

## Aliette DelPozo Rodz Addresses Protection of Companies' Trademarks in Cuba

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In an article published in the May 2017 issue of *Cuba Trade Magazine*, partner [Aliette DelPozo Rodz](#) explains the challenges regarding Cuba's "first-to-file" trademark system and the differences from the United States' "use-based" trademark system. In an effort to reduce bad-faith applications for trademarks of U.S. brands prior to the U.S. company's filing its application, Aliette urges U.S. companies to protect their intellectual property now.

Aliette, chair of the firm's Cuba Task Force, explains how companies may obtain trademarks through the Madrid System or through the Oficina Cubana de la Propiedad Industrial (OCPI).

### About Aliette DelPozo Rodz

Aliette DelPozo Rodz is a partner in the Miami office of Shutts & Bowen LLP, where she is a member of the Business Litigation Group and Chair of the Cuba Task Force. Aliette has experience litigating across numerous industries, including real estate, banking, creditors' rights, construction, insurance, gaming, professional services and aviation. She also represents international businesses with claims in the U.S. as well as American clients with claims abroad. Aliette is a member of the Cuban-American Bar Association, heads the firm's Cuba Task Force and regularly assists clients with their business prospects in Cuba based on the recent changes in U.S. regulations.

### Professionals

[Aliette DelPozo Rodz](#)

### Practice Areas

[Cuba Task Force](#)