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Mexico



Significant changes are underway in Mexico, with the somewhat outdated trademark system being revamped and improved. In June 2011 the rules relating to the documentation for having a priority claim acknowledged were amended. Previously, in order to claim priority an applicant needed to file a certified copy of the priority application with the Mexican Patent and Trademark Office within three months of filing in Mexico. The applicant need now state only the priority application serial number in the Mexican application and pay the relevant fee in order to secure priority rights. This streamlined process has been positively received by clients and practitioners alike. The appointment of a new trademark commissioner has also been a cause for great optimism, with many practitioners hoping that this will present an opportunity for much-needed reforms in several other areas of Mexican trademark law.

Goodrich Riquelme y Asociados AC

Goodrich Riquelme y Asociados AC has cultivated a wide-ranging IP practice that reflects the full-service nature of the firm. Most of its work is for foreign clients with interests in Mexico, which it advises on registration, infringement, litigation and anti-counterfeiting. It also assists numerous global companies in managing their Latin American IP portfolios. Key to the IP unit's success is the number of exceptionally talented partners in its ranks. Commentators predict great things for head of department Enrique Díaz, with one enthusing that "he is going to be a star!" He wins praise for his hardworking attitude, friendly approach and thoroughness. Clients observe that "he will pursue all available avenues to achieve his objectives". Díaz advises on litigation, cancellation and licensing.

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