

UNDERSTANDING THE COMPLEXITIES OF THE MEXICAN TRADEMARK REGISTRATION OPPOSITION SYSTEM IS KEY

Posted on 4 October 2017



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According to Elsa Hernández, Latin America legal director at pharmaceutical company Perrigó, it is important that both in-house counsel and external lawyers are aware of the pitfalls in the Mexican legal framework surrounding trademark registration and opposition so they can work on providing better tools and solutions for these issues. Elsa added that international clients need to understand specific points of the Mexican trademark regulations, for example that the trademark opposition system is more of an informative process and that the provisions for trademark damages are quite complex.