

Why are more trademarks being registered in Peru?

Trademarks are increasingly being registered in Peru, to the extent that trademark registration now constitutes a key factor in the reactivation of the economy. According to the National Institute for the Defence of Free Competition and the Protection of Intellectual Property (Indecopi), 40,875 applications were filed before the Directorate of Distinctive Signs between January 2022 and December 2022. Of these, approximately 36,000 were registered in response to an Indecopi campaign entitled "Protect your dream. Register your trademark".

It seems that both entrepreneurs and businessmen have come to understand the advantages of formal registration and that protecting a trademark makes them more competitive. This enables them to expand into domestic and/or international markets. Most of the trademarks registered in 2022 correspond to the following categories:

Food products.
Pharmaceuticals.
Educational and entertainment services.
Advertising and commercial business management.
Clothing.

For further information on this topic please contact Oscar Mago at OMC Abogados & Consultores by telephone (+51 502 6467 or +51 635 0641) or email (omago@omcabogados.com.pe). The OMC Abogados & Consultores website can be accessed at omcabogados.com.pe.



Increasing patent numbers in Peru

According to official figures from the National Institute for the Defence of Free Competition and the Protection of Intellectual Property, 606 national applications were filed in 2022. This represents an increase of 10% compared with the previous year and a record number in the history of patents in Peru.

Of the total number of applications filed, 396 correspond to 49 Peruvian universities, which is equivalent to a growth of 174% and consolidates them as the main applicant in the country. In the previous year, 29 universities filed 144 applications. Of the 2,242 inventors listed in the national applications, 672 are women (30%), which shows a growth compared with the previous year when they represented 28%.

These figures are the result of the work carried out by the Directorate of Inventions and New Technologies, which was responsible for organising support and training programmes on patents and providing direct assistance to 6,375 people.

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