

# Updates on Brazilian IP legislation

## The BPTO Establishes Parameters for the Famous Mark Recognition

The Brazilian PTO (BPTO) has issued new technical guidelines outlining the methodology for the recognition of “famous” status under Brazilian law, which will be incorporated into the Trademark Manual on August 7, 2025. This status grants trademarks enhanced protection across all classes of goods and services, regardless of their registration scope. The document outlines the criteria for collecting and analyzing both quantitative and qualitative data, including: (a) the level of public awareness, (b) spontaneous association with the goods or services, prestige level, and (c) perception of exclusivity. It further defines the minimum sample requirements, field research methodology, and market segments to be surveyed, thereby enhancing predictability and legal certainty for applicants.

<https://www.gov.br/inpi/pt-br/central-de-conteudo/noticias/inp-divulga-parametros-de-pesquisa-para-comprovacao-de-alto-renome-de-marca>

### Comments:

This development represents a positive step in strengthening the framework for trademark protection in Brazil. Companies aiming to secure the “famous” status should prepare comprehensive market research and evidence in line with the new criteria.