

1) Introduction

In Mexico, the Commercial Names for the dissemination of science in the country are important.

2) Justification

Trade Names are required for quality indicators in the country.

3) General Objective

Know all aspects of Commercial Names, within Industrial Property.

4) Course Description

Industrial Secrets
Tradename.
Appellation of origin.
Competent Authority.

5) Results

Management of Commercial Names.

6) Information Sources

- Cabrera, J. A. R., & Anaya, E. F. O. (2018). ALCANCES SOBRE EL CRITERIO DE EXTENSIÓN GEOGRÁFICA DE USO DEL NOMBRE COMERCIAL POR PARTE DEL INDECOPI. *Revista Jurídica Científica SSIAS*, 7(1).
- Gutiérrez, E. S., Franquiz, B. M. N., & SarduyQuintanilla, A. (2018). Procedimiento contable para valorar y reconocer activos intangibles de propiedad intelectual en empresas estatales cubanas Countable Procedure for Assessing and Recognizing Copyright Intangible Assets in Cuban State Enterprises. *Revista Cubana de Contabilidad y Finanzas*. COFIN HABANA, (1), 147-163.
- Mora, B., & Estefanía, J. (2018). Cruce de información sobre los nombres comerciales entre la Superintendencia de Compañías, Valores y Seguros y el organismo nacional competente en materia de propiedad intelectual (Bachelor's thesis, Quito: UCE).
- Navarro, A. C. El requisito del uso o conocimiento notorio en España del nombre comercial extranjero como presupuesto de su protección. *Creando Redes Doctorales*, 385.
- Sánchez Carlessi, H. H., & Sebastián Calvo, C. (2018). El derecho de propiedad intelectual y patente en el ámbito universitario.

7) Material that will be used during the course

Instructor

- Laptop
- Projector
- Board

Assistance Group

- Computer Lab with Internet Access

Holdings

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

8) Instructor

BA in Economics from the Universidad Latina, IT Specialist from College Coronet Hall, Specialist in Finance from the University of London, Master in Finance from the University of London, PhD in Economics from the Instituto Politécnico Nacional with a research stay at the University of Santiago de Compostela.

Scientific production in Canada, Colombia, Brazil, Spain, Bolivia, England and the United States, member of research groups at the Complutense University of Madrid, National University of Australia, the National University of Colombia, the University of San Francisco Xavier, the Instituto Politécnico Nacional and the University of the Santa Elena Peninsula for the areas of fractal modeling in the sectors of economic activity.

Production of intellectual property of more than 200 titles in economics and applied mathematics, book chapters, production of software and books, national and international conferences.

Editor of indexed and refereed journals in Mexico, Spain, Ecuador, Bolivia, Republic of the Congo, Peru, El Salvador, Colombia, Cameroon, Nicaragua, Paraguay, Guatemala, Taiwan and Western Sahara.

CEO of ECORFAN-MEXICO, S.C. and their respective Clusters, RINOE in applied research of Economic Science according to the International JEL in Iran - Pakistan - Taiwan - Chile and Western Sahara regarding PIREQA for the ludic teaching of Languages according to the United Nations in Germany - Czech Republic - China - France - Japan-England -Russia-Italy and Portugal finally MARVID for Scientific Arbitration with registration RENIECYT of CONACYT.