

December 8, 2017

Corporate Update

Secure Your Trademark Today

After the passage of Hurricane Maria, the Puerto Rico Trademark Office ('PRTO') resumed its operations and is now ready to receive applications to register or renew marks, tradenames and related transactions.

Trademark Registration helps prevent competitors of your business illegally appropriating your business's name, logo, or slogan, and it also protects you against misappropriation by confusing similar marks used by competitors. The purpose of using a trademark is to uniquely identify your products or services to potential customers. Registering your unique name, logo or slogan in the form of a trademark is one of the most important protections and investments in your business.

Whether you want to register a trademark that you have just created, or a trademark that you have used for years, the first step in the trademark registration process is to determine whether and to what extent other parties are using trademarks similar to yours.

The Puerto Rico Trademark and Trade Name Acts allow the filing of applications under the basis of "intent to use". The owner of the mark must use the mark in commerce and file a Declaration of First Use within three (3) years of the filing date.

If you wish to register or renew a trademark or a service mark, Reichard & Escalera, LLC, can assist you in such arrangement. Our Department of Intellectual Property render IP services not only before the PRTO, but also before the United States Patent and Trademark Office ('USPTO') and the United States Copyright Office. We handle matters related to Trademark Registration, Renewals, Slogans and Trade Names, Use Licenses, Transfers and Assignments, Name Changes, Address Changes, Mergers and Trademark Search Background.

Our legal office is a study with a clear customer focus; work philosophy is based on achieving satisfaction through personalized professional service, efficient, fast and highly competitive cost.

Please do not hesitate to contact us, if you have any question or need any clarification.

This communication is for information purposes only and does not constitute legal advice. This communication may be based on authorities that are subject to change and is not a substitute for professional advice or services. You should consult a qualified professional advisor before taking any action based on the information herein. This communication does not create an attorney-client relationship between Reichard & Escalera and the recipient.

[Unsubscribe.](#)



For more information on this Legal Update, please contact:

Héctor Reichard

reichard@reichardescalera.com
787.777.8801

Juan Carlos Méndez

jcmendez@reichardescalera.com
787.777.8834

Claudia G. Motta

cmotta@reichardescalera.com
787.777.8813

Stella M. Molina

smolina@reichardescalera.com
787.777.8832

Enrique S. Enríquez

enriquez@reichardescalera.com
787.777.8822

Fernando Ortiz

fortiz@reichardescalera.com

787.777.8802