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Chile is a frontrunner when it comes to trademark protection in Latin America, boasting one of the region's most technologically advanced trademark offices – the National Institute of Industrial Property (INAPI). Continually growing and modernising, this offers efficient online filing systems, easy access to interviews with examiners, and AI tools that enhance examination processes, delivering high accuracy and short processing times. Chilean IP laws are also modern and in line with global trends, save for the absence of a use requirement for both trademark validity and renewals – a legal aspect the Congress is currently seeking to reform. This year, the *WTR 1000* rankings for Chile have expanded, with IP boutiques Dellafiori Abogados and Garay IP debuting in the guide for the very first time.

Firms

Carey

Sargent & Krahn

[Silva](#) →

Albagli Zaliasnik SpA

Alessandri

Claro y Cia

Johansson & Langlois

Beuchat, Barros & Pfenniger

CMS Carey & Allende

Covarrubias & Cía

Dellafiori Abogados

Garay IP

Jarry IP

Larrain y Asociados

Marinovic & Cia

Porzio Rios Garcia

Villaseca Abogados

Larrain y Asociados

General practice Larrain y Asociados features a small but robust IP team fully entrusted by multiple blue-chip brands – Universal Music and 7-Eleven included. Focusing a lot of its attentions on IP prosecution and licensing work, the firm is also one of the few outfits in Chile to tackle plant variety cases and its sturdy capabilities in the agricultural sector are certainly hard to match. A leader in each of these areas and more, professor **Pablo Ruiz-Tagle** is a legal polymath whose main areas of expertise include public and constitutional law, intellectual property and arbitration. In addition to supervising most of the firm's trademark cases, he also teaches and publishes regularly on legal subjects.