

1) Introduction

In Mexico it is important to register trademarks for the dissemination of science in the country.

2) Justification

It is required to register brands for quality indicators in the country.

3) General Objective

Providing online information material on aspects of intellectual property that are closely related to trade and competition in the global market. It also aims to explain and raise awareness of some complex issues related to the protection and management of intellectual property within the framework of brand development activities. This is a preparation course before proceeding to practices in the field of trademark protection, industrial designs and geographical indications.

4) Course Description

- The function of brands, industrial designs and geographical indications in the market.
- Brands, geographical indications and industrial designs as financial assets that contribute to the development of the brand image. Examination of cases.
- The geographical indications.
- The industrial designs.
- The protection against unfair competition.
- PI. and development - Conference on flexibilities and the public domain.
- Brands
- Commercial adverts.

5) Results

Brand Management.

6) Information Source

- Espinoza, A. D. D. P., & Monar, J. J. R. (2018). Imagen Cooperativa: Desarrollo de Marcas sectoriales en Ecuador dentro de la cátedra de Diseño de Marca en ESPOL. Revista Científica Ciencia y tecnología, 2(16).
- Fierro, J. Ó. O., Lara, H. M., & Terrazas, J. A. Á. (2018). La innovación en empresas de los sectores industrial y de servicios: Caso ciudad de Chihuahua, México. NovaRua, 8(15).
- García, C., Margarita, V., Laínez Herrera, M. F., & Ramírez, Z. J. (2018). Branding como estrategia de construcción de imagen de marca para empresas del sector de repuestos automotrices en el área metropolitana de San Salvador. Caso ilustrativo (Doctoral dissertation, Universidad de El Salvador).
- Manuel, J., & del Pilar, M. (2018). Gestión Estratégica de la Marca/Strategic Brand Management.
- Verdejo, A., & Del Carmen, M. (2018). La traducción de documentos del derecho de marcas: aspectos jurídicos, profesionales y textuales. Universidad de Granada.

7) Material that will be used in the course

Instructor

- Laptop
- Projector
- Board

Assistance Group

- Computer Lab with Internet Access

8) Instructor

BA in Economics from the Universidad Latina, IT Specialist from College Coronet Hall, Specialist in Finance from the University of London, Master in Finance from the University of London, PhD in Economics from the Instituto Politécnico Nacional with a research stay at the University of Santiago de Compostela.

Scientific production in Canada, Colombia, Brazil, Spain, Bolivia, England and the United States, member of research groups at the Complutense University of Madrid, National University of Australia, the National University of Colombia, the University of San Francisco Xavier, the Instituto Politécnico Nacional and the University of the Santa Elena Peninsula for the areas of fractal modeling in the sectors of economic activity.

Production of intellectual property of more than 200 titles in economics and applied mathematics, book chapters, production of software and books, national and international conferences.

Editor of indexed and refereed journals in Mexico, Spain, Ecuador, Bolivia, Republic of the Congo, Peru, El Salvador, Colombia, Cameroon, Nicaragua, Paraguay, Guatemala, Taiwan and Western Sahara.

CEO of ECORFAN-MEXICO, S.C. and their respective Clusters, RINOE in applied research of Economic Science according to the International JEL in Iran - Pakistan - Taiwan - Chile and Western Sahara regarding PIREQA for the ludic teaching of Languages according to the United Nations in Germany - Czech Republic - China - France - Japan-England -Russia-Italy and Portugal finally MARVID for Scientific Arbitration with registration RENIECYT of CONACYT.

Holdings

Mexico	Colombia	Guatemala
Bolivia	Cameroon	Democratic Republic
Spain	El Salvador	of Congo
Ecuador	Taiwan	
Peru	Nicaragua	Paraguay