

# Distinctive signs

ECORFAN-México, S.C.

## ECORFAN-México, S.C.

143 – 50 Itzopan Street  
La Florida, Ecatepec Municipality  
Mexico State. 55120 Zipcode  
Phone: +52 1 55 6159 2296  
Skype: ecorfan-mexico.s.c.  
E-mail: [contacto@ecorfan.org](mailto:contacto@ecorfan.org)  
Facebook: ECORFAN-México S.C.

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[www.ecorfan.org](http://www.ecorfan.org)

	Holdings	
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[Industrial property law](#)

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[Background exam](#)

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All creation of the human intellect. Intellectual property rights protect the interests of creators by offering them privileges in relation to their creations.

## Copyright

Obras literarias, musical, dramática; danza; pictórica o de dibujo; escultórica y de carácter plástico; caricatura e historieta; arquitectónica; cinematográfica y demás obras audiovisuales; programas de radio y televisión; programas de cómputo; fotográfica; etc.



## Industrial property

Distinctive signs: Brands, Commercial Notices (slogans), Commercial Names, Denominations of Origin.

## Breeder's rights

Inventions: Patents, utility models, industrial designs, integrated circuits, industrial secrets.



**Protección contra la competencia desleal**



Authority in charge of the administration of the Industrial Property system in Mexico.

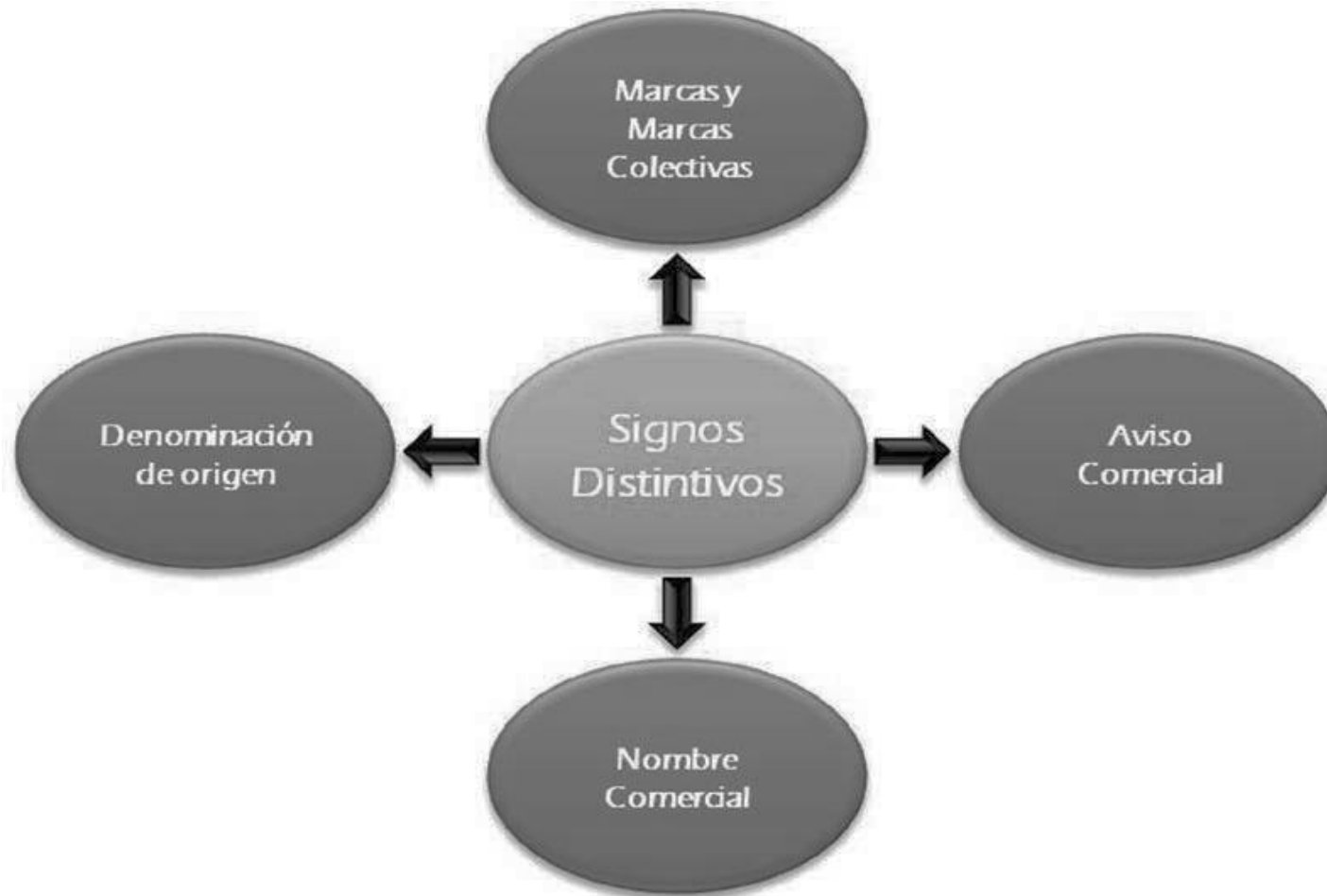
### Division division of brands

Authority in charge of the processing and granting of distinctive signs.

### Obtaining the right

Use  
Registry  
Mixed system





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## Brand

Visible sign that distinguishes products or services from others of the same species or class in the market.



## Collective Brand

Application of associations or societies of producers, manufacturers or service providers legally constituted.

Distinguishes in the market, the products or services of its members regarding the products or services of third parties.

Use reserved to the members of the association or societies, no transfer of rights or license of use.

Use subject to the rules of the association or societies.



### Commercial notice (slogan):

Phrases or sentences that announce commercial, industrial or service establishments or negotiations.



### Nombre comercial:

Company or industrial, commercial or service establishment.

Geographic area of the effective clientele and extends the whole country x mass dissemination national level thereof.

Tacos Pedrito

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## Appellation of origin:

Name of a geographical region of the country serves to designate a product originating from it, and whose quality or characteristic are due exclusively to the geographical environment, including natural and human factors. Valid until the characteristics that gave rise to it subsist.



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Ecuador	Taiwan	
Peru	Nicaragua	Paraguay



# Types of brands

**Nominative:** identifies a product or service from a denomination; can be made of letters or words and contain orthographic signs that help to correct reading.

**FRISCO**

**TEMPRA**

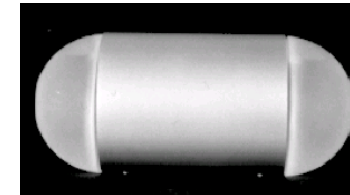
**BONAFONT**

**Figurative or Unnamed:** In them there is no phonetic content, and they are represented externally graphically, through a drawing, a logo or a combination of colors. With them an image is protected.



# Types of brands

**Three-dimensional:** Protects wrappers, packaging and packaging of products, have volume (height, width and depth).



**Mixed:** Combine words with figurative and / or three-dimensional elements.



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Brand Tridimensional, the only one accepted in Mexico, the LPI does not regulate the protection for :

- Sound,
- Olfactory,
- Of movement,
- Isolated colors,
- Gustative, or
- Gestures.



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# Impediments to registration or publication



✓ Contrary to public order, morals and good manners.

Joaquín El Chapo Guzmán  
EXP. 1121759

## El Chapo Guzmán, un mito muy real

Alberto Nájjar  
BBC Mundo

Dicen que le gusta pasear por el malecón de Mazatlán, un balneario de Sinaloa, al noroeste de México, y comer en exclusivos restaurantes. Otros cuentan que se operó el rostro para lucir más joven durante su reciente boda con una mujer de 18 años de edad.

Autoridades lo han definido como un hombre inteligente, responsable de muchas de las 15.000 muertes ocurridas en el país desde 2006, cuando se intensificó la lucha contra el tráfico de drogas.

Es Joaquín Guzmán Loera, "El Chapo", uno de los hombres más buscados en México y Estados Unidos.

Alrededor del personaje se ha creado un mito que lo mismo habla de su vida, que de la batalla que mantiene contra carteles rivales de narcotráfico según reconocen especialistas.

Pero "El Chapo" es real, como el miedo que inspira. BBC Mundo buscó a periodistas, académicos, empresarios y escritores de Sinaloa, donde nació Guzmán Loera, y ninguno accedió a hablar abiertamente del tema.

"Yo vivo aquí, y en este asunto no puedes tener protección de nada. Es muy poderoso, si dices algo te vas jugando la vida", comentó un empresario.

De acuerdo con la agencia antidrogas de EE.UU. (DEA, por sus siglas en inglés), Guzmán Loera es uno de los principales líderes del Cartel de Sinaloa, la organización de tráfico de drogas más fuerte de México con redes en varios países de América Latina.

Impuestos



Guzmán Loera es uno de los principales líderes del Cartel de Sinaloa.

¡ay güey!

REG.  
1385864

"güey".

1. m. *Méx.* Silly person. U. t. c.  
adj.

"Álzalas", ~.

1. loc. interj. *Méx.* U. to address someone who has stumbled.

EXP. 1121759

# Absolute prohibitions

- ✓ Las denominaciones, figuras o formas tridimensionales animadas o cambiantes.



The image hologram that has been transformed, relocating the light it reflects and placing it in such a way that in the human eye the object that is represented can be seen in different planes at the same time, allowing then to be understood as a three-dimensional image in spite of be made on a two-dimensional support such as paper.



# Absolute prohibitions

✓ Technical or commonly used names, ordinary language or have become the usual or generic designation of products or services.

SPA

The image shows a Mexican trademark application form (Formulario de Solicitud de Registro de Marca) for the mark 'JEGGINGS'. The form is filled out with the following details:

- Solicitud de:**  Registro de Marca
- Datos del Solicitante:** SANKO TEKSTIL İŞLETMELERİ SANAYİ VE TİCARET ANONİM ŞİRKETİ, Turkey.
- Datos del Apoderado:** CARLOS PEREZ DE LA SIERRA, Mexico, D.F.
- Signo distintivo:** JEGGINGS
- Tipo de marca:** Nominativa  Innomiada  Tridimensional  Mista
- Fecha de primer uso:** 25/10/2011
- Clase:** 25 (Prendas de vestir)
- Ubicación del establecimiento:** Sanli Körfezi Bulvarı Üzeri, Sanli Körfezi, Gaziantep, TURQUÍA.

A blue arrow points to the 'Adhiera en este espacio la etiqueta del Signo Distintivo solicitado' section, which is currently blank.

Summary of the trademark application data:

- 13) Signo distintivo: JEGGINGS
- 14) Tipo de marca: Nominativa  Innomiada
- 15) Fecha de primer uso: 25/10/2011
- 17) Clase: 25
- 18) Producto(s) o servicio(s): Prendas de vestir, calzado, artículos de sombrerería.

A screenshot of a Google search for 'jeggings'. The search results show approximately 995,000 results. The top results are images of various styles of leggings and jeggings. Below the images, there are search snippets from 'chicastips.com' and 'bebloggera.com' discussing the popularity and styling of jeggings.



# Registration refusal

## ¿Qué son los jeggins / jeggings y cómo combinarlos?

- Los jeggins son estupendos si os encanta llevar vaqueros o jeans. Éstos son una **mezcla entre los leggins de toda la vida y los jeans** o pantalones vaqueros. Además, suelen llevar las puntadas de los clásicos jeans. Los jeggins son versátiles, cómodos y elegantes a la vez.
- Sobre cómo combinar los jeggins, simplemente, hazlo como si de unos clásicos pantalones vaqueros se tratase.



### Thesis

Brands, registration of. If a generic word of common use is requested to be registered as a brand, it is not appropriate to grant the exclusive, but if that word or elements of common use are included in a composite brand, among whose elements they are only part of it, it is undoubted that as an integral part of the whole of the brand, such a word can be understood in it and reserved as part of it, but not as a fundamental element and fundamental use of said brand.

Administrative protection in revision 2348/49. Bodegas de San Miguel, S. De R.

L. October 7, 1949. Unanimity of four votes. Absent: Manuel Bartlett B. Speaker: Frank Carreño.

Fifth instance period: second room

Source: judicial weekly of the federation thesis isolated

Subject (s): administrative

**Instituto Mexicano de la Propiedad Industrial**

DIRECCIÓN DIVISIONAL DE MARCAS.  
 SUBDIRECCIÓN DIVISIONAL DE EXAMEN DE SIGNOS DISTINTIVOS.  
 COORDINACIÓN DEPARTAMENTAL DE EXAMEN DE MARCAS.  
 EM: 1042678 JEGGINGS

CERTIFICADO CON ACUSE DE RECIBO REG. No. 107471

ASUNTO: Se niega el registro de marca que se indica.

México, D.F., a 26 de octubre de 2010.

**CARLOS PEREZ DE LA SIERRA**  
 APODERADO DE SANKO TEKSTIL ISLETMELERI SANAYI VE TICARET ANONIM SIRKETI  
 PASEO DE LA REFORMA # 115, PISO 8  
 COL. LOMAS DE CHAPULTEPEC  
 C.P. 11000, MÉXICO, D.F.

Después de analizar los argumentos vertidos en el escrito de contestación de referencia, respecto del impedimento legal citado por la Autoridad en el oficio de fecha 08 de diciembre de 2009, al cual correspondió el código de barras 20090570648, se procede a emitir la resolución correspondiente, conforme a las siguientes:

#### CONSIDERACIONES

PRIMERA.- El presente acto se emite con fundamento en lo que al efecto disponen los artículos 1º, 2º fracción V, 6º fracción III, 87, 88, 89 fracción I, 90 fracciones II, IV y XIV, 122 y 125 segundo párrafo de la Ley de la Propiedad Industrial.

SEGUNDA.- De acuerdo con el artículo 88 de la Ley de la Propiedad Industrial, una marca es todo signo visible capaz de distinguir productos o servicios de otros de su misma especie o clase en el mercado. Ahora bien, el artículo 87 del mismo ordenamiento legal establece que el uso exclusivo de una marca solo se obtiene mediante su registro en este Instituto.

En relación con lo anterior, es importante mencionar que la Ley de la Propiedad Industrial establece diversos supuestos para objetar un registro y en consecuencia negarlo, siendo que el signo propuesto a registro incurre en los contemplados en las fracciones II, IV y XIV del artículo 90 de la Ley de la Propiedad Industrial que a la letra señalan:





- ✓ The three-dimensional forms that are public domain, lack originality, usual form or imposed by nature

Instituto Mexicano de la Propiedad Industrial

Solicitud de:

Registro de Marca  
 Registro de Marca Colectiva  
 Registro de Aviso Comercial  
 Publicación de Nombre Comercial

Unión exclusiva Delegaciones y Subdelegaciones de la Secretaría de Economía

MPR/CFT  
 Expediente: 0694876  
 FEDR: 80/EI/2005  
 0508/14/13

Sello, Fecha y hora de presentación, No. de folio de entrada

Antes de llenar la forma lea las consideraciones generales al reverso.

**I DATOS DEL (DE LOS) SOLICITANTE(S)**

1) Nombre (s): CERVECERIA CUAUHTEMOC MOCTEZUMA, S.A. DE C.V.  
 2) Nacionalidad (es): MEXICANA  
 3) Domicilio del primer solicitante; calle, número, colonia, código postal: ALFONSO REYES NO.2202 NORTE, COL. BELLA VISTA, C.P.64442  
 Población, Estado y País: MONTERREY, NUEVO LEON, MEXICO  
 4) Teléfono (clave): 5) Fax (clave): 6) E-mail:

**II DATOS DEL (DE LOS) APODERADO(S)**

7) Nombre (s): JOSE JUAN MENDEZ CORTES  
 8) R.F.P.: Código de Apoderado: 38942  
 9) Domicilio; calle, número, colonia, código postal: RIO TIBER NO.87, PISO 3, COL. CUAUHTEMOC, C.P. 66500  
 Población y Estado: MEXICO, D.F., MEXICO  
 10) Teléfono (clave): (00) 5533 1395 11) Fax (clave): (00) 5297 3113 12) E-mail: jsm@alcorf.com.mx

13) Signo distintivo: CARTA BLANCA (DISEÑO Y FORMA TRIDIMENSIONAL)

14) Tipo de marca: Nominativa  Incompleta  Tridimensional  Mista

15) Fecha de primer uso: Día Mes Año 16) No se ha usado:

17) Clase: 3 2 18) Producto(s) o servicio(s) 19) Otro precedente (Sólo en caso de Marca o Aviso Comercial) (Sólo en caso de Nombre Comercial)

CERVEZAS; AGUAS MINERALES Y GASEOSA, Y OTRAS BEBIDAS NO ALCOHOLICAS, BEBIDAS DE FRUTAS Y JUGOS DE FRUTAS; JARABES Y OTRAS PREPARACIONES PARA HACER BEBIDAS.

20) Ubicación del establecimiento: COMERCIAL  
 Domicilio (calle, número, colonia y código postal): ALFONSO REYES NO.2202 NORTE, COL. BELLA VISTA, C.P.64442  
 Población, Estado y País: MONTERREY, NUEVO LEON, MEXICO

21) Sólo en caso de Marca  
 Legenda y otras no reservadas:

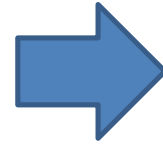
22) Sólo en caso de Marca o Aviso Comercial presentado en el extranjero.  
 Prioridad internacional:  
 País de origen:  
 Número:  
 Fecha de Presentación de la Prioridad: Día Mes Año

Bajo protesta de decir verdad, manifiesto que los datos asentados en esta solicitud son ciertos.

L. JOSE JUAN MENDEZ CORTES  
 Nombre y firma del solicitante o apoderado

México, D.F., a 03 de enero de 2005  
 Lugar y fecha

Página 1 de 2



Productos y servicios		
Clase	Tipo de clase	Descripción
32	8	CERVEZAS; AGUAS MINERALES Y GASEOSAS, Y OTRAS BEBIDAS NO ALCOHOLICAS; BEBIDAS DE FRUTAS Y JUGOS DE FRUTAS; JARABES Y OTRAS PREPARACIONES PARA HACER BEBIDAS.



## Brand proposal to registration



Productos y servicios		
Clase	Tipo de clase	Descripción
32	8	CERVEZAS; AGUAS MINERALES Y GASEOSAS; Y OTRAS BEBIDAS NO ALCOHOLICAS; BEBIDAS DE FRUTAS Y JUGOS DE FRUTAS; JARABES Y OTRAS PREPARACIONES PARA HACER BEBIDAS.

## Registration refusal

**Instituto Mexicano de la Propiedad Industrial**  
 DIRECCIÓN DIVISIONAL DE MARCAS, SUBDIRECCIÓN DIVISIONAL DE EXAMEN DE SIGNOS DISTINTIVOS, COORDINACIÓN DEPARTAMENTAL DE EXAMEN DE MARCAS  
 EM 694876 CARTA BLANCA (DISEÑO Y FORMA TRIDIMENSIONAL).

ASUNTO: Se niega el registro de marca que se indica.  
 México, D.F., a 16 de julio de 2008.

**RANULFO JIMENEZ GOMEZ**  
 APODERADO DE CCM IP, S.A. (CCM IP AG) (CCM IP LTD)  
 MONTE IRAZULI # 150  
 COL. LOMAS DE CHAPULTEPEC  
 C.P. 11000, MEXICO, D.F.

Después de haber analizado los argumentos vertidos en el escrito de contestación indicado al rubro, respecto del impedimento legal citado por la Autoridad en el oficio de fecha 22 de julio de 2005, al cual correspondió el código de barras 20050269116 se procede a emitir la resolución correspondiente, conforme a las siguientes:

**CONSIDERACIONES**

PRIMERA.- El presente acto se emite con fundamento en lo que al efecto disponen los artículos 1º, 2º fracción V, 6º fracción III, 87, 88, 89, 90 fracción III, 122 y 125 segundo párrafo de la Ley de la Propiedad Industrial 53 de su Reglamento.

SEGUNDA.- De acuerdo con el artículo 88 de la Ley de la Propiedad Industrial, una marca es todo signo visible capaz de distinguir productos o servicios de otros de su misma especie o clase en el mercado. Ahora bien, el artículo 87 del mismo ordenamiento legal establece que el uso exclusivo de una marca solo se obtiene mediante su registro en este Instituto.

En relación con lo anterior, es importante mencionar que la Ley de la Propiedad Industrial contempla los diversos supuestos para objetar un registro y en consecuencia negarlo, uno de ellos, que es en el que incurre el signo propuesto a registro en el expediente que al rubro se indica, es el contemplado en la fracción III, del artículo 90 de la Ley de la Propiedad Industrial, misma que a la letra establece:

RECIBI:  
 15 SEP 2008  
 LIC. RANULFO JIMENEZ GOMEZ  
 CDD, PMP, 476456



www.shutterstock.com · 45587734



## Thesis

**MARKS. THE UTILITY AND FUNCTIONAL ELEMENTS OF THREE-DIMENSIONAL CONTAINERS ARE NOT RECORDABLE IF THEY HAVE DISTINCTIVENESS AND DO NOT IDENTIFY THOSE WHO PRODUCE THEM.** According to article 90, section III, of the Industrial Property Law, a three-dimensional form must have a distinctive character and originality, justifying reason and sine qua non to be registered as a brand, since the mere suitability to obtain a technical result, a functional character and being useful, are common and commonly used aspects that do not justify it, unless their characteristics are unusual, arbitrary or fantasy, as these will allow the consumer to recognize a product by its appearance and link it, distinguish it or associate it with the one who produces it. Therefore, in the case of three-dimensional containers, utilitarian and functional elements are not registrable, since exclusivity rights, monopolies and unjustifiable trade barriers would be generated, since the similar characteristics, such as circular nozzle, smooth surface for labeling or printing and circular base, they fulfill a function of efficiency in the handling and use on the part of the consumers and, in addition, it is the usual or habitual form of those that are commercialized in Mexico, in such a way that its registration is not justified, precisely for lack of distinctiveness and not identify who produces them.

## FOURTH COURT COLLEGIATE IN ADMINISTRATIVE MATTER OF THE FIRST CIRCUIT.

Direct Amparo 201/2008. The Coca-Cola Company. October 8, 2008. Majority of votes. Dissenter: Patricio González-Loyola Pérez. Speaker: Jean Claude Tron Petit. Secretary: Claudia Patricia Peraza Espinoza.

Registration No. 168095  
 Location: Ninth Period  
 Instance: Collegiate  
 Circuit Courts  
 Source: Judicial Weekly of the Federation and its Gazette XXIX, January 2009  
 Page: 2769 Thesis:  
 I.40.A.662 A  
 Isolated Thesis  
 Subject (s):  
 Administrative



	Holdings	
Mexico	Colombia	Guatemala
Bolivia	Cameroon	Democratic Republic of Congo
Spain	El Salvador	
Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

### Datos del expediente

Número de expediente:: 1267161  
 Número de registro: 19/04/2012 12:00:11 PM  
 Fecha de presentación: 12/06/2003  
 Fecha de uso:  
 Fecha de concesión:  
 Fecha de vigencia:  
 Denominación: CLEMENTE JACQUES, DISEÑO Y FORMA TRIDIMENSIONAL  
 Clase nacional:  
 Tipo de solicitud: MARCA  
 Tipo de marca: MIXTA (Denominación y Diseño Tridimensional)  
 Leyendas y figuras no reservables: VINAGRE BLANCO DE ALCOHOL DE CAÑA, CONT NET. 500 ML, CÓDIGO DE BARRAS (FIGURA), 7501052475202



Productos y servicios		
Clase	Tipo de clase	Descripción
30	10	VINAGRE..

Datos del titular	
Nombre:	SABORMEX EUROPA, S.L.
Dirección:	GRAN VIA NO. 45 6ª PLANTA
Población:	BILBAO VIZCAYA, REINO DE ESPAÑA
Código postal:	

### Common use



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	<b>Holdings</b>	
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Bolivia	Cameroon	Democratic Republic of Congo
Spain	El Salvador	
Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

**MARKS. NEGATIVE OF REGISTER OF THREE-DIMENSIONAL FIGURES.-** Article 90, section III, of the Industrial Property Law, establishes that it is not appropriate to grant the trademark registration with respect to three-dimensional figures that have been made of common use and those that lack originality that distinguish them easily. However, the impediment that the three-dimensional form proposed for registration lacks originality implies that the three-dimensional forms proposed for registration are not sufficiently distinctive of the products to be protected; This is precisely the function of any brand, the former, by virtue of the fact that the brands have as their purpose that any economic agent or producer or merchant, can distinguish products from others of the same class, that is, brands must be considered allow the client universe, a subject with average attention to be able to distinguish the products covered by them. Regarding the impediment of recording a three-dimensional form that has been made of common use, it must be understood in the sense that a three-dimensional form will be of common use when it is not identified in the same element that allows it to be particularized by other employees in relation to it. to the same products. In this tenor of ideas, it is possible to conclude that, in order for a brand to be legally protected, it is required to be able to identify and distinguish the products it intends to protect, that is, the brand is required to have a distinctive efficacy, such that distinctive effectiveness results from the first impression it generates on the consuming public.

Administrative Litigation No. 1374/08-EPI-01-3.- Resolved by the Regional Chamber Specialized in Intellectual Property of the Federal Court of Fiscal and Administrative Justice, on March 3, 2009, by majority vote.- Magistrate Instructor: María Teresa Olmos Jasso.- Secretary: Lic. Jorge Luis Rivera Medel.

**MARKS. WHEN THEY ARE PROPOSED IN A MIXED FORM (NAME, DESIGN AND THREE-DIMENSIONAL FORM), AND THIS LAST ELEMENT DOES NOT APPLY INDIVIDUALLY, IN SUCH CIRCUMSTANCE IT PREVENTS REGISTRATION OF THOSE.**

From the harmonic interpretation of articles 89, 90, fraction III, 113, fraction II, 122, 125 and 126 of the Industrial Property Law, and 53 of its Regulations, it is concluded that to obtain a trademark registration is granted to the interested party the right to choose the type of brand with which it seeks to protect its products, which may be nominative, unnamed, three-dimensional or mixed; and, in the event that it submits a mixed brand to registration in which the three-dimensional form as an integrating element is not individually recordable in the judgment of the authority, such circumstance prevents its registration, because in the proposal of the interested party of a mixed brand the three-dimensional element must be examined separately before the rest that integrate it. Contradiction of thesis 471/2009. Among those supported by the Collegiate Courts Ninth and Seventeenth, both in Administrative Matters of the First Circuit. March 3, 2010. Majority of three votes. Dissidents: Sergio A. Valls Hernández and Sergio Salvador Aguirre Anguiano. Speaker: Sergio A. Valls Hernández. Secretary: Miguel Ángel Antemate Chigo.

Thesis of jurisprudence 41/2010. Approved by the Second Chamber of this High Court, in private session on March twenty-two, two thousand and ten.

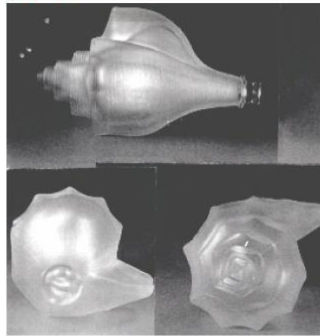
Register No. 164755 Location:  
Ninth Period  
Instance: Second Room  
Source: Judicial Weekly of the  
Federation and its Gazette  
XXXI, April 2010  
Page: 430  
Thesis: 2a./J. 41/2010  
Jurisprudence Subject (s):  
Administrative



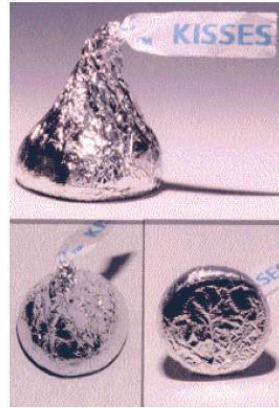
# Examples of what is registrable

**Datos del expediente**

Número de expediente:: 243716  
 Número de registro: 511569  
 Fecha de presentación: 22/09/1995 12:50:00 PM  
 Fecha de uso:  
 Fecha de concesión: 29/11/1995  
 Fecha de vigencia: 22/09/2015  
 Denominación: S/D (TRIDIMENSIONAL)  
 Clase nacional:  
 Tipo de solicitud: MARCA  
 Tipo de marca: MIXTA  
 Leyendas y figuras no reservables:



Productos y servicios		
Clase	Tipo de clase	Descripción
3	1	PERFUME, EAU DE PERFUM (AGUA DE PERFUME), COLONIA, LOCION, AGUA DE COLONIA, ESENCIAS DE PERFUME, LOCION AROMANTE (EAU DE TOILETTE), LOCION AFTER SHAVE, ACEITE PARA PERFUMES, AGUAS PERFUMADAS, AROMATIZANTES O AROMAS (ACEITES ESENCIALES), DELINEADOR, MAQUILLAJE LIQUIDO, MAQUILLAJE EN POLVO, ACEITES DE USO COSMETICO, SOMBRAS PARA PARRADOS, ESMALTE O BARNIZ DE UNAS, QUITA ESMALTE, CREMA DE USO COSMETICO, SHAMPOO, JABON, BRONCEADOR, CREMA PARA LA PIEL, DESODORANTE, CREMA PARA AFEITAR, Y EN GENERAL TODO TIPO DE PERFUMERIA Y COSMETICOS.



Productos y servicios		
Clase	Tipo de clase	Descripción
30	1	CAFE, TE, CACAO, AZUCAR, ARROZ, TAPIOCA, SAGU, SUCEDANEOS DEL CAFE, HARINAS Y PREPARACIONES HECHAS DE CEREALES, PAN, PASTELERIA Y CONFITERIA, HELADOS COMESTIBLES, MIEL, JARABE DE MELAZA, LEVADURA, POLVOS PARA ESPONJAR, SAL, MOSTAZA, VINAGRE, SALSAS (CONDIMENTOS), ESPECIAS, HIELO, ESPECIALMENTE CHOCOLATES Y DULCES (CONFITERIA).



- ✓ Descriptive or indicative in the designation of the species, quality, quantity, composition, destination, value, place of origin of the products or the time of production.

### Descriptive of the species

**SOLICITUD DE REGISTRO O PUBLICACIÓN DE SIGNO**

Por la presente se solicita:

- Registro de Marca
- Registro de Marca Colectiva
- Registro de Aviso Comercial
- Publicación de Nombre Comercial

**DATOS DEL OJO DEL SOLICITANTE (O)**

01. Nombre de: MESILLAS DE MUEBLAS S.C. DE C.V.

02. Nacionalidad: MEXICANA

03. Domicilio del primer solicitante (pala, número y colonia): CALLE MIGUEL HIDALGO SIN NUMERO COL. MESILLAS

04. País: MEXICO

05. Ciudad y Estado: CONCORDIA, BINALOA

06. Código postal: 63000

07. Teléfono (s): 6349000000

08. Correo-e: mesillasmexico@gmail.com.mx

09. Tipo de Marca:  Nominativa  Inventiva  Tradicional  Mista

10. Fecha de primer uso:  No se ha usado

11. Descripción (Solo marcas reales con denominación): MESILLAS

12. Límite de productos no reconocidos (Solo en caso de Marca):

13. Ubicación del establecimiento (Dirección pala, número y colonia): CALLE MIGUEL HIDALGO SIN NUMERO COL. MESILLAS

14. País: MEXICO

15. Prioridad reclamada:

16. Nombre y firma del solicitante o su representante: ENRIQUE ESTRADA RAMOS

17. Lugar y fecha: CONCORDIA, BINALOA, MEXICO, LUNES 20 DE MARZO DE 2013

### Imágenes de mesilla



Notificar imágenes

### Más imágenes de mesilla



### REAL ACADEMIA ESPAÑOLA

La institución Obras académicas Biblioteca y Archivo Consultas lingüísticas Boletines

Inicio » Recursos » Diccionarios » Diccionario de la lengua española

#### Diccionario de la lengua española

El *Diccionario de la lengua española (DRAE)* es la obra de referencia de la Academia. La edición actual —la 22.ª, publicada en 2001— incluye más de 88 000 entradas.

mesilla

á é í ó ú ü ñ

**mesilla.**

1. f. [mesa de noche.](#)

Ayuda



**Datos del expediente**

Número de expediente:: 1232228  
 Número de registro: 02/12/2011 01:19:03 PM  
 Fecha de presentación:  
 Fecha de uso:  
 Fecha de concesión:  
 Fecha de vigencia:  
 Denominación: CHATARRA  
 Clase nacional:  
 Tipo de solicitud: MARCA  
 Tipo de marca: NOMINATIVA  
 Leyendas y figuras no reservables:

Productos y servicios		
Clase	Tipo de clase	Descripción
30	9	CAFE; TE; CACAO; AZUCAR; ARROZ; TAPIOCA; SAGU; SUCEDANEOS DEL CAFE; HARINAS Y PREPARACIONES A BASE DE CEREALES; PAN; PRODUCTOS DE PASTELERIA Y DE CONFITERIA; HELADOS; MIEL; JARABE DE MELAZA; LEVADURA; POLVOS DE HORNEAR; SAL; MOSTAZA; VINAGRE; SALSAS (CONDIMENTOS); ESPECIAS; HIELO.

**Instituto Mexicano de la Propiedad Industrial**

CERTIFICADO CON ACUSE DE RECIBO REG. No. 19017

DIRECCION DIVISIONAL DE MARCAS SUBDIRECCION DIVISIONAL DE EXAMEN DE SIGNOS DISTINTIVOS COORDINACION DEPARTAMENTAL DE EXAMEN DE MARCAS EM: 1232228 CHATARRA.

**ASUNTO:** Se niega el registro de la solicitud de marca, tramitada en el expediente número 1232228 CHATARRA. México D.F. a 26 de febrero de 2013.

**LIGIA ESCALANTE SOLANA**  
 APODERADA DE MARIA INES MORETT ASCENCIO  
 CAMINO ESCUELA DE AGRICULTURA # 7620. COL. LA VENTA DEL ASTILLERO  
 C.P. 48221, ZAPOCAN, JAL.

Después de analizar los argumentos vertidos en el escrito de contestación indicado al rubro, respecto del impedimento legal citado por la Autoridad en el oficio de fecha 16 de mayo de 2012, el cual correspondió el folio de salida 20120261540, se procede a emitir la resolución correspondiente, conforme a las siguientes:

**CONSIDERACIONES**

**PRIMERA-** El presente acto se emite con fundamento en lo que al efecto disponen los artículos 1°, 2° fracción V, 6° fracción III, 87, 88, 89, 90 fracción IV, 122 y 125 segundo párrafo de la Ley de la Propiedad Industrial.

**SEGUNDA-** De acuerdo con lo dispuesto por el artículo 88 de la Ley de la Propiedad Industrial, una marca, es todo signo visible capaz de distinguir productos o servicios de otros de su misma especie o clase en el mercado por su parte, es el artículo 87 de la Ley en comento el que establece que el uso exclusivo de una marca sólo se obtiene mediante su registro ante este Instituto.

**TERCERA-** Derivado de lo anterior, se hace de su conocimiento que la Ley de la Propiedad Industrial contempla los supuestos para otorgar un registro y en consecuencia registrar, uno de ellos, es en el que ocurre el signo propuesto a registro en el expediente que al rubro se indica, contemplado en la fracción IV del artículo 90 de la Ley de la Propiedad Industrial, mismo que a la letra establece:

**LEY DE LA PROPIEDAD INDUSTRIAL.**  
**ARTICULO 90.-** No serán registrables como marca:  
 IV.- Las denominaciones, figuras o formas tridimensionales que, considerando el conjunto de sus características, sean descriptivas de los productos o servicios que tratan de protegerse como marca. Quedan incluidas en el supuesto anterior las palabras descriptivas o indicativas que en el comercio sirven para designar la especie, calidad, cantidad, composición, destino, valor, lugar de origen de los productos o la época de producción.

**CONFIRMAR**

SCRAP: Mex. and Ur. U. in apposition to indicate that what is designated by the noun to which it is postponed is of very low quality. *Junk food*. According to the information provided by the online dictionary of the Royal Academy of the Spanish Language [www.rae.com](http://www.rae.com).

In this situation, the proposed sign SCRAP, has that the food products that are intended to protect, are of very low quality, that is, that is *junk food*.

To reinforce the above, it is appropriate to quote the following information obtained from the electronic page [http://kidshealth.org/kid/en\\_espanol/palabra/word\\_junk\\_food\\_esp.html](http://kidshealth.org/kid/en_espanol/palabra/word_junk_food_esp.html)

The term "junk food" is used to describe foods with a small amount of the nutrients that the body needs and with a high content of fat, sugar and salt, elements that the body can obtain in excess very easily.



Descriptive of the composition

Exp. A.C. 36883

## Made with whole grains

To announce the following products of Class 30 International:

COFFEE, TEA, COCOA, SUGAR, RICE, TAPIOCA, SAGU, SUCEDANEOS DEL CAFÉ;  
FLOURS AND PREPARATIONS MADE OF CEREALS, BREAD, PASTRY AND  
CONFECTIONERY, EDIBLE ICE CREAMS; HONEY, MELAZA SYRUP; YEAST,  
POWDERS FOR SPONGE; SALT, MUSTARD; VINEGAR, SAUCES (CONDIMENTS);  
SPICES; ICE.

Applicant : GRUPO BIMBO, S.A. DE C.V.

**ECORFAN-México, S.C.**

143 – 50 Itzopan Street  
La Florida, Ecatepec Municipality  
Mexico State. 55120 Zipcode  
Phone: +52 1 55 6159 2296  
Skype: ecorfan-mexico.s.c.  
E-mail: contacto@ecorfan.org  
Facebook: ECORFAN-México S.C.

Twitter: @EcorfanC

[www.ecorfan.org](http://www.ecorfan.org)

	Holdings	
Mexico	Colombia	Guatemala
Bolivia	Cameroon	Democratic Republic of Congo
Spain	El Salvador	
Ecuador	Taiwan	
Peru	Nicaragua	Paraguay



## Descriptive of the place of origin of the products

Exp. A.C. 46920  
Exp. Reg. Mca: 1055740



Class 35: commercialization, purchase and sale of any merchandise (commercial intermediary) in different buildings (stores or premises).

**All at the same price at only \$ 12.50**

Class 35, such as advertising services; business direction; business Administration; Office work; including marketing services provided through department stores and self-service stores, in relation to the following products: clothing, footwear, headgear, whites, sporting goods, cosmetics, perfumery, jewelry, watchmaking, lenses, smokers' articles, cigars, confectionery , chocolates, pharmacists, etc.

# Three-dimensional

A. Sixth Period. Year II. No. 22. October 2009. p. 267

## Datos del expediente

Número de expediente:: 983168  
 Número de registro:  
 Fecha de presentación: 09/01/2009 01:46:10 PM  
 Fecha de uso:  
 Fecha de concesión:  
 Fecha de vigencia:  
 Denominación:  
 Clase nacional:  
 Tipo de solicitud: MARCA  
 Tipo de marca: TRIDIMENSIONAL  
 Leyendas y figuras no reservables:



Productos y servicios		
Clase	Tipo de clase	Descripción
18	9	CUERO E IMITACIONES DE CUERO, Y PRODUCTOS HECHOS DE ESTOS MATERIALES NO COMPRENDIDOS EN OTRAS CLASES; PIELS DE ANIMALES; BAULES Y MALETAS; PARAGUAS, SOMBRILLAS Y BASTONES; LATIGOS, ARNESES Y TALABARTERIA.

Datos del titular	
Nombre:	HERMES INTERNATIONAL
Dirección:	24, RUE DU FAUBOURG SAINT HONORÉ

**ECORFAN-México, S.C.**

143 – 50 Itzopan Street  
 La Florida, Ecatepec Municipality  
 Mexico State. 55120 Zipcode  
 Phone: +52 1 55 6159 2296  
 Skype: ecorfan-mexico.s.c.  
 E-mail: contacto@ecorfan.org  
 Facebook: ECORFAN-México S. C.

Twitter: @EcorfanC

[www.ecorfan.org](http://www.ecorfan.org)

**Holdings**

Mexico	Colombia	Guatemala
Bolivia	Cameroon	Democratic Republic of Congo
Spain	El Salvador	
Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

# Examples of what is registrable

## EVOCATIVE MARKS.- DEFINITION.-

Evocative brands are those that derive from the word "evoke" and that involve bringing a thing to memory or imagination, however, this is not synonymous with the term describe, which refers to the detailed and detailed representation of parts of a thing. In such a way that the evocative brands are the denominations and / or visible figures formed in an arbitrary way that awaken the idea of the product or suggest its nature or utility, and that are related in a remote or indirect way with the merchandise, however, they do not lead directly and immediately to a characteristic of the product or service, because they designate or describe a quality or secondary or accidental element of these. Consequently, in the case of evocative brands, the consumer is required, in order to understand what product or service the brand covers, to make use of imagination and understanding, generating a deductive process between the brand and the product or service; it is for this reason that the evocative signs are recordable, because they do not comply with the requirement of descriptiveness provided for in Article 90, section IV, of the Industrial Property Law. (40)

Administrative Litigation No. 1826/08-EPI-01-4.- Resolved by the Regional Chamber Specialized in Intellectual Property of the Federal Court of Fiscal and Administrative Justice, June 30, 2009.- Thesis: unanimously voted .- Judgment: by majority vote.- Magistrada Instructor: Luz María Anaya Domínguez.- Secretary: Lic. Denisse Juárez Herrera. //R.T.F.J.F.A. Sixth Time Year II. No. 24. December 2009. p. 261

Datos del expediente	
Número de expediente::	318416
Número de registro:	742207
Fecha de presentación:	19/12/1997 01:37:00 PM
Fecha de uso:	
Fecha de concesión:	09/04/2002
Fecha de vigencia:	19/12/2017
Denominación:	DURACELL
Clase nacional:	
Tipo de solicitud:	MARCA
Tipo de marca:	MIXTA
Leyendas y figuras no reservables:	FIGURA DE LA PILA




✓ Letters, digits or colors isolated.

**Instituto Mexicano de la Propiedad Industrial**

**SOLICITUD DE REGISTRO O PUBLICACIÓN DE SIG\***  
(Antes de llenar el formato, sírvase leer las consideraciones generales)

**Por la presente se solicita:**  
(Marque sólo una opción)

Registro de Marca  
 Registro de Marca Colectiva  
 Registro de Aviso Comercial  
 Publicación de Nombre Comercial

Uso exclusivo  
Delegaciones y Subdelegaciones Federales de la Secretaría de Economía

**MARCA**

Expediente: 12317396  
Fecha: 05/10/2011 Hora: 13:58  
PROMOTOR: S BRR  
C.I.A.: 78337

Sello, fecha y hora de presentación, No. de folio de entrada.

**I. DATOS DEL (DE LOS) SOLICITANTE(S)**

01) Nombre (s): **SBE LICENSING, LLC**

02) Nacionalidad (es): **Estadounidense**

03) Domicilio del primer solicitante: (calle, número y colonia):  
**8000 Beverly Boulevard**

Población y Estado: **Los Angeles, California** País: **E.U.A.**  
Código postal: **90048**

04) Teléfono (clave):

**II. DOMICILIO PARA OÍR Y RECIBIR NOTIFICACIONES**

05) Calle, número y colonia: **Hamburgo No. 260, Col. Juárez, C.P. 06600**

Población y Estado: **México, D.F.**  
Código postal: **06600**

06) Teléfono (clave):\* **(55) 5533-5060**

07) Signo distintivo: **S BAR**

08) Tipo de marca: Nominativa  Innominada  Tridimensional  Mixta

09) Fecha de primer uso:  /  /  No se ha usado:

10) Clase: **4 3** 11) Productos o servicios, en caso de Marca o Aviso Comercial / Giro preponderante, en caso de Nombre Comercial:  
**SERVICIOS DE RESTAURANTES Y BAR.**

12) Ubicación del establecimiento:  
Domicilio (calle, número y colonia):  
**8000 Beverly Boulevard**

Población y Estado: **Los Angeles, CA** País: **E.U.A.**  
Código postal: **90048**

13) Leyendas y/o figuras no reservables: (Sólo en caso de Marca)

Continúa en anexo

14) Prioridad reclamada:  
(Sólo en caso de Marca o Aviso Comercial presentado en el extranjero)  
País (Oficina) de origen: Número: Fecha de Presentación  
Dia | Mes | Año

**Bajo protesta de decir verdad, el firmante manifiesta que los datos asentados en esta solicitud son ciertos y que en caso de actualizarse, éstos serán comunicados oportunamente al Instituto Mexicano de la Propiedad Industrial.**

**LIC. MANUEL MARTÍN SOTO GUTIERREZ** México, D.F. a 5 de Octubre del 2011  
Nombre y firma del solicitante o su mandatario Lugar y fecha

Página 1 de 2 IMPI-00-001

# Examples of what is registrable

**SE** SECRETARÍA DE ECONOMÍA

**TÍTULO DE REGISTRO DE MARCA**

Instituto Mexicano de la Propiedad Industrial

**SBE LICENSING, LLC**

Nacionalidad: ESTADOS UNIDOS DE AMERICA  
 Domicilio: 8000 BEVERLY BOULEVARD, LOS ANGELES, CA, 90048, ESTADOS UNIDOS DE AMERICA  
 Establecimiento: 8000 BEVERLY BOULEVARD, LOS ANGELES, CA, 90048, ESTADOS UNIDOS DE AMERICA

Registro: **1432558** Tipo de Marca: MIXTA

Signo distintivo: **S BAR y Diseño**  
 Clase: 43  
 Se aplica a: SERVICIOS DE RESTAURANTES Y BAR.

Expediente: 1423070  
 Fecha de presentación: OCT 16, 2013  
 Hora: 13:19

Clasificación de Elementos Figurativos (7): 4.1.4, 26.4.7, 26.4.14, 26.4.18, 26.4.24, 27.5.4, 27.5.10, 27.5.12, 27.5.21, 27.5.24

La impresión del signo distintivo en este título puede presentar variaciones en el tono de los colores respecto al presentado en la solicitud de registro.

El registro de referencia se otorga con fundamento en los artículos 1º, 2º fracción V, 6ª fracción III, 125 y 126 de la Ley de la Propiedad Industrial.

De conformidad con el artículo 95 de la Ley de la Propiedad Industrial, el presente registro será una vigencia de diez años contados a partir de la fecha de presentación de la solicitud y el mismo podrá renovarse por periodos de la misma duración, en los términos establecidos en los artículos 133 y 134 de mismo ordenamiento legal.

Quien suscribe el presente título lo hace con fundamento en los artículos 3º fracción III y 7º BIS de la Ley de la Propiedad Industrial, 1º, 3ª fracción V inciso b), subincisos ii) y iii) primero y segundo guión respectivamente, 4º, 5º, 11 fracción II y último párrafo y 13 fracción II del Reglamento del Instituto Mexicano de la Propiedad Industrial, 1º, 3º, 4º, 5º fracción V inciso b), subincisos ii) y iii) primero y segundo guión respectivamente, 17 fracción III, 28 y 31 del Estatuto Orgánico de este Instituto, 1º, 2º y 3º inciso al presente suspensión), penúltimo y último del Acuerdo que otorga facultades en los Directores Generales Adjuntos, Coordinador, Directores Divisionales, Titulares de las Oficinas Regionales, Subdirectores Divisionales, Coordinadores Departamentales y otros Subalternos del Instituto Mexicano de la Propiedad Industrial. Ordenamientos Legales cuyas reformas, adiciones y modificaciones se encuentran vigentes a la fecha de emisión del presente título.

MEXICO, D.F. A 07 DE FEBRERO DE 2014

LA COORDINADORA DEPARTAMENTAL DE EXAMEN DE MARCAS 'B'

ARACELI LEDESMA GARCIA

20140070716



## Translation to another language

EM: 1206525 GOURMET COOKIES



EM:  
1284501

**EASY  
CREDIT**

Brand Registration 494309	OLD BRIDGE
Record of brand 1295050	PONTE VECCHIO

**BRAND. THE AUTHORITY MUST MAKE ITS TRANSLATION TO SPANISH IF THE BRAND PROPOSED TO REGISTER IS A WORD IN**

**ANOTHER LANGUAGE.-** Article 90, Section VI of the Industrial Property Law, states that the translation of words into other languages, among others, will not be registrable as a brand.. On the other hand, articles 119 and 122 of the Industrial Property Law provide that, once a brand is received, a registration request will proceed to perform a formal examination and subsequently, a substantive examination in order to verify whether the brand is registrable in terms of the applicable legislation. Given the above, it is clear that to perform the substantive examination in order to verify whether the brand under study updates the registration exception provided in section VI of Article 90 of the Industrial Property Law, the authority is obliged to perform the translation corresponding to Spanish, if this is proposed in another language. (88)

Administrative Litigation No. 1836 / 08- EPI-01-9.- Resolved by the Regional Chamber on Intellectual Property of the Federal Court of Fiscal and Administrative Justice, on March 13, 2009, by majority vote.- Magistrada Instructora : María Teresa Olmos Jasso.- Secretary: Lic. María del Rosario Maldonado Nava.

//R.T.F.J.F.A. Sixth Time Year II. No. 23. November 2009. p. 340

# EM: 1226631 PI-KPIEDRAS

Certificado con acuse de Recibo.  
REG - 209426

Instituto Mexicano de la Propiedad Industrial  
DIRECCION DIVISIONAL DE MARCAS  
SUBDIRECCION DIVISIONAL DE EXAMEN DE SIGNOS DISTINTIVOS.  
COORDINACION DEPARTAMENTAL DE EXAMEN DE MARCAS.

EXPEDIENTE: 1226631 (de marca).

Asunto: Se le comunica impedimento legal.  
México, D. F. a 04 DE ABRIL DE 2012.

RICARDO ERNESTO LARREA SOLTERO  
INDIANA # 260, DESP. 1005, COL. CIUDAD DE LOS DEPORTES  
03710 MEXICO, D.F.

SIGNO DISTINTIVO: PI-KPIEDRAS

Con relación a la solicitud arriba indicada, se le manifiesta que al practicarse el examen correspondiente, se encontró como impedimento:

EL SIGNO PROPUESTO A REGISTRO IN DE LA LEY DE LA PROPIEDAD INDUSTRIAL, NOMBRE DE LA SERIE DE ANIMACION TITULADA "LOS PICAPIEDRA (EN INGLES THE FLINTSTONES)", CUYA PRODUCTORA ES HANNA-BARBERA PRODUCTIONS, POR LO QUE EN CONSECUENCIA ES SUSCEPTIBLE DE ENGAÑAR O INDUCIR A ERROR AL PUBLICO CONSUMIDOR AL CONSTITUIR FALSAS INDICACIONES RESPECTO A LA NATURALEZA DE LOS SERVICIOS QUE TRATA DE DISTINGUIR.

Para que de cumplimiento a lo art que por trámites y servicios se del reposición de documentación, c omisiones, así como por entendiend contactos a partir del día siguiente apercebido que de no contestar de artículos 122 y 122 bis de la Ley di

**SIGNO DISTINTIVO: PI-KPIEDRAS**

Con relación a la solicitud arriba indicada, se le manifiesta que al practicarse el examen correspondiente, se encontró como impedimento:

EL SIGNO PROPUESTO A REGISTRO INCURRE EN LAS PROHIBICIONES PREVISTAS POR EL ART. 90 FRACCIONES VI, XIII Y XIV DE LA LEY DE LA PROPIEDAD INDUSTRIAL, **TODA VEZ QUE ES LA VARIACION ORTOGRAFICA CAPRICHOSA DE "PICAPIEDRA",** NOMBRE DE LA SERIE DE ANIMACION TITULADA "LOS PICAPIEDRA (EN INGLES THE FLINTSTONES)", CUYA PRODUCTORA ES HANNA-BARBERA PRODUCTIONS, POR LO QUE EN CONSECUENCIA ES SUSCEPTIBLE DE ENGAÑAR O INDUCIR A ERROR AL PUBLICO CONSUMIDOR AL CONSTITUIR FALSAS INDICACIONES RESPECTO A LA NATURALEZA DE LOS SERVICIOS QUE TRATA DE DISTINGUIR.

04/04  
1 de 2

## Whimsical spelling variation

EM: 1355308

**EKOCENTER**

Capricious variation of the word "EKO", since it is only appreciated that the letter "K" is exchanged for the letter "C" of the word ECO, however, it does not generate that the sign loses its meaning, since it is imperceptible phonetically, and at the moment of pronouncing the proposed EKOCENTER sign, it is that it is listened to and expressly understood as "ECOCENTER", implying that the consuming public will understand the meaning, and therefore, be descriptive of the characteristic of the services that are they intend to protect.

The term ECOCENTRO, is a place where ecological and environmental activities are developed, based on the information provided by the website <http://suenamexico.com/verde-y-social/ecocentros-mexicanos-en-pro-de-un-mexico-sostenible-las-canadas-ejemplo-vivo-en-veracruz/>

EKOCENTER, is not registrable as a brand to distinguish the services that are intended to protect, since it describes that they have the characteristic of being offered in an ECOCENTRO, that is, in a place that is mainly characterized by carrying out ecological activities, as they are precisely SERVICES OF ENVIRONMENTAL RECOVERY, TO KNOW, TREATMENT AND CONSERVATION OF SOIL, TRASH AND WATER that are intended to distinguish.

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Peru	Nicaragua	Paraguay



**BRANDS "CAPRICIOSA ORTHOGRAPHY". MEANING OF THIS NOTION REFERRED TO IN FRACTION V OF ARTICLE 91 OF THE LAW ON INVENTIONS AND MARKS.** Article 91, section V, of the Law of Inventions and Brands, prohibits the registration of descriptive names, figures or phrases of the products or services that try to protect themselves with the brand, and adds in the final part of said fraction that " A descriptive denomination will not be considered distinctive because it has a capricious spelling ". It should be understood that a name has capricious spelling, when it has been replaced the letters with which it is written correctly, by others chosen at the discretion of the individual; for example, the one that proposes the name "KESSO", for "CHEESE", to be registered as the brand of dairy products, belonging to class 46 of the official classification, which includes food and its ingredients..

**THIRD COURT COLLEGIATE IN ADMINISTRATIVE MATTERS OF THE FIRST CIRCUIT.**

Amparo in revision 849/83. Marcelo Chiquiar Arias. August 16, 1983. Unanimity of votes. Speaker: Genaro David Góngora Pimentel.

EM: 1185876

## *Concreto Pega*

He intended to distinguish the following products of Class 01 International: ADHESIVES FOR COATING TILES, TO KNOW: EMULSION OF HIGH ADHESION FOR CONCRETE, ADHESIVE BETWEEN CONCRETE NEW AND OLD; AND SEALANT FOR SURFACES AND POROUS ELEMENTS (EMULSION OF HIGH ADHESION FOR CONCRETE, WHICH SERVES AS ADHESIVE BETWEEN CONCRETE NEW AND OLD AND FOR SEALING SURFACES AND POROUS ELEMENTS).

The concrete glue is a mixture of resins and special additives of high quality, designed to achieve adhesion of new to old concrete, as well as flexion resistance and duracion in mortars and flattened, avoiding cracks and landslides.

EM: 1222259 SWISSLAB

I intended to distinguish the following services of Class 44 International:

ALL TYPES OF MEDICAL AND LABORATORY SERVICES FOR CLINICAL AND MEDICAL ANALYSIS.

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Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

**MARKS. THOSE CONSTITUTED BY A VOCABLO COMPOSED OF TWO WORDS OF FOREIGN LANGUAGE MUST NOT BE RECORDED.-** The spirit of the Industrial Property Law can not be violated by the simple artifice of joining two words of foreign living language, pretending that for that single fact they cease to be words of a foreign language, so the brand consisting of a word of that nature should not be admitted to registration, since it falls within the prohibitions established in section XI of article 105 of the aforementioned law.”

THIRD COURT COLLEGIATE IN ADMINISTRATIVE MATTERS OF THE FIRST CIRCUIT.

Amparo in revision 476/73. The Rubí, S.A. September 7, 1973. Unanimity of votes. Speaker: Felipe López Contreras.

Genealogy: Report 1973, Third Part, Collegiate Circuit Courts, page 19.

Registration No.  
255112 Location:  
Seventh Period  
Instance: Collegiate  
Circuit Courts  
Source: Judicial  
Weekly of the  
Federation  
57 Sixth Part  
Page: 37 Isolated  
Thesis  
Subject (s):  
Administrative

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Ecuador	Taiwan	
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- ✓ Reproduce or imitate names or graphic representation of decorations, medals, prizes of exhibitions, fairs, congresses, cultural or sporting events, officially recognized.

Exp. Reg. Mca.: 1044863

## WIMBLEDON

Imágenes de trofeos wimbledon

Notificar imágenes

Tennis event, officially recognized, in which various prizes are awarded, consisting of money, trophies that may consist of silver cups or trays and are known as prizes or trophies of WIMBLEDON



Más imágenes de trofeos wimbledon

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Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

- ✓ Geographical names, maps, names, names and adjectives, which indicate the origin or may cause confusion or error.

Exp. Sol. Mca.: 1359766

Clase 33: VINOS.

## DE MORAVIA

It is constituted by a geographical name, this corresponds to the name of a region that is located east of the Czech Republic.

The region known as MORAVIA in the Czech Republic is recognized for the production of wines.

Cata de Vinos de Moravia (República Checa)

AGOSTO 27, 2011 DEJA UN COMENTARIO

Cata de Vinos de Moravia (República Checa)

Moravia es una zona elaboradora de vinos de la que se oye hablar poco en los medios. Es una región al Este de la República Checa justo al Norte de la también vitivinícola región de Weinviertel en Austria.



La República Checa nació de la escisión del país llamado Checo-Estlovaquia. Como resultado de dicha separación en el lado checo sólo quedó 1/3 de la superficie de viñedo, algo más del 40% de la producción de vino y alrededor de 2/3 del consumo de vino del país original.

- ✓ Denominations of populations or places that are characterized by the manufacture of certain products, to protect them. Except the names of places of private property, when they are special and unmistakable and you have the consent of the owner;

**Datos del expediente**

Número de expediente:: 616431  
 Número de registro:  
 Fecha de presentación: 27/08/2003 01:11:47 PM  
 Fecha de uso:  
 Fecha de concesión:  
 Fecha de vigencia:  
 Denominación: BAVARIA  
 Clase nacional:  
 Tipo de solicitud: MARCA  
 Tipo de marca: NOMINATIVA  
 Leyendas y figuras no reservables:

Productos y servicios		
Clase	Tipo de clase	Descripción
29	8	CARNE, PESCADO, AVES Y CAZA; EXTRACTOS DE CARNE; PRODUCTOS ALIMENTICIOS DE ORIGEN ANIMAL, CARNES FRIAS Y EMBUTIDOS, FRUTAS Y LEGUMBRES EN CONSERVA, HUEVO, LECHE Y PRODUCTOS LACTEOS; ACEITES Y GRASAS COMESTIBLES, CONSERVAS.

**SIGNO DISTINTIVO: BAVARIA**

Con relación a la solicitud arriba indicada, se le manifiesta que al practicarse el examen correspondiente, se encontró como impedimento:

QUE LA DENOMINACION PROPUESTA A REGISTRO, NO ES REGISTRABLE COMO MARCA, YA QUE BAVARIA ES UN ESTADO DE ALEMANIA, RECONOCIDO POR LA PRODUCCION DE CARNE DE BOVINO, AVES Y CERDOS, Y TODA VEZ QUE LA SOLICITANTE PRETENDE AMPARAR ENTRE OTROS LOS PRODUCTOS ANTES MENCIONADOS, INCURRE EN LA PROHIBICIONES PREVISTAS EN EL ART. 90 FRACCS. XI Y XIV DE LA LEY DE LA PROPIEDAD INDUSTRIAL.



**Clase 33:**

VINOS DE FRANCIA ORIGINARIOS DE BORDEAUX Y OTRAS BEBIDAS ALCOHOLICAS A SABER COCTELES PREPARADOS CON ALCOHOL, VINOS APERITIVOS, BRANDIES ESPIRITUOSAS DE ALTA GRADUACION, COGNAC, CORDIALES, LICORES, PONCHE CON ALCOHOL, BEBIDAS ESPIRITUOSAS DESTILADAS, VERMOUTH, VODKA, WHISKY.



**EXPEDIENTE: 556788**  
(de marca)

**: Se le comunica impedimento legal.**

**, D. F., A 15 DE MAYO DE 2003**

**SIGNO DISTINTIVO: B BORDEAUX y Diseño**

Con relación a la solicitud arriba indicada, se le manifiesta que al practicarse el examen correspondiente, se encontró como impedimento:

LA MARCA PROPUESTA A REGISTRO INCURRE EN LA PROHIBICION PREVISTA EL EL ART. 90 FRACC. XI DE LA LEY DE LA PROPIEDAD INDUSTRIAL, POR SER UNA DENOMINACION DE ORIGEN.

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Peru	Nicaragua	Paraguay

*Sr. Vino*

**BORDE  
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Exp. Sol. Reg. Mca: **1026371**  
Clase 33: Bebidas Alcohólicas

## De los Reyes Michoacán

Name of the Municipality DE LOS REYES, which is located in the State of MICHOACAN, a place that is characterized by the manufacture of tequila, and precisely because it is the ALCOHOLIC BEVERAGE products that it was intended to protect, and in which it included tequila, it was determined that it was not registrable as a brand.

It is important to point out that the Municipality DE LOS REYES of the State of MICHOACAN, is one of the geographical zones that is expressly included in the General Declaration of Protection of the Tequila Denomination of Origin, as one of the territories of origin that are characterized by the production of the alcoholic beverage of tequila.

- ✓ Denominations, figures or three-dimensional forms, susceptible to deceiving the public or misleading, (false indications about the nature, components or qualities of products or services).



Class 32 International: BEVERAGES INCLUDED ONLY AND EXCLUSIVELY IN THIS CLASS, SPECIFICALLY ENERGETIC BEVERAGES THAT DO NOT CONTAIN DOPAMINE, SPECIFICALLY EXCLUDING MINERAL AND GASEOUS WATERS, BEVERAGES AND FRUIT JUICES, SYRUPES AND OTHER PREPARATIONS TO MAKE DRINKS, DRIED BEVERAGES, ISOTONIC BEVERAGES AND BEERS.

DOPAMINE VEGAS IN A CAN ULTRA PREMIUM MIXER, is made up of the term in English DOPAMINE, which is a pharmaceutical substance also known as DOPAMINE.

Dopamine is a drug that increases the strength of the contraction of the heart muscle (positive inotropic effect), increases the heart rate and causes dilatation of the renal blood vessels..

According to the definition provided by the electronic page :  
<http://www.plusesmas.com/salud/medicamentos/dopamina/1830.html>

# Relative prohibitions

- ✓ Reproduce or imitate, shields, flags or emblems (Country, State, etc.), denominations, acronyms, symbols or emblems of NGOs int. gub., no gub. or from any org. officially recognized.

EM:  
1331903



EM:  
809309



Emblem and acronyms of the public body National Company of Popular Subsistence.

EM:  
1215175



EM:  
1203561



They belonged to the acronym of the government organization of the "Instituto Mexicano de la Televisión"

- ✓ Reproduce or imitate official signs or seals of control and guarantee or coins, bank notes, national or foreign commemorative coins.



The refusal of this sign proceeded due to the design of the clear imitation of the official seal of control and guarantee adopted by our country, known as MADE IN MEXICO, which has been adopted by the Mexican Government in order to strengthen the domestic market and national production.

It should be noted that the applicant did not have authorization from the competent authority.

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Brand Registration Application File: 1040432 RAYONFON  
(AND DESIGN):



In the design of the proposed sign is outlined the figure of a coin, which is the clear imitation of the currency of a peso, this refusal was based on the image of referred currency, which is shown below.



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Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

- ✓ Names, pseudonyms, signatures and portraits of persons, (interested or, if deceased, in their order, of the spouse, blood relatives in a straight line and by adoption, and collateral, both up to the fourth degree).

Datos del expediente

Número de expediente:: 641657  
 Número de registro:  
 Fecha de presentación: 12/02/2004 01:22:13 PM  
 Fecha de uso:  
 Fecha de concesión:  
 Fecha de vigencia:  
 Denominación: MAURICIO ISLAS  
 Clase nacional:  
 Tipo de solicitud: MARCA  
 Tipo de marca: NOMINATIVA  
 Leyendas y figuras no reservables:

Productos y servicios		
Clase	Tipo de clase	Descripción
41	8	ACTIVIDADES CULTURALES, SERVICIOS DE INTERPRETACION ARTISTICA, INCLUYENDO SIN LIMITAR PRODUCCIONES, REPRESENTACION, CARACTERIZACION, PERSONIFICACION, ACTUACION, INTERPRETACION, EJECUCION DE PERSONAJES, COLABORACIONES Y PARTICIPACIONES PASIVAS O INTERACTIVAS EN MEDIOS DE COMUNICACION PUBLICA CONVECCIONALES O INFORMATICOS.

Datos del titular	
Nombre:	TELEVISA, S.A. DE C.V.
Dirección:	VASCO DE QUIROGA # 2000, COL. SANTA FE ZEDEC

**BRANDS, CAN NOT CONSTITUTE IT THE NAME OF A PERSON WITHOUT HIS CONSENT.-** Article 90, section XII of the Industrial Property Law, establishes that the names, pseudonyms, signatures and portraits of persons will not be registrable as brand, without the consent of the interested parties or, if they have died, in their order, of the spouse, blood relatives in a straight line and by adoption, and collateral, both up to the fourth degree. Therefore, if a person requests the administrative declaration of nullity of a brand invoking as grounds for nullity that provided for in section I of article 151, in relation to article 90, section XII, both precepts of the aforementioned law, it is sufficient for it to accredit reliably that it is his name that is registered without express authorization, so that the requested nullity is configured. In the case that it is argued as an exception by the owner of the registry marked as null, that the said person is a different one because he officially has a name composed with a surname and does not correspond to the simple name with a surname that is registered, it is sufficient with proof that the name used in public and private events is the latter and that it refers to the same person. (87)

Administrative Litigation Judgment No. 1789/08-EPI-01-8.- Resolved by the Regional Chamber on Intellectual Property of the Federal Court of Fiscal and Administrative Justice, March 19, 2009, by unanimous vote.- Magistrate Instructor: María de los Ángeles Garrido Bello.- Secretary: Lic. Tania Monroy Caudillo.



Exp. Reg. Mca. 1317452  
Class 43: Seafood services prepared in all its presentations for consumption.

## ARTURO DURAZO MORENO (El Negro Durazo)

By [Los21](#) on Miércoles, junio 27, 2012

**Me gusta** A 2 personas les gusta esto. Sé el primero de tus amigos.



Nació en Cumpas, Sonora, México, en el año de 1924, falleció el 5 de agosto del 2000, en Acapulco, Guerrero, México.

Como ya mencione nacido en Sonora, de extracción humilde, su familia emigró a la ciudad de México en busca de mejores oportunidades económicas. Durante su infancia, vivió en la colonia Roma de la ciudad de México.

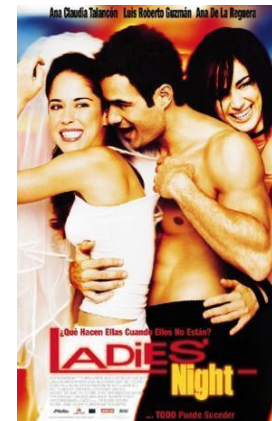
Ahí conoció y entabló amistad con José López Portillo, se dice que estudiaron en la misma escuela y que juntos tuvieron varias correrías y peleas con otros grupos, después cada uno siguió su camino.

Arturo Durazo, saltó a la esfera política, gracias a su amistad con José López Portillo, presidente de México de 1976 a 1982, como ya mencionamos amigos desde la infancia, López Portillo lo invitó a participar como su guardaespaldas durante su campaña por la presidencia de México.

- ✓ Titles of intellectual or artistic works, periodic publications and diffusions, fictitious or symbolic characters, etc..

• The term TITLE is defined by the Dictionary of the Royal Academy of the Spanish Language as: Del lat. titūlus). 1. m. Word or phrase with which the name or subject of a work or of each one of the parts or divisions of a writing is made known.

EM: 1039367 **Ladies night**

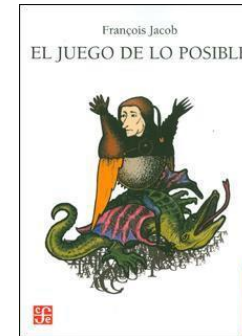


Directed by  
Gabriela  
Tagliavini



# El juego de lo posible

**EM:**  
**1366320**



Written by  
François  
Jacob

**EM:**  
**1092420**



He imitates the fictitious character known in Spanish as "El hombre araña", and in English as "Spiderman", owned by the company Marvel Characters, INC., Created by the American screenwriter Stan Lee.

## Relative prohibitions

- ✓ Denominations, figures or three-dimensional forms, equal or similar to a brand that the IMPI estimates or has declared well known in Mexico.
- ✓ Denominations, figures or three-dimensional forms, equal or similar in degree of confusion to a brand that the IMPI estimates or has declared famous, to be applied to any product or service.

•andrea•





Exp. Sol. Reg. Mca: 1044614

The impediment that gave rise to the refusal to register the sign in question was because it was similar in degree of confusion to a brand notoriously known in Mexico, which is why it was cited as precedence in terms of Article 90, section XVI of the LPI the base register of the notorious brand declaration, as well as in terms of the provisions of fraction XV of the same article and law.

In this order of ideas, it is indicated that, the refusal of the sign BLACK BULL was based on the similarity in degree of confusion with a brand, in its notorious moment, but at the moment of denying it and the famous RED BULL, by resolution of declaration of fame issued on February 19, 2010 in folio 3248 issued by the Departmental Coordination of Resolutions of Brands Notorias of the Divisional Branch of Brands Notorias; Investigation; Control and Processing of Documents of the Divisional Directorate for the Protection of Intellectual Property.



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Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

- ✓ Brand identical or similar in degree of confusion to another applied to the same or similar products or services.

<p>REGISTRO MARCARIO 1131163 OREO Y DISEÑO</p>	<p>EXPEDIENTE 1074028 GIRO Y DISEÑO</p>
	



Brand record 1230972

Parras candies



Exclusively; coffee, bread, pastry,  
confectionery, honey, ice cream.

Candies.

**BRANDS.- THOSE WHO SHARE A COMMON ELEMENT THAT ARE THE DOMINANT AND OF GREATER SIGNIFICANCE ARE SIMILAR TO THE DEGREE OF CONFUSION.-** The Judicial Power of the Federation has established that the similarity between two brands does not depend fundamentally on the different elements that appear in them, but primarily on the set of similar elements that constitute these brands, because this is where the similarity in degree can be appreciated. of confusion, and, secondarily, by the discrepancies that its various details could offer separately; However, if the administrative authority comes to the conclusion of denying the registration of a brand because there is a partial similarity in one of the elements that make up the same with another previously registered, this is valid as long as said element is the dominant one. both denominations and of greater significance, because otherwise it would be before the possibility that the consuming public could believe that both brands come from the same owner or that one is derivation of the other. (80)

Administrative Litigation No. 607/08-EPI-01-2.- Resolved by the Regional Chamber on Intellectual Property of the Federal Court of Fiscal and Administrative Justice, on March 12, 2009, by unanimity of votes.- Magistrada Instrutora : María de los Ángeles Garrido Bello.- Secretary: Lic. Mauricio Alberto Ramírez Mendoza.  
//R.T.F.J.F.A. Sexta Época. Año II. No. 22. Octubre 2009. p. 284

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	Holdings	
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Ecuador	Taiwan	
Peru	Nicaragua	Paraguay

<b>Brand</b>	<b>Oxetol</b>
<b>registratio n 979977</b>	
<b>Record of brand</b>	
<b>1386857</b>	<b>Ocentol</b>

Protect the following Class 5 products:

Medications for the central nervous system.

Preparaciones farmacéuticas para uso humano, excluyendo los medicamentos para el sistema nervioso central.

**BRANDS, IMITATION OF.** In order to estimate the similarity of two brands, we must assess them together and not consider the elements that make them up in isolation, so that the difference of a single letter between the two is not enough, with greater reason if we take into account that the two apply to medicinal or pharmaceutical products, so that such resemblance can lead to confusion; from which it follows that, to determine if there is an imitation of a brand, it is not appropriate to take as a basis the differences between the brands in question, but the similarities that may cause confusion between them.

Administrative protection in revision 1001/53. Laboratorios Hormona, S.A. 1o. July 1953. Unanimity of four votes. Absent: Octavio Mendoza González. Speaker: Nicéforo Guerrero.

Register No. 804429

Location: Fifth Period

Instance: Second Room

Source: Judicial Weekly of the CXVII Federation

Page: 21 Isolated Thesis

Subject (s): Administrative



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General Health Law and its Regulation of Inputs for Health, which in Article 23 stipulates that a distinctive denomination, must be differentiated orthographically or phonetically from another that is similar to it, at least in three letters of each word, and in order to interpret correctly referred treatment that follow the brands applied to medical products, we subtract the disposition in comment :

## REGULATION OF HEALTH PRODUCTS

**SECOND TITLE**, Inputs, Chapter I, Common Provisions, Second Section, Packaging and Labeling, Article 23, which establishes the letter :

**ARTICLE 23.** The Distinctive Denomination of the Inputs, in addition to complying with the provisions of Article 225 of the Law, when used, shall be subject to the following :

I. The Distinctive Denomination of two or more Inputs, when orthographic or phonetically are similar, must be differentiated in at least three letters of each word;

The above, has its support based on the provisions of Article 4 of the Industrial Property Law, which literally says :

## LAW ON INDUSTRIAL PROPERTY

**ARTICLE 4.-** No patent, registration or authorization will be granted, nor will be published in the Gazette, any of the legal figures or institutions that regulates that Law, when their contents or form are contrary to public order, morality and good customs or contravene any legal provision.

**Brand registration**  
**1248876**

**Brand record**  
**1269329**

**Class 18**  
Clothing for animals; harnesses for animals; necklaces for animals; belts for animals.

**Class 18**  
Necklaces, breastplates and leather straps, necklaces, bibs and nylon straps, necklaces and straps made of cotton, necklaces and straps of woven piola, chains and steel cables, exclusive for pets.

**BRANDS.- CONSIDERATIONS TO DETERMINE THE ORIGIN OF YOUR REGISTRATION BY CARRYING OUT THE CONCEPTUAL CONTENT.-**

*Entering the register of brands, the conceptual content is of utmost importance to decide an unmistakable, when it is different in competing brands, because such content greatly facilitates the memory of the brand, so when the memory is the same, for being the the same conceptual content, confusion is inevitable, even if orthographic or phonetic similarities could also appear. This type of confusion can be caused by the similarity of drawings, between a word and a drawing, between words with conflicting meanings and by the inclusion in the brand of the product name to distinguish. Within these assumptions the one that acquires greater prominence is the relative to the words and the drawings, since if the emblem or figure of a brand is the graphic representation of an idea, undoubtedly it is confused with the word or words that designate the same idea of the other brand or collation, for that reason the evocative denominations of a thing or a quality, protect not only the expression that constitute them, but also the drawing or emblem that can graphically represent them, the above is like that, because otherwise it would be feasible to circumvent the right of the owners of brands, obtaining the registration of emblems or words that refers to the same thing or quality alluded to by the name already registered, with which the consuming public will be easily induced to confuse the products. (10)*

*Judgment No. 15038 / 01-17-11-8.- Resolved by the Eleventh Regional Metropolitan Chamber of the Federal Court of Fiscal and Administrative Justice, on May 7, 2002, unanimously. - Magistrate Instructor: Gustavo Arturo Esquivel Vázquez.- Secretary: Lic. Eunice Ortigosa Vélez.*





### Datos del expediente

**Número de expediente::** 1358610  
**Número de registro:**  
**Fecha de presentación:** 20/03/2013 12:06:59 PM  
**Fecha de uso:**  
**Fecha de concesión:**  
**Fecha de vigencia:**  
**Denominación:** 500  
**Clase nacional:**  
**Tipo de solicitud:** MARCA  
**Tipo de marca:** NOMINATIVA  
**Leyendas y figuras no reservables:**

Productos y servicios		
Clase	Tipo de clase	Descripción
7	10	MEZCLADORES ELECTRICOS PARA USO DOMESTICO, LICUADORAS.

#### SIGNO DISTINTIVO: 500

Con relación a la solicitud arriba indicada, se le manifiesta que al practicarse el examen de novedad correspondiente, se encontró como impedimento legal oponible al registro solicitado la existencia de la(s) siguiente(s) anterioridad(es):

REGISTROS DE MARCA 882080 K500, 1020109 WELD 500 Y 570105 DORADO 500. CONFORME A LO DISPUESTO POR EL ARTICULO 90 FRACCION XVI DE LA LEY DE LA PROPIEDAD INDUSTRIAL.

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Brand registration 886729	<b>Olivos Residencial</b>
Brand record 1255993	

Class 36: Insurance, financial affairs, monetary affairs, real estate affairs, especially real estate development, real estate administration, real estate agency, brokerage and real estate appraisal, real estate agency.

Class 36: Insurance; financial operations; monetary operations; real estate business. (Except customs agencies and accounting).

Brand registration 1335765

**VOSSSEN**

Exp. Mca. 1360721

**VOSSSEN**

Class 35 International: PURCHASE SALE OF CAR RIVETS BY THIRD PARTY (COMMERCIAL INTERMEDIARY).

Class 12 International:  
Vehicle wheels

**MARCARIA CONFUSION.- IN ORDER TO BE UPGRADED, IT IS ENOUGH THAT ONE OF THE ASPECTS OF SIMILARITY MARCARIA CONCURRED.-** In accordance with the provisions of article 90, section XVI, of the Industrial Property Law, and by the jurisdictional criteria themselves, the analysis of similarity between brands must be done taking into account, among other issues, the graphic, phonetic and / or conceptual of the brands, being this corresponding to the senses with which people can appreciate them, that is, through the sight of the voice or the idea that generates. Thus, it is enough for this assumption of trademark similarity to be updated, which includes any of these three aspects (graphic, phonetic or conceptual), since it is clear that the average consumer audience can associate any of these with ownership. of the brand, one of them being enough for the similarity to appear, and consequently, its possible confusion. (37)

Administrative Litigation No. 323/08-EPI-01-4.- Resolved by the Regional Chamber Specialized in Intellectual Property of the Federal Court of Fiscal and Administrative Justice, on May 29, 2009, by unanimity of votes.- Magistrate Instructor: Luz María Anaya Domínguez.- Secretary: Lic. Denisse Juárez Herrera.

//R.T.F.J.F.A. Sixth Time Year II. No. 24. December 2009. p. 258



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✓ Brand identical or similar in degree of confusion, to a commercial name.

Exp. Mca. 893146

Business name 19208



British school

Services of Class 41: EDUCATION;  
TRAINING; SPORTS AND CULTURAL  
ACTIVITIES.

Commercial business:  
EDUCATION IN JARDIN OF CHILDREN,  
PREPRIMARY, PRIMARY, SECONDARY,  
BACCALAUREATE AND SUPERIOR STUDIES.

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IMPI Sistema de Marcas Búsqueda Interactiva

Otra Buscar Ver marca Imprimir Salir

Denominación: **COLEGIO BRITANICO**

Clases: **41** Copia  Toda:

Cantidad máxima: **200** Parecido mínimo **20** %

Exped.	Registro	Tip Mo	Denominación	Clase	Titu
2959	19208	1	COLEGIO BRITANICO	41 (I)	COLEGIO BRITANICO, A.C.
893146		3	COLEGIO BRITANICO	41 (9)	CLARA SILVIA BARRA ARIAS
1123113		1	COLEGIO BRITANICO DE PACHUCA	41 (9)	COLEGIO BRITANICO DE PAC
998670		3	COLEGIO BRITANICO DE GUADALAJARA	41 (9)	COLEGIO BRITANICO DE GU
998672		3	COLEGIO BRITANICO DE GUADALAJARA	41 (9)	COLEGIO BRITANICO DE GU
3243	21303	1	COLEGIO BRITANICO DE GUADALAJARA, A.C.	41 (I)	COLEGIO BRITANICO DE GU
177028	566257		COLEGIO BRITANICO	41 (I)	BRITISH SCHOOL S.C.

Expediente: **2959** Denominación: **COLEGIO BRITANICO** Salir

Registro: **19208**

Salvar Cambios Agregar Interesado Borrar Interesado

Político/Interesado

Código: **116298** Nombre: **COLEGIO BRITANICO, A.C.**

Domicilio: **BLVD. CAMPESTRE NO. 3000, COL. PANORAMA**

Ubicación: **LEON, GUANAJUATO** Cód Postal: **37160**

País: **MEXICO** Nacionalidad: **MEXICO**

C.F.C.  Teléfono:

Correo:  Fax:

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# Administrative procedure of distinctive signs



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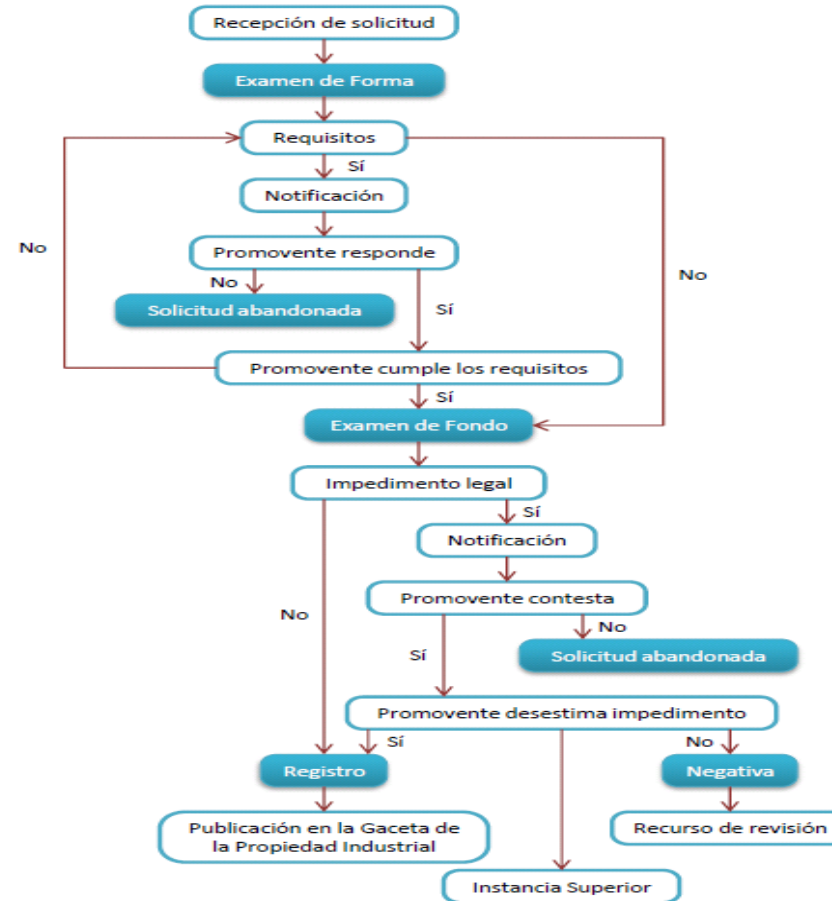
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Procedimiento de examen de marcas, nombres y avisos comerciales.



# Background Exam

The substantive examination determines whether the sign proposed to register incurs a prohibition on its registration, whether absolute or relative.

Deadline for substantive examination: 3 months counted from the conclusion of the formal examination.

## Registration or publication / Refusal

There is no legal requirement or impediment, the term is six months, counted from the date of presentation of the application that gave rise to.





# Thank You Very Much

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