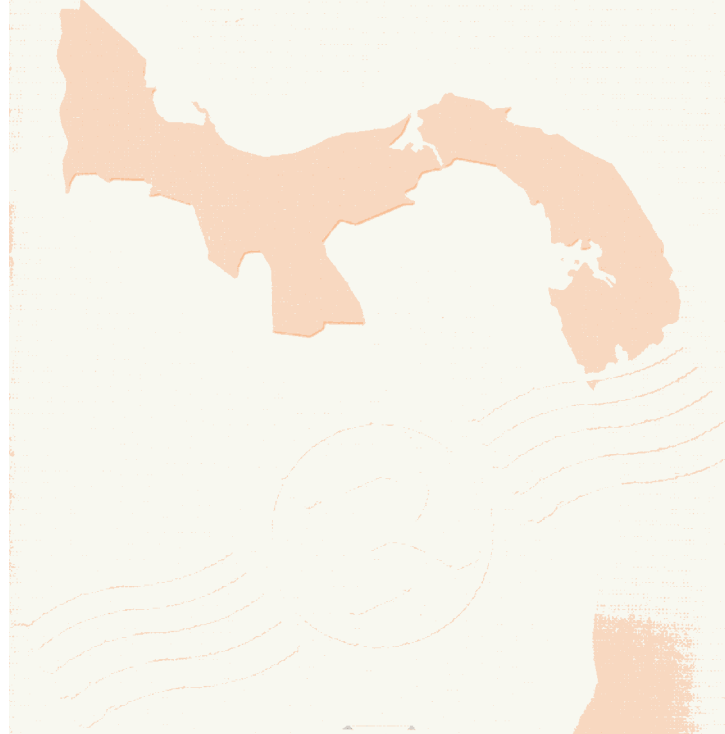


Why  
you may  
register  
in Panama first!



  
BUFETE CANDANEDO

**Formerly**, when a company evaluated the markets to determine in which countries or regions of the world it would register its trademarks, this was done taking into consideration two basic factors: the size of the country and its population.

Today, the globalization guides us to consider other factors more important than the foregoing. These new decision factors are the commercial movement of the country and the commercial influence area in the bordering regions.

THE OLD COMMERCIAL FRONTIERS HAVE  
FALLEN AT THE IMPACT  
OF THE NEW ECONOMIC REALITIES .

The world is smaller, but at the same time wider and with greater business opportunities. And precisely, Panama stands out in these new realities, as it offers very particular characteristics turning it into one of the countries with greater commercial movement through Latin America.

PANAMA IS THE ONLY COUNTRY OF LATIN  
AMERICA HAVING:

1. The U.S. Dollar as the official currency since 1904;
2. An interoceanic canal with more than 15% of the international maritime traffic.
3. The most important commercial free zone from Mexico to Tierra del Fuego with a

business volume per annum superior to ten billion dollars.

4. An international banking center with assets exceeding thirty five billion dollars.
5. An international insurance and reinsurance center;
6. International ports at both entries of the canal, that is, international category ports at the Pacific and Atlantic Ocean.

These characteristics, not mentioning others of like importance, give Panama a different economic profile which emphasize the country in Latin America.

Merchandise and products are sent from Panama to countries in Central America, South America and the Caribbean. The free zones of Chile, Brazil, Paraguay, Bolivia, and other countries are supplied with products sent from the Colon Free Zone. These products are mostly manufactured in China, Taiwan, Korea, Japan, Thailand, India and other East countries. The Colon Free Zone, located in the Panamanian Atlantic Ocean, acts as a large warehouse of the main companies in the present commercial world, where you may find well known trademarks.

When referring to goods you may consider that it is easier to acquire products of any desired trademark. Many merchants domiciled in the Caribbean, Colombia and Venezuela, may also

request specific trademark products.

Trademarks piracy, and counterfeit is not a new violation, it is an infringement which reports huge benefits. Therefore, special frontiers measures are designed and adopted which help, but not fully eliminate the piracy.

NO INTERNATIONAL TREATY OF FRONTIER MEASURE, NOR ANY GOVERNMENTIS WILL TO CONTROL THESE VIOLATIONS SHALL HAVE ANY EFFECT IF THE INDUSTRIAL PROPERTY ASSETS OF YOUR CLIENTS ARE NOT REGISTERED IN PANAMA.

The protection results and is claimed from the time it is registered. The trademark application is the beginning of the protection and grants you a priority right. Nevertheless, to claim the State protection is not enough; hence your client must have his trademarks registered.

Although the registration step is simple in most of the countries, it is also true that the process is slow, and may take about 18 at 24 months before the registration certificate is issued.

Bufete Candanedo is ready to assist you on the protection of your clients Intellectual Property Rights, so they may claim to the Colon Free Zone and Custom Office authorities the enforcement of the law.

The registration cost are relatively low compared with the huge benefits your client will

obtain upon being able to retain and capture illegitimate merchandise arriving to any of the Panama Canal ports or entering to the Colon Free Zone for its re-exportation.

The protection measures also include parallel importation, especially when the merchandise is acquired by a person who is not an authorized distributor and/or the products are acquired by distribution channels not authorized by the manufacturer.

BUT NO PROTECTION SHALL BE OF ANY VALUE IF YOU DO NOT REGISTER YOUR TRADEMARKS IN PANAMA BEFORE DOING IT IN OTHER COUNTRIES OF THE REGION.

Your client shall appreciate and properly evaluate your suggestion, and you shall have the opportunity to show him your interest and good criteria by protecting the most valuable intangible assets of the XXI century businessman.