

legal memo

Mexico City, September 4th, 2023

Mexican Trademark Office modernizes its digital platform, making trademark registration and management easier

The Mexican Institute of Industrial Property (IMPI) takes a digital leap by incorporating "Online Renewal" and "Declaration of Use Online" into its "Marca en Línea" platform. This transformation aims to streamline procedures, reduce costs, and enhance efficiency, setting a new standard for intellectual property management in Mexico.

In a groundbreaking move towards digitalization and efficiency, the Mexican Institute of Industrial Property (IMPI) announced on September 4th the addition of two new services to its "Marca en Línea" platform: "Online Renewal" and "Declaration of Use Online". These services, designed to facilitate procedures for registration holders and proxies, promise to change the way we engage with intellectual property in the country.

Benefits and changes of these additions:

1. **Efficiency and Speed:** These new digital services will allow registration holders and their proxies to carry out renewal and usage declaration procedures more swiftly and straightforwardly, eliminating the need to physically visit IMPI offices.
2. **Accessibility:** Renewals and usage declarations can be done from anywhere with internet access, offering greater flexibility and convenience for users.
3. **Error Reduction:** Being an automated process, a decrease in human errors that can occur in manual procedures is anticipated, ensuring greater accuracy in the transactions made.
4. **Economy:** Online management implies a cost reduction for both IMPI and registration holders and proxies. Not only does it save on expenses related to travel and physical materials, but the efficiency in the process may also lead to time savings and consequently resource savings.
5. **Sustainability:** By reducing the need for paper documentation and physical travels, these services contribute to sustainable and eco-friendly practices.
6. **Security and Transparency:** When managed properly, digital platforms offer robust security systems ensuring information protection. Moreover, the online process can provide clearer traceability and recording of all actions taken.



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