



MIJARES ANGOITIA
CORTES Y FUENTES

IMPI: ELECTRONIC TRADEMARK SYSTEM FOR ONLINE PROCEDURES



May 12, 2020

MEXICAN INSTITUTE OF INDUSTRIAL PROPERTY ANNOUNCES THE NEW “ELECTRONIC TRADEMARK SYSTEM” TO ALLOW THE FILING OF ALL PROCEDURES REGARDING TRADEMARKS, INCLUDING RENEWAL APPLICATIONS

The Mexican Institute of Industrial Property (“IMPI”) announced that, from May 13th, 2020, it will make available to the users the new “**Electronic Trademark System**”.

According to IMPI, the purpose of this tool is to provide the users with a technological alternative, during and after the COVID-19 pandemic, that facilitates the filing of trademark procedures without the need to attend to IMPI offices and avoid crowds that could hazard the compliance with healthy distance measures, as well as saving transfer times to the IMPI.

Through the “Electronic Trademark System”, users may file answers regarding:

- I. renewal applications,
- II. assignments of rights,
- III. licenses for use or franchises,
- IV. oppositions,
- V. applications for registration of holographic, sound, olfactory and certification trademarks;
- VI. declaration of protection for appellations of origin and geographical indications,
- VII. and motions to review, among others.

This new tool mainly serves to respond to office actions related to the proceedings mentioned in the previous paragraph, according to IMPI’s officials talk on Facebook Live, on its official page on May 12th, 2020. Likewise, they pointed out that it will not be necessary to file the briefs physically once IMPI resume its activities.

In accordance with the IMPI statement, once the suspension of deadlines and activities is concluded, the proceedings initiated through the “**Electronic Trademark System**” will be followed-on up by the IMPI.

Should these measures have an adverse effect on you, please do not hesitate to contact our team with expertise in intellectual property matters, who can be of assistance:

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