

## Family of Trademarks: Novel Perspective Over its Protection

COLOMBIA | Trademarks | Olarte Moure & Asociados

Banco Caja Social is a Colombian bank that uses its gains to do social work (as it was the intention of its founders). For various decades it has registered and used different trademarks that include, along with other graphics or terms, the word “AMIGO” – which means *friend* in English. In several proceedings, the lawyers of OlarteMoure have filed oppositions highlighting the fact that even though “AMIGO” is not registered alone, the Bank is the owner of the expression due to its widely used and registered family of trademarks.

Eventually, in an opposition against the registration of a slogan "SEGURO ENTRE AMIGOS" – meaning *insurance or secure between friends* – the Colombian Trademark Office in Resolution 13366 of 2017 explicitly said that due to the fact that the Bank has widely used and registered a family of marks, which common denominator was “AMIGO”, it owned exclusivity over the term to cover financial and insurance services.