TRADEMARKS IN LATIN AMERICA:
Economic Impact in 10 Latin America and Caribbean Countries (LAC)

MEXICO

- **POPULATION**: 124.7 MILLION
- **GROSS DOMESTIC PRODUCT (GDP)**: $1,151 BILLION
- **TOTAL EMPLOYMENT**: 51.7 MILLION (workers)
- **AVERAGE TRADEMARK REGISTRATION**: 80,203

**IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY**

- **19 TRADEMARK-INTENSIVE SECTORS**
- **20 PERCENT** of the total workforce
- **15 PERCENT** of the GDP
- **13 PERCENT** of exports
- **17 PERCENT** of imports

**IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS**

- **LAC**: 38% AVERAGE
- **US**: 48% AVERAGE
- **EU**: 19% AVERAGE

**IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE**

- **LAC**: 31% AVERAGE OR EXPORTS
- **US**: 31% AVERAGE OR IMPORTS
- **EU**: 34% AVERAGE OR EXPORTS

The statistics above are all sourced from the joint study by the InterAmerican Association of Intellectual Property and the International Trademark Association on Trademarks in Latin America: Economic Impact in 10 Latin American and Caribbean Countries published in October 2019 © ASIPI and INTA. All rights reserved.

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