

Fast-track examination for trademarks in Brazil

On August 7, 2025, a new regulation issued by the Brazilian PTO (BRPTO) will come into force, significantly expanding and systematizing the **priority examination for trademark applications**.

Fast-track your trademark registration in Brazil

Upon provisions of Ordinance No. 27/2025 published on July 29, 2025, two types of priority requests are now formally recognized:

1. **Priority by legal provision.** Available to applicants who are:

- Elderly.
- Individuals with serious illnesses.
- Persons with disabilities.
- Entrepreneurs under the "Inova Simples" startup regime.

2. **Priority by strategic objective or public policy.** Now framed under a Pilot Project (Ordinances No. 28 and 29/2025), covering:

- Opponents invoking prior rights under Article 129(1) of the IP Law.
- ICTs (Scientific, Technological and Innovation Institutions).
- Applicants who need the trademark registration to unlock public funding.
- Individuals mentored by the Brazilian PTO through formal cooperation agreements.
- Parties involved in judicial proceedings over the mark.
- Applicants covered by national emergency or public interest declarations.
- Owners of products/services stemming from prioritized patents.

The Pilot Project is limited to 1,200 requests during its first phase (Aug–Dec 2025), with a limit of 3 requests per applicant and a minimum of 100 per priority category.

This initiative reflects a **key shift towards streamlining trademark prosecution in Brazil**, aligning the IP system with technological innovation and national policy priorities.

Trademark registration in Brazil

Need help registering a trademark in Brazil? At **UNGRIA**, we have a local team of IP experts that can help you with the entire process

If you have any questions or require additional information, please do not hesitate to contact us.

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