

THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

Country	México
Definition of Trademark	
1. According to the applicable legislation or to the practices of the Office, marks are defined as	
a) Visually perceptible signs	No
b) Signs capable of being represented graphically	No
c) Any sign capable of distinguishing the goods and services of one undertaking from those of another	Yes
2. Signs excluded from registration	
Are any signs excluded from registration as a mark?	Yes
Please, specify:	MARCAS GUSTATIVAS y TÁCTILES
Acceptable Types of Marks and Means of Representation	
Types of marks	
3. Is the applicant required to specify in the application the type of mark for which registration is requested?	Yes
4. Is a description of the mark [one option only]	b) Optional?
5. When an indication of the type of mark is neither specified nor included in the description, would the Office accept and process the application?	No
One option only:	
Please, specify:	
6. Please, indicate below the types of marks accepted by the Office and, where applicable, the way in which they must be represented:	
a) Word marks	Yes
i. Does the Office require the use of a standard character for the representation of word marks?	Yes
ii. Where applicable, does the Office require that words be translated into the language used by the Office	Yes
iii. Where applicable, does the Office require that words be transliterated following the phonetics of the language used by the Office	Yes
Please specify the font to be used to represent a standard character mark:	es indistinto
b) Figurative marks (device marks)	Yes
Please, specify how they must be represented:	En el caso de marcas constituidas por figuras, diseños, combinaciones de colores exclusivamente, o con una combinación de elementos figurativos, se incorporará a la solicitud una representación de la marca, en un formato no mayor de 10 cm x 10 cm, ni menor de 4 cm x 4 cm y, en su caso, se indicará en el apartado correspondiente, la denominación objeto de la solicitud
c) Hologram marks	Yes
Please, specify how they must be represented:	En el caso de signos holográficos, se incorporará a la solicitud una representación de la marca, en un formato no mayor de 10 cm x 10 cm, ni menor de 4 cm x 4 cm, y consistirá en una única vista del signo que capte el efecto holográfico en su totalidad o, cuando sea necesario, varias vistas del signo desde distintos ángulos
d) Three-dimensional marks (shape marks)	Yes
Please, specify how they must be represented	Cuando la solicitud contenga formas tridimensionales, se incorporará a la solicitud una representación de la marca, ya sea fotográfica o de dibujo, en tres planos:

	ancho, alto y volumen, en blanco y negro o, en su caso, a color, con medidas no mayores de 10 cm x 10 cm, ni menores de 4 cm x 4 cm.
i. Product packaging	Yes
Please, specify how it must be represented:	Cuando la solicitud contenga formas tridimensionales, se incorporará a la solicitud una representación de la marca, ya sea fotográfica o de dibujo, en tres planos: ancho, alto y volumen, en blanco y negro o, en su caso, a color, con medidas no mayores de 10 cm x 10 cm, ni menores de 4 cm x 4 cm.
ii. Product shape	Yes
Please, specify how it must be represented:	Cuando la solicitud contenga formas tridimensionales, se incorporará a la solicitud una representación de la marca, ya sea fotográfica o de dibujo, en tres planos: ancho, alto y volumen, en blanco y negro o, en su caso, a color, con medidas no mayores de 10 cm x 10 cm, ni menores de 4 cm x 4 cm.
e) Color marks	No
Please, specify how they must be represented	
i. A single color	
Please, specify how it must be represented:	
ii. A combination of colors	
Please, specify how it must be represented:	
f) Sound marks	Yes
Please, specify how they must be represented	El archivo digital podrá presentarse en cualquiera de los formatos .avi, .mp3, .mp4, .wma, .wmv, .wav o .m4a, el cual no podrá exceder de 10MB, ni estar encriptado ni protegido por contraseña
i. A musical sound	No
Please, specify how it must be represented:	
ii. Any sound	No
Please, specify how it must be represented:	
g) Motion marks	No
Please, specify how they must be represented:	
h) Multimedia marks (motion and sound)	Yes
Please, specify how they must be represented:	El archivo digital podrá presentarse en cualquiera de los formatos .avi, .mp3, .mp4, .wma, .wmv, .wav o .m4a, el cual no podrá exceder de 10MB, ni estar encriptado ni protegido por contraseña
i) Other(s) (e.g., gesture marks, olfactory marks, pattern marks, position marks, taste marks, texture marks, trade-dress)	Yes
Please, indicate what other types of marks are accepted:	Imagen comercial olfativas
Please, specify how each of the other types of marks indicated above must be represented:	Imagen comercial La representación de la marca consistirá en la reproducción fotográfica o de dibujo, en tres planos: ancho, alto y volumen, en blanco y negro o, en su caso, a color, con medidas no mayores de 10 cm x 10 cm, ni menores de 4 cm x 4 cm Olfativas: se deberá describir la marca solicitada. En caso de duda, a efecto de determinar el objeto de la protección, el Instituto podrá requerir la exhibición del producto al que se aplicará la marca
Format and Means to File an Application with the Office	
7. Which of the following are acceptable formats to file an application with the Office?	
a) A paper form	Yes
b) The image of a paper form (e.g., PDF, JPG)	No
c) Structured data (e.g., e-filing, XML files)	No
8. How does the applicant submit the application?	
a) On a physical support (e.g., paper, CD-ROM or USB device)	Yes
b) By fax	Yes
c) Electronically, other than fax (e.g., by e-mail, by e-	Yes

filing)	
9. Is the applicant either required or allowed to submit an electronic representation of the mark along with the application?	Yes
Format(s) in which the Office accepts the electronic representation of the mark	
10. Depending on the type of mark, may the electronic representation consist of one or more digital still images?	Yes
Please select below the format accepted by the Office	
a) GIF	Yes
b) JPEG	No
c) PNG	No
d) TIFF	No
e) Other(s)	No
Please, specify in which other format(s):	
When the representation consists of more than one digital still image:	
a) all images must be included in one file	Yes
b) each image may be in a separate file	No
11. Depending on the type of mark, may the electronic representation consist of a digital recording of sound only (i.e., without moving images)?	Yes
Please, select below the format accepted by the Office	
a) MID	No
b) MP3	Yes
c) WAV	Yes
d) Other(s)	Yes
Please, specify in which other format(s):	avi, .mp4, .wma, .wmv, o .m4a
12. Depending on the type of mark, may the representation consist of a digital recording of moving images without sound?	No
Please, select below the format(s) accepted by the Office	
a) AVI	
b) GIF	
c) MOV	
d) MP4	
e) MPEG	
f) WMV	
g) Other(s)	
Please, specify in which other format(s):	
13. Depending on the type of mark, may the representation consist of a digital recording of moving images and sound?	Yes
Please, select below the format(s) used by the Office	
a) AVI	Yes
b) MP4	Yes
c) MPEG	No
d) WMV	Yes
e) Other(s)	No
Please, specify in which other format(s):	
Formats and standards used by the Office to store, manage and publish electronic representation of marks	
SCRx3421	
14. Does the Office store and manage an electronic representation of the mark (whether provided by the applicant or produced by the Office) in a database?	Yes
15. Is the electronic representation of the mark available to the public?	Yes
How can the public access the electronic representation of the mark?	
a) At the Office only (e.g., a dedicated computer terminal)	No

b) Online (e.g., online database)	Yes
16. In which format does the Office store, manage and publish the electronic representation of the mark when this consists of:	
a) one or more digital still images	.gif
b) a digital recording of sound only	avi, .mp3, .mp4, .wma, .wmv, .wav o .m4a
c) a digital recording of moving images without sound	avi, .mp3, .mp4, .wma, .wmv, .wav o .m4a
d) a digital recording of moving images and sound	avi, .mp3, .mp4, .wma, .wmv, .wav o .m4a