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WTR 1000 2024

WTR 1000 - the World's Leading Trademark Professionals - a unique guide that identifies the top trademark professionals in key jurisdictions around the globe. The WTR 1000 focuses exclusively on trademark practice and has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise.



Chile

Ordered Alphabetical

In recent years Chile has adopted new IP legislation that aims to create a more efficient trademark registration process, and the most notable development in the field of intellectual property is the country's adoption of the Madrid Protocol system. These intended improvements to Chile's IP structure have led to procedural difficulties in the administrative and judicial domains, as practitioners are often met with inexperienced authorities in the court system. As contentious proceedings take place in the ordinary courts, litigation lacks the level of specialisation needed to ensure consistent rulings, leading to practitioners having to spend more time explaining the operations of the law and waiting for inconsistent rulings. Political movements over the past year, such as the drive to write a new constitution, have increased the spotlight on trademark issues, forcing stakeholders to demand further modernisations to Chile's IP system.

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Firms



Larrain y Asociados