

INTA OPENED A REGIONAL OFFICE IN CHILE FOR LATIN AMERICA AND THE CARIBBEAN

Posted on 5 May 2017



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The International Trademark Association (INTA) announced the opening of its Latin America and the Caribbean Representative Office in Santiago, Chile.

"International expansion is a strategic priority for INTA," noted INTA CEO Etienne Sanz de Acedo in the announcement. "The establishment of our Latin America and Caribbean Representative Office brings INTA closer to fulfilling our objectives. We look forward to closer interaction with our members, and to enhanced policy engagement throughout the region, on a variety of issues, including brand restrictions, counterfeiting, and harmonization."

INTA is the global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 organizations from 190 countries.

The development comes at an opportune time for Latin America, which is experiencing considerable development in global trade, continued economic growth, and increased filing of trademark registrations..

INTA is holding its 2017 annual [meeting](#) in Barcelona in May and **The Latin American Lawyer** is covering that event and hosting a high level [debate](#) on IP rights.