

ten
BASIC IP TIPS

TO **SUCCEED** IN *Latin America*

by the

LATIN AMERICA IPR SME HELPDESK

like us!

ONE

SEEK PROFESSIONAL IP EXPERT SUPPORT

OUTSOURCING IS ALSO A SMART BUSINESS STRATEGY.



TWO

PREPARE A STRATEGY TO DEVELOP YOUR IPR PROTECTION INTERNATIONALLY

IMPROVISING IS **NOT** THE WAY TO GO.

THREE

COLLECT ALL THE DOCUMENTS CONCERNING THE CREATION AND USE OF YOUR IP RIGHTS

(INCLUDING YOUR MARKS, INVENTIONS AND CREATIONS) AND CREATE A DATABASE WITH ALL RELEVANT MATERIALS.

SUCCESS



FOUR

START PROTECTING YOUR IP RIGHTS BEFORE ENTERING THE MARKET

OTHERWISE, YOU MAY BE FORCED TO DISCARD THESE MARKETS OR FACE COSTLY ADAPTATIONS.

FIVE

CARRY OUT PRELIMINARY SEARCHES AT WORLDWIDE LEVEL

SO YOU CAN AVOID INFRINGING OTHERS' RIGHTS AND BE SURE THAT YOU CAN HAVE AN EXCLUSIVE RIGHT.

SIX

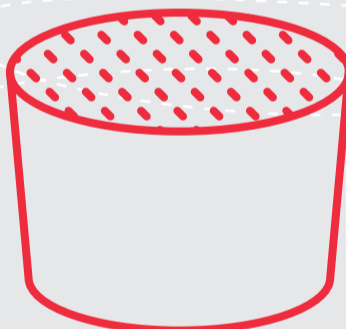
TAKE CARE OF YOUR FIRST FILING

IT'S YOUR GATEWAY TO INTERNATIONAL -AND NATIONAL- PROTECTION.

EIGHT

ACTIVATE A WORLDWIDE SURVEILLANCE SYSTEM (THROUGH YOUR IP ATTORNEY)

ENFORCEMENT IS AS IMPORTANT AS PROTECTION AND BEING FAST IS KEY.



SEVEN

MONITOR MARKETS AND COMPETITORS' BEHAVIORS

TO IDENTIFY OPPORTUNITIES AND INFRINGEMENTS.

NINE

GET FAMILIAR WITH LOCAL PARTICULARITIES

PATENT AND DESIGN GRACE PERIOD, EX-OFFICIO RELATIVE GROUNDS EXAMINATION, NO UNREGISTERED DESIGN PROTECTION OR CURRENCY FLUCTUATION ARE SOME OF THEM.

TEN

VERIFY THE COMPLIANCE OF CONTRACTS PROVIDING THE LOCAL LEGISLATION AS APPLICABLE LAW

REMEMBER THAT EACH COUNTRY IS UNIQUE.

HELPLINE

free, fast & confidential

3 days working

LATIN AMERICA IPR SME HELPDESK



www.latinamerica-ipr-helpdesk.eu

© 2018 European Union. All rights reserved

Disclaimer: The Latin America IPR SME Helpdesk –An initiative of the European Commission– is a free service for SMEs which provides practical, objective and factual information about Intellectual Property Rights in Latin America. The services are not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on the basis of its services. The content and opinions expressed are those of the authors and do not necessarily represent the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. Before taking specific actions in relation to IPR protection or enforcement all customers are advised to seek independent advice. Neither the European Commission nor the Agency may be held responsible for the use which may be made of the information contained herein.
EA-06-18-411-EN-N — ISBN 978-92-9202-400-0 — doi:10.2826/77228