEER OR BOTTLED WATER**

05

29

30

31



WHAT TO DO?



GOOD NEWS



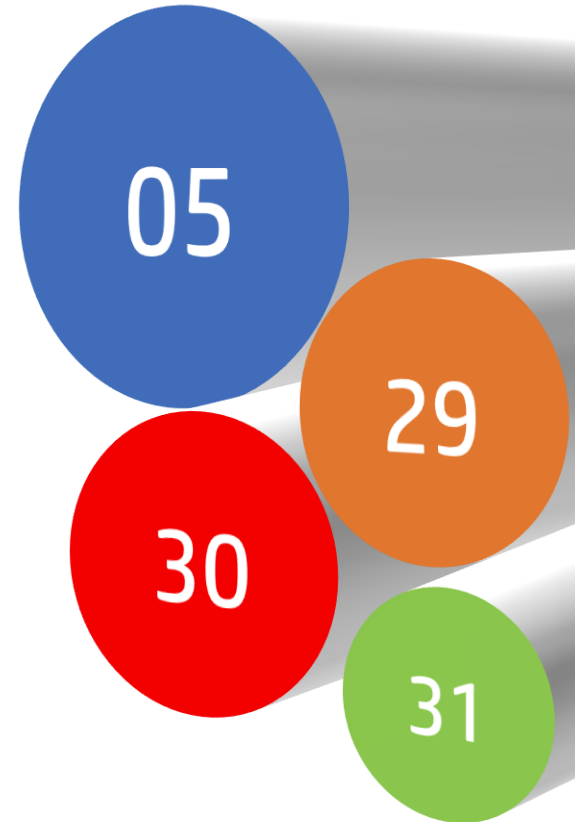
**MEXICAN CLASS 46 “FOODS AND INGREDIENTS THEREOF”
RECLASSIFIED TO INTERNATIONAL CLASSES 05, 29, 30, 31 AND 32**

SOFT DRINKS

CLASS 32

RENEWAL

**ALL CLASSES ARE OPEN FOR THIRD PARTIES
INCLUDING ALL OTHER GOODS IN CLASS 32
SUCH AS BEER OR BOTTLED WATER**

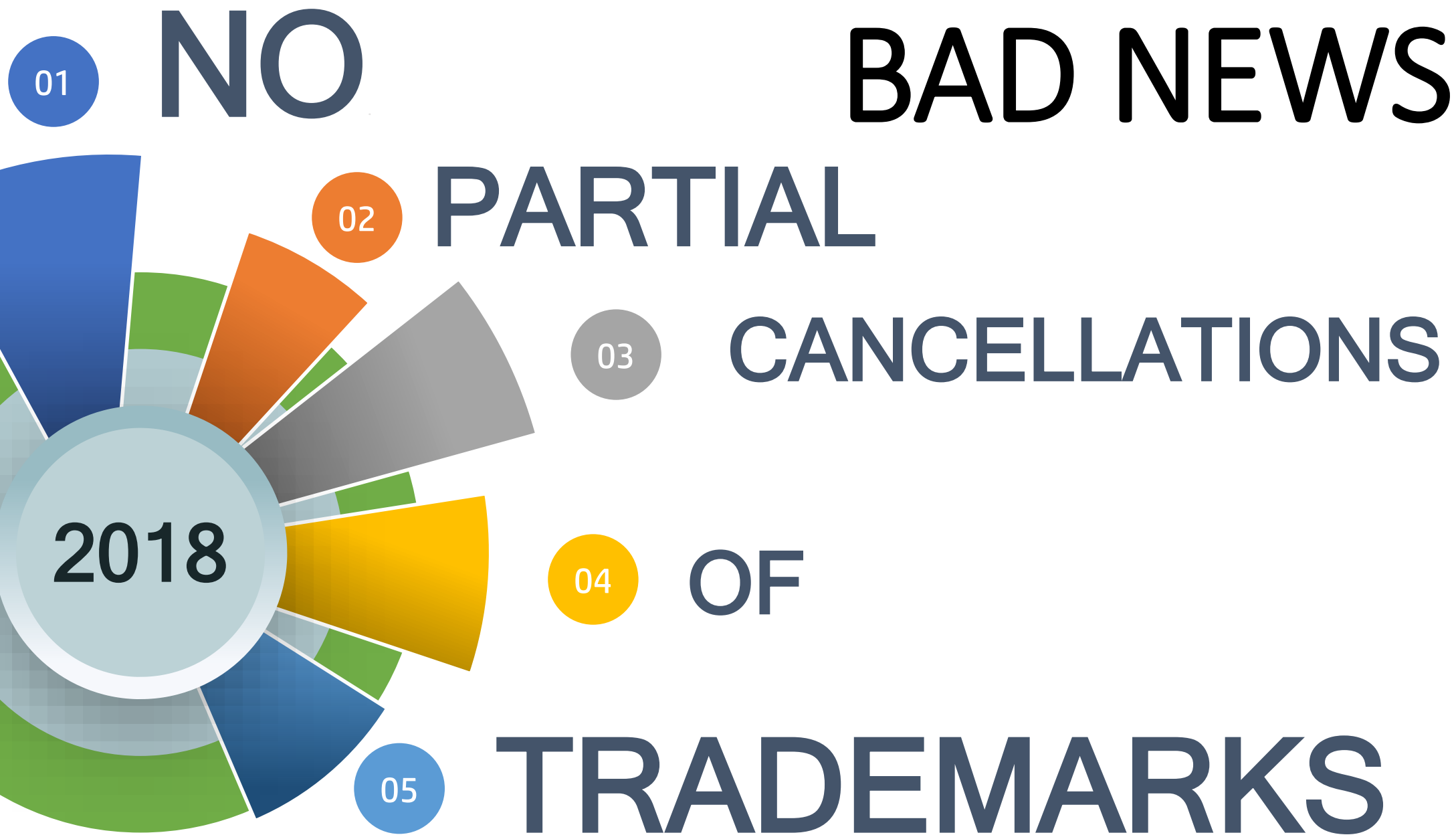


05

29

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31



**MEXICAN CLASS 46 “FOODS AND INGREDIENTS THEREOF”
RECLASSIFIED TO INTERNATIONAL CLASSES 05, 29, 30, 31 AND 32**

SOFT DRINKS

CLASS 32

RENEWAL ON ALL GOODS

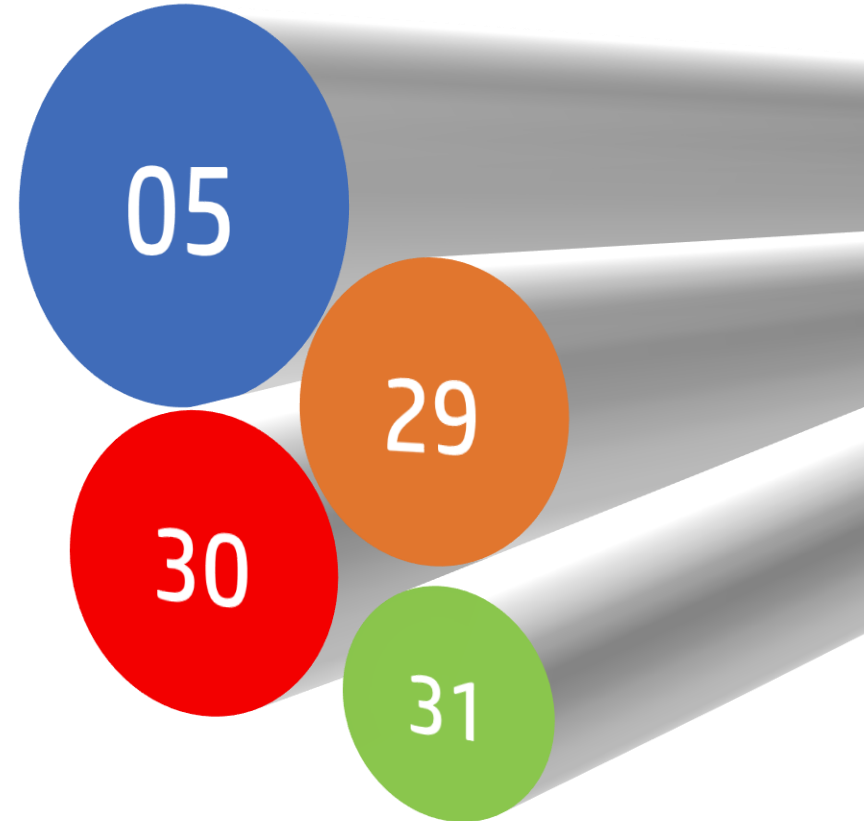
STILL BLOCKS ALL OTHER CLASSES

05

29

30

31



SO WHAT'S HAPPENING?

01



REFORMS CAME
INTO FORCE ON
AUGUST 10, 2018

02



NO REGULATIONS
ISSUED AFTER
MORE THAN ONE
YEAR

03



PROPOSAL OF
NEW INDUSTRIAL
PROPERTY LAW

OTHER AMENDMENTS



MANDATORY
DECLARATION OF
USE



REGULAR MEXICAN
REGISTRATIONS



MADRID PROTOCOL
INTERNATIONAL
REGISTRATIONS



NEED TO APPOINT
MEXICAN LEGAL
REPRESENTATIVE



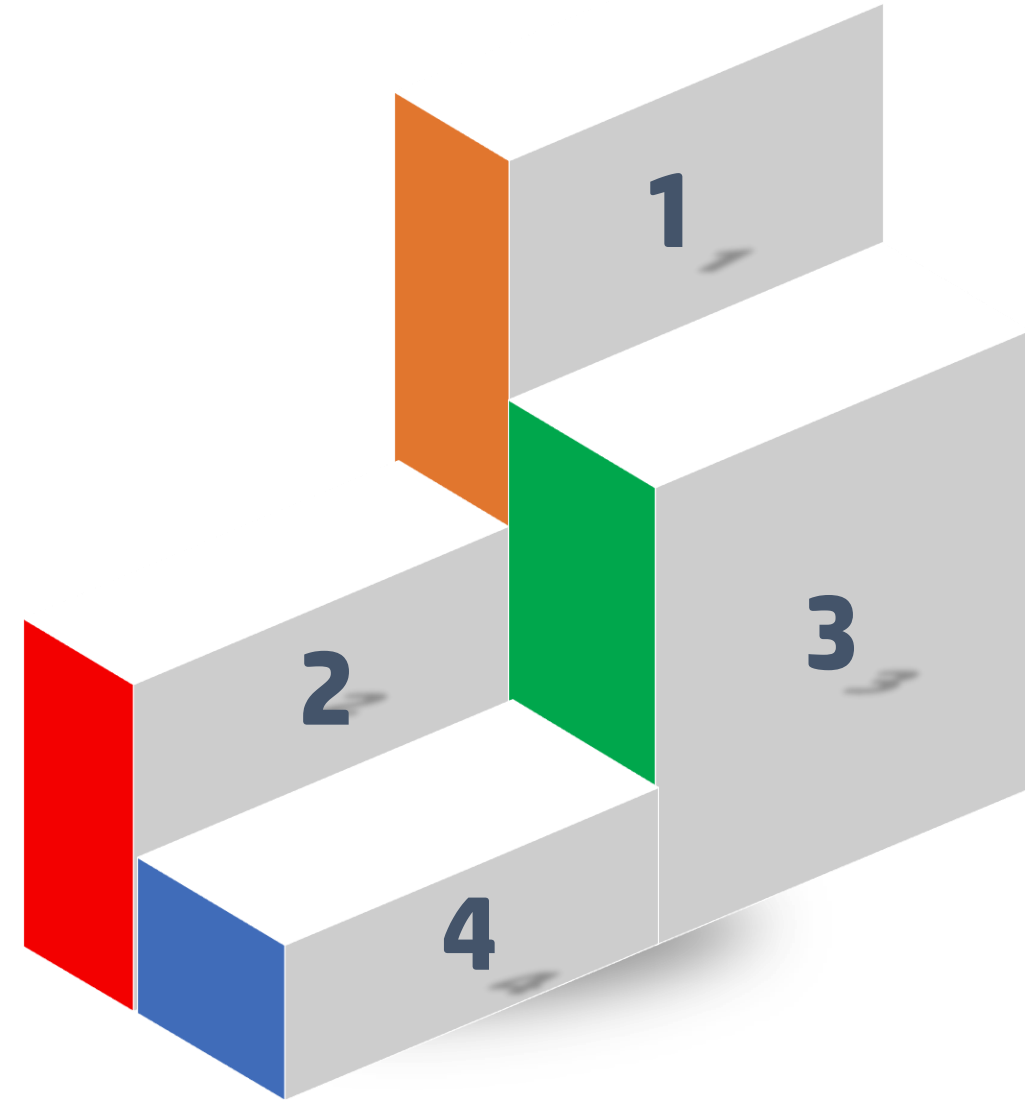
OUR GOAL

1 AMEND THE LAW

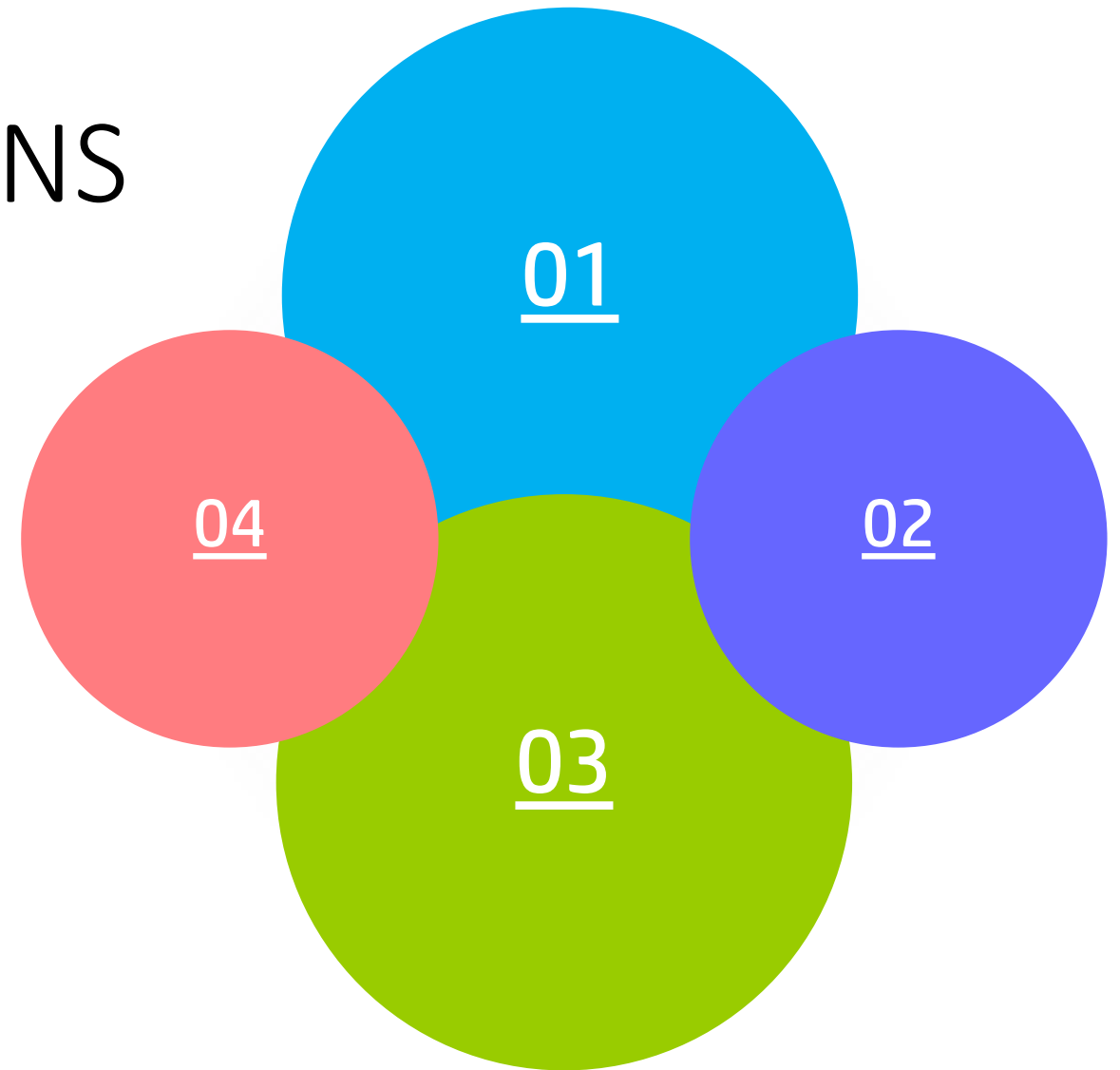
2 PARTIAL
CANCELLATION
ACTIONS

3 INFORMATION TO
MADRID PROTOCOL
OWNERS

4 AVOID FILING FROM
ABROAD



NON USE CANCELLATION ACTIONS



01

NON USE CANCELLATION ACTION FILED BEFORE THE MEXICAN TRADEMARKS OFFICE

02

ADMINISTRATIVE RECOURSE FILED BEFORE THE MEXICAN TRADEMARKS OFFICE

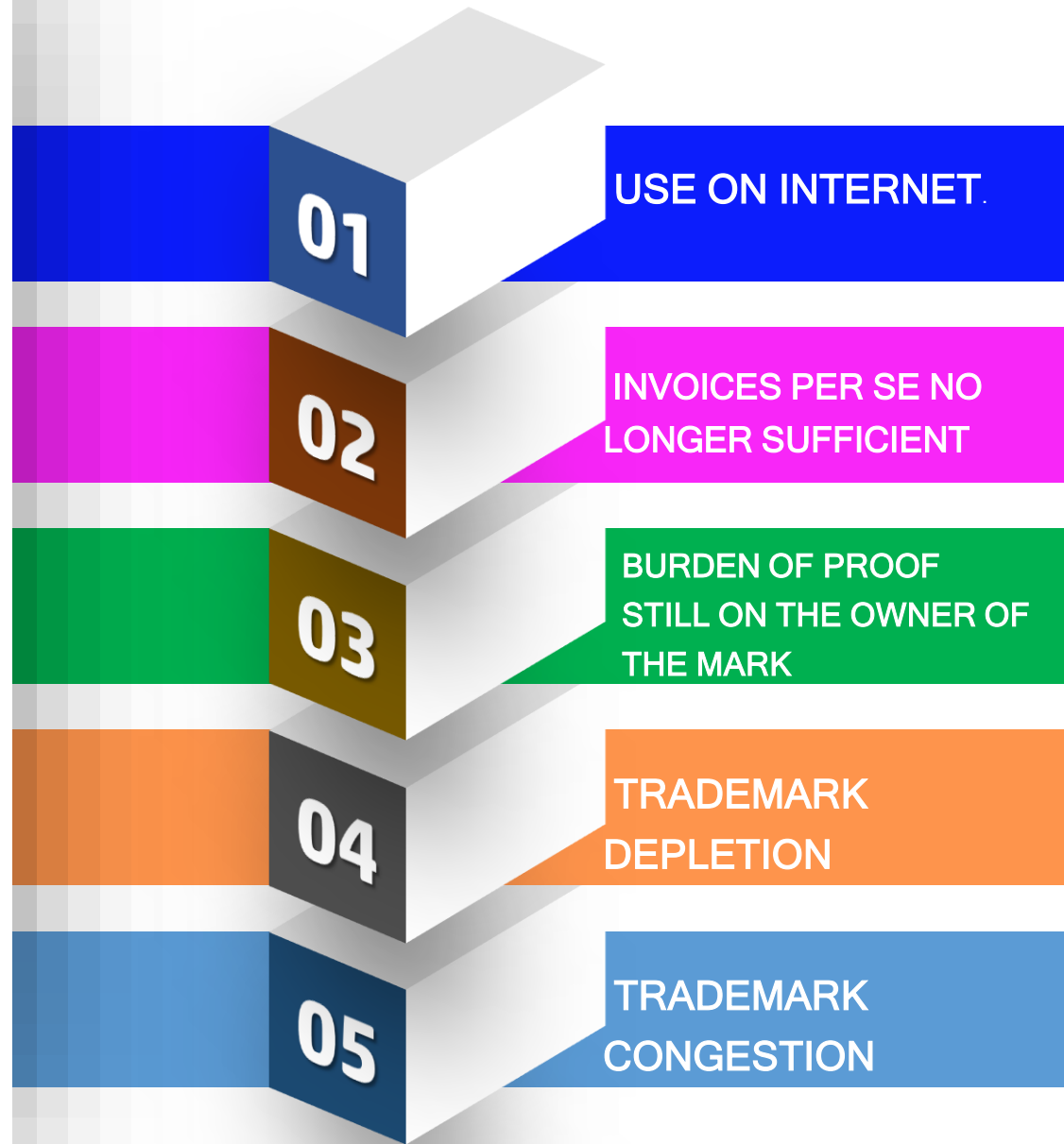
03

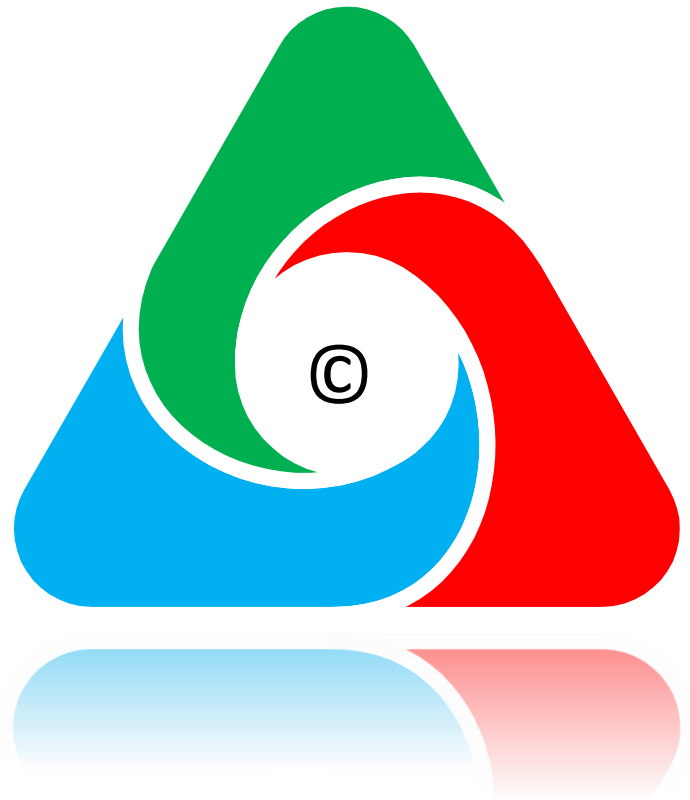
NULLITY PETITION FILED BEFORE THE FEDERAL COURT OF ADMINISTRATIVE JUSTICE

04

AMPARO SUIT FILED BEFORE A CIRCUIT COURT

RELEVANT DECISIONS





OBRIGADO