

April 6 2012

The Honorable Eloy Cantu Segovia (Partido Revolucionario Institucional)
Chairman
Senate Committee for Incentive of Trade and Industry
Senate of the Republic
Av. Paseo de la Reforma No. 135 Hemiciclo Piso 4
Oficina 6 Col Tabacalera C.P. 06030
Mexico D.F., Mexico

Re: Mexico's accession to the Protocol relating to the Madrid Agreement Concerning the International Registration of Marks adopted in 1989, and amended in 2006 and 2007.

Dear Chairman Cantu:

On behalf of the International Trademark Association, I would like to express our gratitude to you for taking time to meet with members of the INTA delegation last week. As an organization representing trademark owners, INTA valued this opportunity to express our views at a time when the Mexican Senate is considering Mexico's accession to the Madrid Agreement Concerning the International Registration of Marks, also known as the Madrid Protocol. This is a treaty our organization strongly supports and we greatly appreciate your leadership in the deliberations to obtain the Senate's final advice on recommending Mexico's accession.

As the Senate enters a new round of consultations, INTA wishes to reiterate its support for the prompt approval of legislation introduced in the Senate calling for Mexico to join the Madrid Protocol. The treaty's greatest benefit to trademark owners is that it provides companies with the ability to simplify their 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 bring these benefits to Mexican companies and to 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 to email: lcruz@inta.org or phone number +1 (212) 642 1740.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Gregg Marrazzo". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Gregg Marrazzo
President

Enclosure