

As per articles 34, section XII bis of the Federal Public Administration Act; 15, 16, and 16A of the Foreign Investment Act; 38, sections XXII and XXIV of the Internal Regulations for the Economy Secretariat; and 12 of the Authorization Rules for Trade Names and Titles, the General Board of Mercantile Regulation of the Economy Secretariat publishes the LINGUISTIC CRITERIA, which will serve as a basis to determine if an authorization request in the use of titles and trade names coincides or is similar in confusion with another title or trade name that has been previously authorized, considering the fact that certain words, letters, symbols or numbers, that are part of said title or trade name, might fall under the following criteria:

IMPORTANT NOTICE:

If applying for a Simplified Joint-stock Company (SAS in Spanish), as per sections VIII and IX of the Nineteenth General Rule for Electronic Systems Operations and Functionality of the SAS, the inclusion of the following symbols is not permitted: &, @, #, \$, -, and _ . The reason behind this condition is incompatibility between the system and the use of said characters during the creation process of the social contract and registry with the Public Records of Commerce.

GRAMMATICAL COINCIDENCES AND/OR SIMILARITIES- This occurrence is true in cases in which an authorization request for title or trade name use, by sheer observation, results in confusion with a title or trade name that has been previously authorized. This includes variations in writing such as omissions, separations, substitutions, reversing of characters, additions, gender variations, plural or singular variations, verb conjugations, augmentatives, superlatives, diminutives, abbreviations, acronyms, letters, symbols or numbers.

***Examples:**

a) Omissions

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
MEJOR CONSTRUCCION	➔	LA MEJOR CONSTRUCCION
COMERCIALIZADORA LA UNIÓN	➔	UNIÓN COMERCIALIZADORA

b) Separations

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
G L O B A L, INDUSTRIAS	→	INDUSTRIAS GLOBAL
INDUSTRIALPST	→	INDUSTRIAS P S T

c) Substitutions

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
@SES DE TR3BOL	→	TREBOL DE ASES
8 MER – K2	→	MERCADO OCHO

d) Reversing of characters

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
SEGURIDAD PRIVADA Y GUARDIAS EL CENTINELA	→	GRUPO CENTINELA, GUARDIAS DE SEGURIDAD PRIVADA
GRUPO CONSULTOR PROFESIONAL DE SERVICIOS	→	PROFESIONALES EN SERVICIOS, GRUPO CONSULTOR

e) Additions

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
A. Z. U. L. INMUEBLES	→	INMOBILIARIA AZUL
SERVICIOS – COMERCIALES M.I.A.	→	MIA COMERCIAL

f) Gender variations (masculine or feminine)

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
UNIDAS SOMOS MAS	➡	UNIDOS SOMOS MAS
LAS GUERRERAS DEL NORTE	➡	GUERREROS NORTE

g) Plural or singular variations

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
GRANJA AMERICA	➡	GRANJA LAS AMERICAS
EL SOL Y LA LUNA	➡	SOLES & LUNAS

h) Verb conjugations

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
AYUDANDO A LA INFANCIA	➡	AYUDEMOS A LA INFANCIA
CONSTRUYENDO MEXICO	➡	CONSTRUYAMOS MEXICO

i) Superlatives or diminutives

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
EL PATITO DEL CAMPO	➡	PATO DE CAMPO
SUPERSERVICIO DE LIMPIEZA	➡	SERVICIO DE LIMPIEZA

j) Abbreviations or acronyms

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
CEA, CORPORATIVO ESPECIALIZADO EN AGRICULTURA	➡	CORPORATIVO ESPECIALIZADO EN AGRICULTURA

GPO. COMERCIAL MEX	➔	GRUPO COMERCIALIZADOR MEXICO
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CONCEPTUAL OR IDEOLOGICAL COINCIDENCES AND/OR SIMILARITIES - This occurrence is true in cases in which words, letters, symbols or numbers that are part of an authorization request for titles and trade names use results in equivalencies in meaning for translations into Spanish or any other language. The same applies to similar concepts, representations, sense, meaning or evoked idea of one same thing, characteristic or idea contained within a previously authorized title or trade name.

***Examples:**

a) If the terminology or words contained therein carry the same meaning or evoke the same idea.

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
GRUPO INMOBILIARIO GLORIA	➔	CONSORCIO CONSTRUCTOR GLORIA
COMENZAR, ASESORIA JURIDICO	➔	INICIAR, CONSULTORIA LEGAL

b) Inclusion of generic words or terminology that are not sufficiently distinctive or clear.

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
GRUPO CORPORATIVO XTJ	➔	XTJ
LAMPARAS Y CANCELES MEXICO	➔	CANCELES & LAMPARAS

c) Adding prepositions, articles, adverbs, adjectives, pronouns or lack of distinctiveness or clarity.

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
LOS CHARROS DE MEXICO	➔	CHARROS MEXICO
LAS AGUILAS DE CANCUN	➔	AGUILAS CANCUN

d) Use of words or terminology as a result of translations of languages that are not Spanish

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
COMERCIO Y SOLUCIONES DE NEGOCIOS	→	TRADE SOLUTIONS BUSINESS
GROUP THE KING, REAL STATE	→	EL REY BIENES RAICES

PHONETIC COINCIDENCES - This occurrence is true in cases in which all the elements pertaining an authorization request for titles or trade names use, when read out, are pronounced in a similar fashion as previously authorized titles or trade names.

***Examples:**

Request for Title or Trade Name Use	Use declined due to	Previously authorized title or trade name
GRUPO GARZA	→	GRUPO GARSA
GIZMO MEXICO	→	JJISSMO DE MEXICO

VESTED RIGHTS SAFEGUARD CRITERIA - This includes any other criteria that the Economy Secretariat in coordination with the General Board of Mercantile Regulation might consider procedurally legitimate to safeguard the vested rights of third parties regarding the use of previously authorized titles or trade names.

** The previously presented examples are hypothetical in nature and appear in this document purely for instructional purposes. Their appearance does not serve as grounds for any legal implication regarding authorization requests for titles and trade names use in particular.*