



INPI

**INTELECTUAL
PROPERTY GUIDE
FOR EXPORTERS**

CANADA

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Introduction

This guide is part of a collection designed to help Brazilian exporters protect their Intellectual Property (IP) assets in the countries they wish to export to.

Each country has its own particularities regarding the IP system and this volume is dedicated to Canada.

The IP topics covered in this guide are: trademarks, patents, industrial designs, geographical indications, new plant varieties and copyright.

The guide is divided into three parts. In the first, we indicate reliable sources where you can deepen your knowledge about Intellectual Property. In the second, we introduce you to Canada's IP system, advising you on how to protect your IP assets in Canada, and addressing issues to consider before you start exporting there. At the end, we provide information on what to do if you suffer any type of violation of your rights.

Our goal is to provide you with important and easy-to-understand information, so you can confidently navigate IP challenges and make the most of export opportunities to Canada.

Before you start exporting

Before starting your export process, what steps need to be taken in the IP area?

1. Know what IP is;
2. Have a deep understanding of the IP of your business and protect it in your home country;
3. Develop a strategic export plan that includes IP-related issues;
4. Research if there is anything similar to your IP assets that is already protected in the countries you want to export to;
5. Protect your IP in these countries and _ only after that;
6. Take your product or service overseas.

This guide will tell you:

1. The main mistakes of exporters in the area of IP;
2. Where to learn more about IP and about IP and export;
3. Where and how to protect your IP in Brazil;
4. Where to conduct research if there are already IP assets similar to yours in other countries;
5. What is Canada's international IP law;
6. Where and how to protect your IP in Canada;
7. Some cost estimates of this process;
8. What to do to protect yourself in case you are copied.

We hope this will be a facilitator in your export process!

Five biggest mistakes of the exporter in the area of Intellectual Property

Some common IP mistakes made by those who start exporting that we want to help you avoid:

1. **Do you know that your trademark, your patent and your industrial design are only valid in the country where they are registered?**

One of the most common mistakes made by exporters is not knowing that Intellectual Property rights, such as trademarks, patents and industrial designs, are **TERRITORIAL**. This means that, although we live in a globalized world, IP rights are not. They are valid only in the country or territory in which they were protected.

The only exception to this rule is that which is protected by copyright. This is because the 181 signatory countries of the Berne Convention agreed that the protection of rights of artistic and literary works, among others, should not be subject to the fulfilment of any formality, nor depend on the existence of protection of the work in their country of origin. The author has moral and patrimonial rights in relation to his work since it was produced regardless of registration.

However, all other intellectual property rights need to be protected **IN EACH COUNTRY** where you wish to export, so that you have rights to this asset.

Thus, BEFORE you start your export activities, it is crucial that you decide WHERE you want to protect your IP assets. This is a fundamental decision that must be made with caution and planning, as the costs involved can be high.

2. Do you want to have your trademark, your patent and your design protected?

Did you know that the disclosure of an invention or an industrial design, without having a previously filed application for protection, can make your right over these assets unfeasible?

We are sure that you do not want to have your IP copied, inadvertently made public, or protected by a third party. Imagine, for example, not being able to use your own trademark in another country because someone else has already registered it before you.

Therefore, it is essential that you seek to secure your IP rights BEFORE entering and presenting your products in a new market. Remember: **what guarantees the right to IP in a territory is its REGISTRATION, and not just its use.**

When planning your international expansion, pay special attention to protecting your IP assets. This way, you'll avoid unpleasant surprises and maintain control over your resources.

3. Do you want to protect yourself from taking an IP infringement lawsuit in another country?

Did you know that it is essential **to RESEARCH** if there are already trademarks, patents or industrial designs similar to yours, which are already protected, in the country to which you want to export? This is an important step to avoid the risk of infringing on a third party's right in a new market.

Most countries make databases available for research in their IP offices. You can make an online query in these systems to check if there is already any prior notice that may make your request unfeasible. This pre-search can help you save a lot of time and money. In addition, there are international databases that allow research to be carried out. Several of them are indicated in this guide.

4. Does IP rights obtained in one country guarantee the same right in another?

Many exporters think that if they have obtained an IP right in one country, they will automatically get the same right in another. Unfortunately, this is not the reality.

Although there are some common parameters established by international agreements, the area of IP varies greatly between countries in terms of legislation and rules for granting these rights.

Therefore, there is no guarantee that what was granted in one country will also be granted in another. Each nation has its own particularities and requirements when it comes to protecting Intellectual Property, which makes each country's decision **INDEPENDENT**.

This means that when planning your export strategy, you need to carefully analyse the IP situation in each destination country. It is not possible to assume that a right obtained in one place will be automatically recognized in another.

5. Did you include IP issues when you did your export project?

The preparation of a good **STRATEGIC PLANNING** is key to success in exporting. Many exporters make the mistake of neglecting IP-related issues when planning their export activities. However, it is essential to consider these issues as an essential part of this process.

IP assets can be some of the most valuable that your company has. Therefore, it is essential that your planning is careful and that it includes a detailed analysis of these assets.

Depending on the number of countries in which you decide to protect these assets, the costs can be significant. Therefore, it is necessary to evaluate in advance what and where you want to protect¹.

Regarding the deadlines you have for the protection of your IP assets, according to the Paris Agreement, an international treaty of the World Intellectual Property Organization (WIPO), valid in 176 countries, when you file an application for a patent, utility model (MU), trademark or industrial design (ID) with an IP office, you have a period of 12

¹ Some important questions that need to be answered in strategic planning: why, what, when, where, with whom, how and how much it costs to export.

months (for patent and utility model), and 6 months (for industrial design and trademark), to apply for protection in any other country, without losing the "right of priority", that is, in this period you will have priority in relation to any other applicant who files something similar to the one you filed, anywhere in the world. After this period, what you have protected in a territory will be free and available to anyone, in all countries where your asset has not been protected.

We highlight that this happens when you choose to make national deposits, in each country individually. There is also the option of making international deposits, in a group of countries, at once, through WIPO, which makes the process much easier. We'll detail this option later.

For these reasons, it is essential that you make a good strategic planning regarding the IP area in the initial phase of the project, even before starting export actions, when you decide to protect your IP assets. This way, you'll avoid missing opportunities, reduce risk, and lower unnecessary costs.

By prioritizing IP planning in your export project, you will be taking a crucial step towards the success of your business in the international market.

Courses on Intellectual Property

Intellectual Property is traditionally divided into three branches:

- **Copyrights** that protect literary, artistic, technological and software works;
- **Industrial property**, such as trademarks, patents, utility models, industrial designs and geographical indications; and
- **Sui generis protection**, such as the protection of new plant varieties.



If you wish to deepen your knowledge of IP before deciding to use it when exporting to Canada, you can consult the schedule of free courses on the subject available on the website of the National Institute of Industrial Property (INPI).




You can also participate in the free IP course, in Portuguese, offered twice a year by WIPO, called: DL 730 "Executive Course on Intellectual Property and Exports".



Intellectual Property information and tools for companies





INPI offers guides on intellectual property for businesses that can help you explore the possibilities of IP for your company.

Table 1: INPI Information and tools on IP for companies

Tools	Link
IP Information for Businesses	

WIPO also offers a series of tools, guides and information on IP available free of charge that can help you.

Table 2: WIPO IP information and tools for businesses

Tools	Link
IP Information for Businesses	
IP self-diagnostics for businesses	
IP Guides for Businesses *	
Strategic IP Walkthrough for SMEs	

* Some of the guides provided by WIPO, in Spanish, English and French, are:

1. **Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters;**
2. **Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises;**
3. **Making a Mark: An Introduction to Trademarks for Small and Medium-Sized Enterprises;**
4. **Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises;**
5. **Exchanging Value - Negotiating Technology Licensing Agreements: A Training Manual;**
6. **A Guide to Intellectual Property for Startups; among others.**

How to protect your Intellectual Property in Brazil

Before you start exporting, consider protecting your IP in Brazil. Here we indicate the step-by-step process for trademarks, patents, industrial designs, protection of plant varieties and copyrighted works.

Table 3: Step by step for filing Intellectual Property in Brazil









Type of IP	Institution	Link
Trademark	National Institute of Industrial Property (INPI)	
Patents	National Institute of Industrial Property (INPI)	
Industrial Designs	National Institute of Industrial Property (INPI)	
Plant Variety Protection	Ministry of Agriculture and Livestock (MAPA)	

Table 4: Institutions for voluntary registration of copyrighted works in Brazil

Type of Copyrighted Work	Institution	Link
Musical Works	School of Music of the Federal University of Rio de Janeiro (UFRJ)	
Architectural Works	Council of Architecture and Urbanism of Brazil (UCC)	
Audiovisual Works	National Film Agency (ANCINE)	
Computer Programs	National Institute of Industrial Property (INPI)	

National Intellectual Property Rights Institutions in Canada

In Canada, the **Canadian Intellectual Property Office (CIPO)** is a special operating agency of Innovation, Science and Economic Development Canada that provides intellectual property (IP) services, including the administration and registration of trademarks, patents, industrial designs, integrated circuit topography, geographical indications and copyrights.



The body responsible for the registration of new plant varieties is the **Canadian Food Inspection Agency (CFIA)**.



There is no utility model grant in Canada.

Where to conduct your IP search in Canada

How to search if an IP is already protected in Canada?

As we said, before applying for an IP right in another country, you need to check if your trademark, invention, industrial design or plant variety already exists, and if it is already protected.

If you find something similar in the market you want to explore, it may be difficult to get the protection you want.

Your search should include the Internet, social media, international IP search databases, and research databases from the country where you are filing.

Make sure your search is as broad as possible, to avoid future unnecessary costs.

With the advancement of Artificial Intelligence technology, in a short time it will be much easier and faster to know if there are already protected assets similar to the ones you want to protect.

Trademark search

Before applying for a trademark, you can start by searching the **Canadian Trademarks Database** for products and services similar to yours.



You can also search the global database of trademarks. **WIPO's Global Trademark Database** contains data from more than 80 countries and includes trademarks, designations of origin and official emblems.



Search **Madrid Monitor**, in turn, allows access to international applications and registrations made through the Madrid System, with millions of trademarks from more than 130 member countries. In this database, your search can include words, numbers, dates, classes, and countries.



Another database available in the trademark area is **Search TMview**. TMview contains trademarks from throughout the European Union and parts of Africa, Asia, America, and Oceania. This database allows search by words, numbers, dates, classes and countries.



If you find the process complex, you can hire an IP professional to help you.

Patent search

Before you file a patent and apply for the protection of an invention, you need to make sure that it is new, useful and inventive. Because the invention needs to be new, it can't have been published anywhere in the world, not just in the country where you want to protect it.

You can start your search at the **Canadian Patents Database**.



Another good platform for searching is the **Google Patent Advanced Search**, which allows you to search by name, date, inventor, applicant, patent office, and language, among other options.



You can also search WIPO's Patentscope, which contains data on more than 100 million patents. Here you can search by title, abstract, name, and filing date.



The patent search process is more complex than the trademark and industrial design search process. As a result, you can hire a specialized IP professional to help you.

Industrial Design search

Your industrial design needs to be new and distinctive so that you can protect it. Because of this, you will need to research any designs published worldwide and check if they have similarities to yours.

Your research needs to include, in addition to design databases, trademark and patent databases, the Internet, and social media. Any similar results, even if they are not registered, may prevent your right to the design.

You can start searching through **CIPO's Canadian Industrial Design Database**.



The **Global Design Database** is a worldwide collection of data organized by WIPO, from deposits made through the Hague System. You can search by description, name, depositor, date, and country.



DesignView, in turn, allows you to search for drawings from Canada, the entire European Union, and parts of Africa, Asia, America, and Oceania. You can search by name, number, designer, Locarno classification, filing date, and country.



New Plant Variety search

If you want to sell your plant variety internationally, you will need to do an international search to verify that the variety of your plant is really new.

First, you can check the internet if you can find any disclosures of varieties similar to yours.

Then, you can search in databases of new plant variety in the country where you want to protect and market your new variety. In most databases, you will find information regarding the common name of the plant, genus, species, title holder, and term of protection.

In Canada, you can consult the database of plant varieties registered in the country.



There is a European Union plant variety database at the **Community Plant Variety Office** (CPVO) with information on plant registers from more than 70 countries.



You can also search the International Union for the Protection of New Plant Varieties (**UPOV**) **PLUTO plant variety database**, which provides name results for plant varieties protected by members of UPOV and other international organizations. To access PLUTO, you will need to create a user account.



If you have difficulties in your search processes in Canada's databases, you can contact the office to see how to get access to them.

Relevant data on Intellectual Property in Canada

Trademarks

A trademark in Canada consists of words, designs, tastes, textures, moving images, mode of packaging, holograms, sounds, scents, three-dimensional shapes, colours, or a combination of these used to distinguish the goods or services of one person or organization from those of others.

In Canada, when you register your trademark, you get the sole right to use the mark across Canada for **10 years**. You can renew your trademark every 10 years after that for a fee. A registered trademark is one that has been entered in the Register of Trademarks.

There are two pathways to trademark registration in Canada:

1. **National Route:** The registration of a **National Trademark**, with the CIPO.
2. **International Route:** The registration of an **International Trademark**, through WIPO's International Madrid System. In this system, you choose, among the more than 130 member countries, those in which you want to have your trademark protected, with a single application, in a single language (English, French or Spanish) and with the payment of a single set of fees.

The objective of the Madrid System is to facilitate the registration of trademarks in the world. The application for registration must be made through one of the IP offices of the countries that are part of the agreement. The INPI, in Brazil, is part of it. Thus, if your company wants to renew or expand its global portfolio of trademarks, it can easily do so through this centralized model.

After the certification of the International Registration has been made by the office of origin (the office where the registration application was made), the registration will be sent to WIPO and distributed to the countries designated by you, those where you want to have your trademark protected. This is where a second stage begins, known as the national phase, in which your application will be examined by the IP offices of the designated countries. In analysing the application, these offices will use local laws and practices for the examination, which makes **each country's decision independent**. After your application has been reviewed by each of them, the offices will communicate their decisions to WIPO, which in turn will inform you of the decisions of each of the designated countries.

The path you will choose depends on the needs of your business.

Later in this guide, there are links to evaluate costs that can facilitate your decision process. Links to make deposits are also provided, both by national and international routes.

Patents

Patents are granted for inventions that are new, useful, and innovative.

The protection of a **Patent** in Canada is up to **20 years** from the date you file your application. Maintaining a patent is subject to the payment of annual fees.

In Canada there are two different ways to apply for a patent:

1. **National Route:** you file your patent directly with CIPO.
2. **International Route:** As Canada is a signatory to the Patent Cooperation Treaty (PCT), you can choose it from among the countries in the International Patent System of the WIPO PCT . Through this system, with a single patent application, in one language and a group of fees, you can apply for protection in more than 150 countries at the same time.

The international application via PCT has two phases: international and national.

- International Phase - There are two ways to file an international application: directly at the Office of a country that is part of the PCT (where the applicant is domiciled or a national of this country); or, at the International Bureau of WIPO.

When making the international filing, it is necessary to indicate an Office that is approved by the PCT to carry out the international search (*International Search Authority – ISA*), among those indicated by the country where the international filing took place.

The language of the international application must meet that defined by the country in which it was filed and the chosen ISA. In case Brazil is chosen as ISA, the deposit can be in Portuguese, English or Spanish.

- National Phase - After the international phase, usually 30 months, from the date of international filing or priority (if any), you must apply for the granting of your patent directly with the countries in which you are interested. At the end of the process you will have the patent for your invention, if granted, in each country you chose. **The decision of each country is independent of that of the others.**

Entry into the national phase can be requested in any country that is part of the PCT, adapting your international PCT application to the legislation of that country.

A relevant issue, with regard to patents, is that CIPO is a member of the **Global Patent Prosecution Highway (GPPH)**. This means that you can request expedited examination of your patent application.

Industrial Design

Industrial designs protect the three-dimensional features of shape and configuration as well as the two-dimensional features such as pattern and ornament, including colour, applied to a finished article.

In Canada, the protection of an **Industrial Design (ID)** is **5 years** from the date of registration and **can be renewed** up to an **additional 10 years**, for a total of **15 years**.

There are two pathways to register your ID in Canada.

1. **National Route:** The National ID registration, where you need to apply for protection directly with the CIPO.

2. **International Route:** The registration of an international ID through the Hague System, which allows you to choose the countries where you want to have your ID

protected, with a single application, among the more than 90 countries participating in the WIPO System.

Geographical Indications

Geographical Indication (GI) is an IP right that identifies a product or food that has a specific geographical origin and owes its qualities, characteristics and/or reputation to this origin.

In Canada, it is possible to protect wines, spirits, agricultural products and food products by GI.

The duration of protection of a GI is indefinite, provided that the requirements established for the maintenance of the GI are met.

Plant Variety Protection

In Canada, the protection of a new plant variety is valid for a maximum of **20 years, or up to 25 years** for trees or vines, from the granting of the right. There is a need to pay annual fees to maintain the right.

Plant Variety Protection in Canada is carried out through registration with the **Canadian Food Inspection Agency (CFIA)**.

Copyright

In Canada, copyright protection lasts for the life of the author, **plus 70 years** after the end of that calendar year. Rights related to copyright have the same protection time.

Since Canada is a signatory to the Berne Convention, this means that it is not necessary to register your work in the country for your work to be protected by copyright.

The agency responsible for copyright registration in Canada is CIPO. If you wish, you can register your work, as registration can help demonstrate proof of ownership in the event of licensing or legal disputes.

Intellectual Property laws and regulations in Canada

Canada has adopted a number of regulations and directives to protect and enforce IP rights in the country.

Table 5: Some of Canada's IP laws

Law	No.
Copyright and Related Rights (Neighbouring Rights)	Copyright Act, 1985
Industrial Designs	Industrial Design Act, 1985
Trademarks	Trademarks Act, 1985
Patents	Patents Act, 1985
Integrated Circuit Topography	Integrated Circuit Topography Act, 1990
Plant breeders' rights	Plant Breeders' Rights, 1990

A comprehensive list of Canada's IP legislation can be found on the WIPO website.



International Intellectual Property Agreements in Canada

Canada is a signatory to several international IP agreements with the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO).

Table 6: International IP Agreements in Canada

Agreement	Description
Paris Convention	It allows an applicant from another signatory state to apply for a patent or trademark and expect the same rights as a holder from Canada.
Berne Convention	Ensures that parties to the convention, including Canada, give equal recognition to copyright holders from other convention member states.
UPOV Convention	It establishes a harmonised system for the rights of producers of new plant varieties.
Patent Cooperation Treaty (PCT)	It allows inventors to search and obtain patent protection in more than 150 countries. *
Madrid Protocol	It allows trademark owners to register their trademarks in more than 120 countries. *
Hague Agreement	It is an agreement for industrial designs in which it is possible to register designs in more than 90 countries. *
WIPO Treaty on Performance and Phonograms (WPPT)	It deals with copyright in the digital environment.
TRIPS Agreement	It establishes a minimum level of protection and enforcement of IP rights that all members of the World Trade Organization, including Canada, must comply with.

*Data referring to July 2024







A comprehensive list of international IP agreements adopted by Canada can be found on the WIPO website.



How to protect your Intellectual Property in Canada

A list of the IP objects recognized in Canada, with a link to the websites where information on how to protect each of them can be found in the tables below.











Table 7: Where to protect your IP in Canada

IP Object	Description	Link
Patent (CIPO)	Patents protect inventions, which are novel devices, products or processes that provide a new, non-obvious and useful solution to a problem.	
Trademark (CIPO)	Trademarks may be one or a combination of words, sounds, designs, tastes, colours, textures, scents, moving images, three-dimensional shapes, modes of packaging or holograms, used to distinguish the goods or services of one person or organization from those of others.	
Industrial Design (CIPO)	Industrial designs protect the three-dimensional features of shape and configuration as well as the two-dimensional features such as pattern and ornament, including colour, applied to a finished article.	
Geographical Indications (CIPO)	A GI identifies a product or food that has a specific geographical origin and owes its qualities, characteristics and/or reputation to this origin.	
Plant Variety Protection (CFIA)	Protection of new plant varieties.	
Copyright (CIPO)	Copyright applies to original literary, dramatic, musical and artistic works that are in a fixed material form (i.e., written, recorded).	

How to apply for the protection of your Intellectual Property in Canada via International Cooperation Treaties and Agreements

In the table below, we provide information on how and where to deposit your IP in Canada via International Cooperation Treaties and Agreements.

Table 8: IP Application Requests in Canada

IP Object	Description	Link
Patents	Information from the INPI on how to protect your patent abroad	
	Information from the INPI on international patent filing	
	Information from the INPI on Patent Cooperation Treaty (PCT) fees, codes and procedures	
	Applying for a patent application via PCT directly with WIPO	
	Global Patent Prosecution Highway (GPPH) Application in Canada	
Trademarks	Information from the INPI on the Madrid Protocol and step-by-step instructions for applying for international trademark registration	
	Application for International Trademark Registration Directly on the WIPO Website – Madrid System	
Industrial Designs	Information from the INPI on the Hague System and step-by-step instructions for applying for International Registration of Industrial Design	
	Application for International Industrial Design Registration Directly on the WIPO Website – Hague System	
WIPO	All WIPO International Deposits	

Intellectual Property costs in Canada



Before deciding on which system to use to make an IP application in Canada, it is necessary to evaluate the costs involved and each of the options.

Trademarks

In the case of trademarks, it is possible to choose between the national filing with the CIPO and the filing via the Madrid System.

To make your decision easier, we have provided, in the table below, links to the comparative calculation of costs, remembering that, in the Madrid System, you will need to choose the countries in which you want to protect your trademark, among the more than 130 that are part of the System.



Table 9: Information for calculating trademark filing costs

Institution	Link
CIPO Costs	
Madrid System Costs	

Patents

Understanding the costs involved in a patent, in turn, is much more complicated. In the table below you will find information on the amounts of fees requested for a patent at the CIPO, as well as the PCT price list, so that you have an idea of the costs involved in an international patent application.



Table 10: Information for Calculating Patent Filing Costs

Institution	Link
CIPO Costs	
PCT System Costs	

Industrial Design

As for the costs involved in the registration of an industrial design, the following table below allows the comparison of costs between the CIPO and the WIPO Hague System.

Table 11: Information for Calculating Industrial Design Filing Costs

Institution	Link
CIPO Costs	
Costs of the Hague System	

Who can file IP applications in Canada

In Canada, to file your IP applications, including trademarks, patents, industrial designs or copyright, it is not necessary to be a lawyer or IP agent, or even have an address in the country. Anyone of any nationality can do it.

However, we suggest that you consult the College of Patent Agents and Trademark Agents list of registered Canadian patent and trademark agents. Only the individuals and firms listed on the College's website are qualified and entitled to act on your behalf with the CIPO. These agents often have access to an extensive network and the knowledge of the national and foreign jurisdictions to better assist you, and they can also help you avoid any misleading services or scams.

If you wish, you can find a professional at the **College of Patent Agents & Trademark Agents**.



There is also the possibility of seeking an IP professional from the **Intellectual Property Institute of Canada**.



How to enforce your Intellectual Property Rights in Canada

If you believe that an entity is using or benefiting from your IP rights without your consent, you may want to seek expert IP legal advice at an early stage.

Gather evidence that proves the violation of your rights, such as copies of works, trademark or patent registrations, and communications that evidence the violation.

CIPO provides a range of guidance through a guide on how to protect and enforce your intellectual property in the country.



If you suspect that your rights have been violated, the first alternatives in the country are negotiation, mediation, and arbitration. If these measures are not sufficient, it is possible to go to the civil or criminal courts. Negotiation processes tend to have a lower cost. While the CIPO grants IP rights, it does not police them or monitor the marketplace for potential infringement.

Canada Border Services Agency (CBSA) can also help prevent counterfeit goods from entering the country. Owners of certain IP rights can file a request for assistance (RFA) with the CBSA and seek assistance to detain suspected counterfeit goods and pirated works at the border.



Another option for international IP protection is the use of the Mediation and Arbitration services for Intellectual Property and Technology Disputes offered to companies by WIPO.



WIPO also offers mediation alternatives for resolving disputes over internet domains.



Closing remarks

After the path proposed in this document, we hope that it has become easier to protect your IP before you start exporting.

Remember, because IP law is territorial, you'll need to protect it before you can introduce, sell, or manufacture your product in a new market. You can also protect it in other markets, even if you do not wish to exploit them at this time, in order to prevent others from copying, manufacturing or importing your trademark, product or service, and not paying your rights.

In some countries it is possible to carry out the procedures described here directly, but many require the hiring of a local IP professional who will act on your behalf. Having the support of an IP agent, in general, helps, not only with filings, but also to understand issues related to the local culture that can facilitate their access to the market in the region.

Another point that deserves to be highlighted is the cost of IP protection. It can be expensive, so it is always important to emphasize the need for good initial planning on how, where and why to invest abroad.

Finally, the information provided in this document is a support resource for exporting and protecting your IP in other countries and should not be used as a substitute for expert legal advice.