

Tec de Monterrey has been given “Famous Brand” status by the IMPI



The names **Tecnológico de Monterrey**, **Tec** and **Tec de Monterrey** were recognized as “**Famous Brands**” by the **Mexican Institute of Industrial Property (Instituto Mexicano de la Propiedad Industrial, IMPI)**.

According to the **Industrial Property Act**, this status is given when **most consumers can identify the brand name** and it **may no longer be registered by anyone else** for any other purpose.

Tec de Monterrey now becomes the **first university in Mexico to receive this status**.



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Recognition was given on December 4 by **Juan Lozano Tovar**, Director General of IMPI, in the library of the Monterrey campus with members of the university in attendance.

*“The Tec holds **5th place** in Mexico for **patent** production. The more **brands and patents** companies or universities have, the **more relevant they are**,”* Lozano said.

The Director General of IMPI noted that the Tec had to undergo a **rigorous procedure** to demonstrate the brand’s relevance and prestige in order to obtain this distinction.

For **Salvador Alva, President of Tec de Monterrey**, the value of the **Tec brand** lies in its **unique trajectory** that has honed its purpose.

*“(The brand) carries with it our **76-year old history and values**. Just as a brand takes time to **build**, there is a commitment to **maintaining it**,”* he said.

Rodolfo Rubio, Vice President of Communication and Image at the Tec, also voiced his opinion as to the importance of this distinction.

*“This recognizes the great impact that the Tec brand has, and **a brand is not just a logo or assets** but is something intangible dwelling in **people’s hearts and minds**.”*



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CONSIDERATIONS AND ADVANTAGES

- The **IMPI** awards “**Famous Brand**” status based on the **Industrial Property Act**.
- This distinction was awarded to the **Tec, Tec de Monterrey, and Tecnológico de Monterrey** brands.
- The following considerations were among those taken into account for obtaining it: the **length of time the brand has been used in Mexico and abroad, the means by which the brand has been disseminated** throughout the country and abroad, and the **brand value**.
- Famous brand status tends to provide **advantages** when prosecuting cases of unauthorized registrations and **protects the institution** from the use of similar names.
- This means that if any other person wishes to use the names Tec or Tecnológico de Monterrey, **permission is simply denied**.

Photos: Udell Jiménez

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