

# CHECK-LIST FOR INTERNATIONAL CLIENTS SEEKING TO PROTECT THEIR IP IN MEXICO

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According to José Luis Ramos-Zurita, senior associate at Uhthoff, Gomez Vega & Uhthoff, international clients seeking to protect their trademarks in Mexico must

- hire a legal advisor with the expertise and ethical requirements needed to handle the challenges of the IP practice in Mexico
- conduct a thorough due diligence of the market
- register everything they can, the money spent registering their IP in Mexico is money well spent, an investment.