

IP News

The BPTO Establishes Partnership with Casa da Moeda to Create Security Seals for Trademarks and GIs

The BPTO has entered into an agreement with the Casa da Moeda do Brasil to develop both physical and digital seals aimed at authenticating registered trademarks and geographical indications (GIs). The initiative seeks to enhance product authenticity, safeguard consumers, and combat counterfeiting in the Brazilian market.

The seals, which will be voluntary, may be applied directly to packaging or digital platforms, serving as a market differentiation tool and a means of strengthening consumer trust. This measure is part of BPTO's broader efforts to modernize intellectual property protection mechanisms in Brazil.

<https://www.gov.br/inpi/pt-br/central-de-conteudo/noticias/inpi-e-casa-da-moeda-firmam-parceria-para-criar-selos-de-marcas-e-igs-e-combater-pirataria>

Comments:

We view this partnership as a significant step toward reinforcing trademark value in the Brazilian marketplace. The seals can provide companies with a tangible advantage in distinguishing their products and combating piracy, an increasingly critical concern in sectors vulnerable to counterfeiting. Trademark owners should closely monitor the implementation of this initiative, as it may become a valuable marketing and enforcement tool.