



HSM IP Trade Mark Client Guide

ECUADOR

Registration

A trade mark can be registered in Ecuador, which is a member of the Andean Community of Countries which includes Bolivia, Colombia and Peru, pursuant to the *Industrial Property Law* (in force since May 1998) and the *Andean Pact Decision No. 486 (Cartagena Agreement)* which provide for national trade mark applications.

The following information and documentation is required:

1. name of the trade mark
2. one copy of the mark (unless mark is word only)
3. class(es) and specification of goods
4. applicant's name and address
5. Power of Attorney (legalised / apostilled)
6. certified copy of priority document (if priority is claimed)

It usually takes about six months for the National Service of Intellectual Rights (SENADI) to process an application for registration. Paris Convention priority can be claimed. Once the registration is complete the SENADI will issue a Certificate of Registration.

Classes

The International Classification system is used. Multi-class applications are not allowed. A separate application is required for each class of goods and/or services.

Searches

In order to conduct a search the only documentation required is the name of the trade mark and one copy of the mark (unless mark is word only). The result can usually be provided within two weeks or less.

Renewal

A trade mark registration is valid for 10 years after which it can be renewed for like periods. Two months before the renewal date we will send you an Expiry Notice asking whether you wish us to renew the registration or allow the mark to lapse. If the registration is to be renewed the only documentation required is a Power of Attorney (legalised / apostilled).

The application for renewal should be filed prior to the expiration date of the registration. A grace period of six months, however, is allowed from the expiry date of the mark for the filing of the application for renewal upon payment of a late fee. After that time a new application for registration is required.

It usually takes six months or less for the SENADI to process an application for renewal. Once the renewal is complete the SENADI will issue a Renewal Certificate. If you do not wish to renew the mark please inform us so that we can advise the SENADI accordingly.

Abandonment

Please inform us as soon as possible if you wish to abandon your trade mark or allow it to lapse so that we can update our records and advise the SENADI accordingly. This will avoid us sending out unnecessary Reminder Notices.

Assignment

Please inform us as soon as possible if the trade mark has been assigned so that we can file an application to record the assignment in Ecuador.

To record the assignment of a trade mark registration the only documentation required is the Deed of Assignment and a Power of Attorney (legalised / apostilled).

It usually takes six months or less for the SENADI to process an application to record an assignment. Once the recording is complete the SENADI will issue a Certificate of Registration of Assignment.

Change of Particulars

Please inform us as soon as possible if there is any change to the registration so that we can file an application to record the change in Ecuador.

To record a change of name and/or address for a trade mark registration the only documentation required is the document evidencing the change and a Power of Attorney (legalised / apostilled).

It usually takes six months or less for the SENADI to process an application to record a Change of Particulars. Once the recording is complete the SENADI will issue a Certificate of Recording showing the change.

Our Firm

HSM IP Ltd. provides worldwide intellectual property services. Based in the Cayman Islands and independently owned and operated, our experienced team of attorneys and paralegals deliver first class service to a broad client base which includes major Fortune Global 500 brand owners, international law firms and other specialist IP practices. Our broad perspective, practical approach and international experience allow us to offer clients a unique insight into IP issues.

The success and growth of our firm is due to our keen understanding of our clients' needs for a comprehensive "one-stop shop" which encompasses a wide range of services from the initial consultation process to searches, registrations, annuity payments and monitoring and renewals. Our interactive database helps us to proactively manage each client's portfolio efficiently and cost-effectively in an environmentally friendly and substantially paperless workplace. It also allows us to fulfil our clients' specific reporting and invoicing requirements, including multi-currency invoicing and e-billing. We offer a competitive schedule of fixed fees, inclusive of both disbursements and official fees, which means we can provide clients with an accurate estimate of their project costs before embarking on a global filing programme for their portfolio.

As a leader in the field, HSM IP understands the value of long-term business relationships. We have a wealth of knowledge and specialise in the Caribbean, Central and Latin America and other offshore jurisdictions. Our staff regularly contribute to leading IP publications and we also publish a range of country-specific IP Client Guides which are available on our website.

Supported by HSM Chambers, an offshore law firm with experienced attorneys admitted in multiple jurisdictions, we have substantial experience in taking action to address the infringement of trade marks and patents and in the conduct of passing-off actions. We are also able to offer investigative services to identify the source of, and distributors of, infringing goods, working closely with police and customs officials as necessary.

Memberships: INTA, CITMA, MARQUES and IPCA.

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HSM IP Ltd. is a Law Firm recognised under the Legal Practitioners (Incorporated Practice) Regulations, 2006 (as amended).

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