

November 27, 2012

The Honorable Bruno Ferrari García de Alba
Secretary of Economy
Alfonso Reyes No 30
Col Hipódromo Condesa
Mexico DF CP 06140

Dear Secretary Ferrari:

On behalf of the International Trademark Association (INTA), congratulations on Mexico's entrance to the Madrid System for the International Registration of Trademarks. The new international registration procedure, which goes into effect on February 19, 2013, strengthens Mexico's intellectual property system and offers significant benefits to local and overseas brand owners in their commercial operations within and outside of Mexico through a simplified, international trademark registration procedure.

Mexico's entrance to the Madrid Protocol comes at a time when the growing Mexican economy, given unsettling economic and financial news in other major markets, is a particularly attractive destination for investment. In the area of trademarks, having in place a modern, efficient and cost effective registration process and greater standardization of office procedures among jurisdictions is paramount for global transactions. The plan for modernization of the Mexican Institute for Industrial Property (IMPI) considers these factors and IMPI is already on track in streamlining its office procedures.

With respect to the Madrid Protocol, INTA has been supportive of IMPI's educational and awareness-raising programs on the Protocol's benefits and the actual process of obtaining an international registration. INTA's experts have also addressed other areas perceived as potential challenges under the new registration system, such as consideration of the various opposition systems. Moreover, IMPI's recently launched online registration system is also a very positive development. No doubt that the Madrid Protocol will serve as an ongoing catalyst to strengthen IMPI's structural changes to the benefit of its users.

At the regional level, INTA recognizes the significance of Latin America participation in international trademark treaties. Trademark owners see many positive developments that will lead to the rapid expansion in the region of Madrid Protocol membership and accession to other important trademark treaties as well. With Colombia's and now Mexico's leadership in joining Madrid, we expect that other important economies -- Brazil, Chile, Peru, just to name a few -- will soon be taking part in the system.

INTA also would like to take this opportunity to commend IMPI's management and members of the Mexican Congress for their leadership in carrying forward a thorough consultation process to ratify Madrid. We are grateful to IMPI for including INTA's experts, who represent various legal systems, in order to address a number of issues both legal and procedural in public discussions before depositing Mexico's instrument of accession to the Madrid Protocol.

But our work is only beginning and INTA is strongly committed to continuing our support as Mexico moves to the implementation of the Madrid System. With almost 6,000 trademark owners and professional firms from around the world, many of whom have expertise in interational registration, application and maintenance, INTA looks forward to continuing our partnership with IMPI not only on the implementation of Madrid, but on other important advancements in the trademark arena as well.

Should there be any questions or on other government programs, please contact Laura Cruz, External Relations Manager, Latin America at lcruz@inta.org.

Sincerely,

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

CC: Alfredo Rendón
Deputy General Director Intellectual Property
IMPI