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## Amendments to Trademark Procedures in Argentina Announced



20 de Marzo de 2026

**OMC Abogados** | As of March 1, trademark registration procedures in Argentina have undergone several modifications pursuant to Resolution INPI P-583/25, issued by the National Institute of Industrial Property (INPI).

The purpose of this regulation is to shorten deadlines and streamline the process. One of the most significant changes is that the examination of new applications will now focus primarily on absolute prohibitions related to public policy, lack of distinctiveness, the prior existence of identical trademarks, or signs contrary to morality and public order.

Furthermore, Formal and Substantive examinations will be conducted at the beginning of the proceedings, reviewing only absolute grounds for irreregistrability or public policy. In the event that an application receives no oppositions, the registration will be granted automatically.

Additionally, the verification of coexistence for similar trademarks has been eliminated, as it will now only apply to identical trademarks. The review process also includes applications for the registration of deceptive trademarks—those that may mislead regarding the nature, quality, properties, origin, or other characteristics of the products or services to be distinguished.