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## 20. INTELLECTUAL PROPERTY RIGHTS

### Mexico's main objectives

- Fostering an effective and fair system of intellectual property that contributes to economic development while also contributing to the social and cultural welfare of societies, achieving a balance between the interests of innovators and the general public.

### Benefits for Mexico

- Guarantees the best standards for intellectual property protection and prevents practices of abuse by the holders of rights, in addition to preventing the use of anti-competitive practices that restrict the transfer of technology.
- In accordance with the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), the Chapter guarantees the freedom for each country to implement the dispositions through the method that it considers most appropriate.

### Chapter's main provision

- Recognizes the registration of non-traditional trademarks such as sound trademarks and trademarks not visually perceivable **(Art. 20.17)**.
- Guarantees transparency and a due process of protection and recognition of geographical indications **(Article 20.30)**.
- Establishes provisions regarding civil sanctions and penalties against conducts that prevent technological measures of protection, seeking to offer greater protection to products that are commercialized in digital formats **(Article 20.67)**.
- Establishes legal measures against those who reveal, acquire or use an industrial secret without authorization **(Artículo 20.71)**. Sanctions are also established for the undue appropriation of an industrial secret, allowing the person legally in control of the industrial secret to act before the information is divulged **(Article 20.72)**.
- Incorporates sanctions regarding the reception or distribution of a satellite or encrypted cable signal when it is knowingly decoded without the authorization of the distributor **(Artículo 20.86)**.
- Limits the liability of internet service providers ("secure ports"), facilitating the expedited removal of content allegedly infringing copyrighted or related information found online, through a collaboration between the provider of online platforms and titleholder **(Article 20.89)**.