

Argentina: changes in the trademark registration procedure

The National Institute of Intellectual Property (INPI) issued Resolution INPI P-583/25 introducing **significant changes to the Trademark Law to streamline the trademark registration process.**

This Resolution (published in the Official Gazette on December 11, 2025) establishes the following:

1 - New scope of ex officio examination: the substantive examination conducted by the Argentine Trademark Office **on new trademark applications** will be limited exclusively to:

- **Absolute grounds for unregistrability**, that is, cases where the mark lacks distinctiveness or is incompatible with the essential function of the trademark.
- **Public order issues:** matters that protect the general interests of the community.

Regarding all other grounds for refusal (as established in Law No. 22,362, Article 3, subsections b), d), and h), which concern impediments to trademark registration due to conflicts with third-party rights, similarities with prior trademarks, or issues related to names or pseudonyms), the Trademark Office will only examine them **if they are raised by third parties through an opposition or a nullity action.**

2 - Changes to the trademark registration procedure: the Resolution modifies the timetable for the formal and substantive examination and provides the following:

- The formal and substantive examination **of the trademark application will be carried out immediately after filing**, before its publication, provided it meets the necessary conditions for examination (i.e. description of goods and services fully validated by TMClass, no priority claimed, and accredited representation). Otherwise, the immediate examination of the application will be deferred.

- If no objections are risen by the examiners, or if such objections are overcome, the application will be approved and subsequently published in the Trademark Gazette.
- Once the application is published and the statutory term of **30 calendar days** has elapsed, if no oppositions were filed, the trademark **will be granted directly**.

If any oppositions are filed, the trademark application proceeding will continue in accordance with the established procedure for the resolution of oppositions under current regulations.

3 - Entry into force of the amendments: the substantive examination limited to absolute grounds and public order shall enter into force **immediately and shall apply to all trademark applications currently pending**, regardless of their current procedural stage.

The new examination procedure, under which both the formal and substantive examinations will be conducted prior to the publication of the application in the Trademark Gazette, shall begin to apply on **March 1, 2026**.

Trademark registration in Argentina

At **UNGRIA**, we have a local team of trademark attorneys that can advise and assist you with all aspects of trademark registration and maintenance:

- Filing and prosecution of the application;
- Searches of prior registrations (novelty searches);
- Registration viability reports;
- Trademark surveillance/watching services;
- Renewals and maintenance;
- Opposition proceedings against third parties;
- Recordal of changes of ownership and assignments;
- Review and drafting of trademark-related contracts;
- Protection strategies for the defense of the registered trademark.

Please, do not hesitate to contact us for more information.

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