

Leaflet Trademarks in Mexico

Duration

The duration of the trademark is 10 years from the date of registration and is indefinitely renewable for further periods of 10 years each.

Compulsory use

It is compulsory to use a registered trademark within 3 years from the registration date. Use of a mark may not be discontinued without justified reasons for a period of 3 years or longer. Failure to use the trademark for 3 consecutive years might result in the cancellation of the trademark registration, in case a third party challenges the validity of the registration on the grounds of non-use. Use by a licensee whose license has been recorded shall be deemed use by the owner of the mark.

Marking

Registered marks, when used on or in connection with products or services covered thereby, should bear the indication 'Marca Registrada', or the initials 'M.R.', or the sign '®'. Marking is a condition for taking civil or criminal actions against infringers.

License

License agreements must be recorded with the Mexican Institute of Industrial Property (MIIP) in order to be effective against third parties. We recommend that you contact us in case you intend to grant a license under your trademark in Mexico.