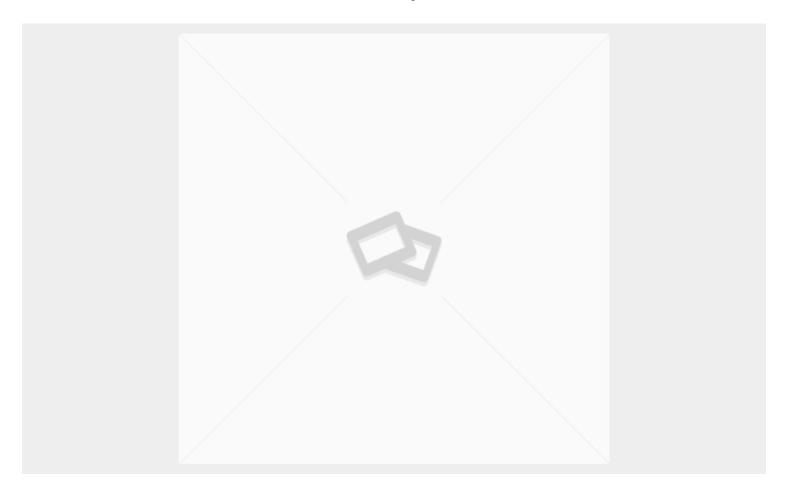
COST-BENEFIT ANALYSIS IN TRADEMARK PROTECTION IN MEXICO

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Category: Analysis



At a recent event by The Latin American Lawyer in Mexico City, Bernardo Herrerías, partner at Hogan Lovells BSTL, said that international clients seeking to expand their operations locally should ensure they have robust strategies for protecting their trademark.