April 11 2012

The Honorable
Chairman/Senator
Angel Alonso Diaz Caneja
Senate Committee Foreign Relations, International Organizations
Senate of the Republic
Av. Paseo de la Reforma No. 135 Hemiciclo Piso 6
Oficina 1 Col Tabacalera C.P. 06030
Mexico D.F., Mexico


Dear Senator Angel Diaz Caneja:

The International Trademark Association (INTA) would like to commend members of the Mexican Senate on the deliberations to approve legislation through which Mexico will join the Madrid Agreement Concerning the International Registration of Marks, also known as the Madrid Protocol. Mexico’s adherence to this important treaty will advance the protection of the trademarks of Mexican companies and will contribute to economic growth.

We take this opportunity to provide our association’s views in support of Mexico’s accession to this treaty. INTA encourage members of the Senate Committee of Foreign Relations, International Organizations to promptly approve the legislation through which Mexico will join the Madrid Protocol.

INTA is a 134-year-old not-for-profit association of more than 5,700 trademark owners and professional firms, from more than 190 countries, dedicated to the support and advancement of trademarks and related intellectual property as elements of fair and effective national and international commerce. INTA has some 88 member firms based in Mexico. Our association is an accredited, non-governmental observer to the World Intellectual Organization (WIPO) and participates actively in the development of principles world-wide regarding trademark issues and unfair trade practices. INTA works with governments around to world and participated in the drafting of the Trademark Law Treaty (1999). INTA has been instrumental in this accession to the Madrid Protocol by a number of countries, including the United States.

The greatest benefit of the Madrid Protocol to trademark owners is that it provides companies with the ability to simplify trademark registration and increase their trademark protection by filing a single application in one language, which could be in Spanish, and with a single set of fees. The advantages of the Protocol apply to all trademark owners, foreign and domestic,
irrespective of their size, and Mexico’s accession to this multilateral system will provide these benefits to Mexican companies and the Mexican economy.

Enclosed is a more detailed paper on the benefits of Mexico joining the Madrid Protocol. We hope members of the Senate in Mexico find it useful during their consideration of the legislation.

In conclusion, Mexico’s adherence to the Madrid Protocol will contribute to strengthening its trademark system by streamlining registration procedures and broadening the number of potential applicants. Trademark owners, especially those working with limited budgets, will benefit from a simplified and standardized international filing system. Accordingly, INTA respectfully urges the Mexican Senate to approve the necessary legislation in order for Mexico to join the Madrid Protocol.

If you have any questions or need information regarding our submission, please contact Laura Cruz, External Relations Manager, Latin America at lcruz@inta.org.

Sincerely yours,

Gregg Marrazzo

President

Enclosure