



International Trademark Association

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August 17th 2009
Congressman Arlindo Chinaglia
PT/SP

Ref: Brazil's Accession to the Madrid Protocol

Dear Congressman Chinaglia:

I would like to express our gratitude for taking your time to meet with us last week.

As our two-day program in Brasilia came to an end, we were able to confirm from the commentaries made during the seminar and from our private meetings with members from Congress there is wide recognition of the need to move with Brazil's accession to, if not all the treaties addressed during the seminar, to at the least, the Madrid Protocol, which as of today has had its share of consideration over recent years both within the government and among IP stake holders in Brazil.

We are also grateful the seminar touched upon other international trade mark treaties, such as the Nice Agreement and Singapore Treaties, which as you mentioned during our meeting, refer to technicalities of trademark offices and therefore not typically addressed in the corridors of Congress. We hope the seminar proved useful for legislators at a time in which Brazil plays progressively a greater role in the global marketplace and with this comes the recognition of the vital role local trade marks play in the domestic economy of Brazil.

We respectfully submit that Brazil's accession to Madrid Protocol, the Nice Agreement, and adherence to the Singapore Treaty standards will expand Brazils' options and avenues for commercial participation in the global economy and stimulate increasing numbers of overseas brand owners to participate in and contribute to Brazil's economy.

INTA would be happy to assist members of Congress in Brazil, on the issues arising from Brazil's accession to these international trade mark treaties, as well as any other future trademark issue on which you may wish our assistance. Should you require further information, please contact INTA staff liaison Ms. Laura Cruz at lcruz@inta.org.

A handwritten signature in blue ink that reads "Richard Heath". The signature is written in a cursive, slightly slanted style.

Richard Heath
Presidente