



Trademarks, Advertising Regulation and Unfair Competition

ALESSANDRI
ATTORNEYS AT LAW 1893



WHY REGISTER YOUR **TRADEMARK?**

Trademarks are one of the most important intangible assets in today's economic activity, and their protection is of vital importance in a competitive environment.

- **It is the best identifier**

It allows consumers to correctly identify products and services by linking them in the market with their origin and quality standard.

- **Effective tool against piracy**

Prevents the registration of the trademark by your competitor and its use on products and services of a different origin.

- **Benefits in the real and digital world**

Benefits of trademarks are replicated in the digital world as well.

- **Markets of interest**

In an open and globalized economy, it is relevant that your trademark is protected in all your target markets.

WE HAVE EXPERIENCE AND KNOW THE **INDUSTRY**

Alessandri's team of attorneys and paralegals has extensive experience in Chile and abroad in defining and implementing strategies tailored to your needs. They use tools and systems provided by international treaties on the matter,

with a view to obtaining protection and registration of your trademark, with a multidisciplinary and highly creative team, which is the first step in positioning your brand.

AREA SERVICES

- Performing trademark registration feasibility reports.
- Representing our clients in the filing and procedures of trademark registrations, transfers and annotations of registrations.
- Surveillance of local and foreign trademarks
- Development of strategies and representation in opposition and nullity lawsuits before trademark authorities, as well as in enforcement actions before the ordinary courts of justice.
- Advice in the negotiation and drafting of licensing, purchase and sale and other agreements related to trademarks.



MEET OUR EXPERT TEAM



Rodrigo Velasco A.
Partner



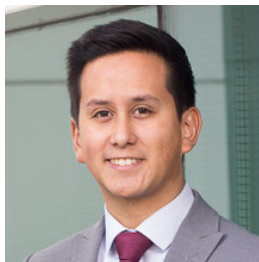
Santiago Ortúzar
Partner



Carla Pacheco
Area director



Alan Mella
Associate



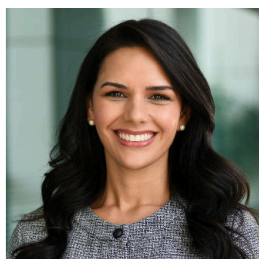
Álvaro Ávila
Associate



Francesca Bozzo
Associate



Hernán Torres
Senior Associate



Laura Hernández B.
Senior Associate



Martín Vicuña
Associate



Monserrat Vicuña
Associate



Nicolás Pacheco
Associate



ALESSANDRI
ATTORNEYS AT LAW 1893

**El Regidor 66, 10th floor
Las Condes – Chile**

Phone: (562) 2787 60 00

**E-mail: ip.alessandri.cl
www.alessandri.legal**