

# CHANGES IN THE CULTURE AND EDUCATION SYSTEM IN MEXICO ARE REQUIRED TO HIGHLIGHT THE VALUE OF IP

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According to Adolfo Athié, partner at Basham, Ringe y Correa, there is a need to create a culture for intellectual property in Mexico, starting with changes in education and also promoting how important IP is.

Athie adds that international clients need to be aware that Mexico is a member of the Madrid protocol so foreign companies can register their trademarks to protect them. Clients also need to understand the new trademark registration opposition system in Mexico, which is now available to everyone, in order to better protect their trademarks.