



MINISTRY OF DEVELOPMENT, INDUSTRY, COMMERCE AND SERVICES
BRAZILIAN NATIONAL INSTITUTE OF INDUSTRIAL PROPERTY (INPI)
OFFICE OF TRADEMARKS, INDUSTRIAL DESIGNS, AND GEOGRAPHICAL INDICATIONS





Highly-renowned marks in effect in Brazil

Date of the last update: May 7th, 2024

Note that the marks listed herein had their High Renown Status recognized based either on INPI/PR Ordinance No. 08/2022, effective as of February 1, 2022, or on the rule revoked by such Ordinance, namely, INPI/PR Resolution No. 107/2013. According to the abovementioned rules, this protection is effective for ten (10) years, and the high renown status is linked to the registered trademark giving rise to this special status and its registration number.


Trademark	Type	Holder	Registration No.	RPI (INPI's Gazette) No.	Date
FUSCA	Word Mark	Volkswagen do Brasil Indústria de Veículos Automotores LTDA	817078126	2305	10-Mar-2015
BARBIE	Word Mark	Mattel, Inc.	790377179	2308	31-Mar-2015
PLAYSTATION	Word Mark	Kabushiki Kaisha Sony Computer Entertainment (Sony Computer Entertainment Inc.)	826263798	2309	7-Apr-2015
HONDA	Word Mark	Honda Motor Co. LTD	007041799	2309	7-Apr-2015
FABER-CASTELL	Word Mark	Faber-Castell Aktiengesellscha	812844424	2318	9-Jun-2015
TOYOTA	Word Mark	Toyota Jidosha Kabushiki Kaisha (Toyota Motor Corporation)	003161048	2362	12-Apr-2016
SONHO DE VALSA	Word Mark	Mondelez Brasil Ltda	002791994	2375	12-Jul-2016

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PETROBRÁS	Word Mark	Petróleo Brasileiro S.A. - Petrobrás	004101570	2375	12-Jul-2016
BAUDUCCO	Word Mark	Pandurata Alimentos Ltda.	003381064	2386	27-Sep-2016
	Combined Mark	Telefônica Brasil S.A.	823376397	2386	27-Sep-2016
	Combined Mark	Ferrari S.P.A	816363781	2387	4-Oct-2016
TIGRE	Word Mark	Tigre S/A – Tubos e Conexões	003423670	2390	25-Oct-2016
IBOPE	Word Mark	IBOPE - Instituto Brasileiro de Opinião Pública e Estatística Ltda	813569125	2390	25-Oct-2016
	Combined Mark	The Coca-Cola Company	003469263	2391	1-Nov-2016
SHELL	Word Mark	Shell Brands International AG	002020556	2391	1-Nov-2016
DONA BENTA	Word Mark	J. Macêdo S.A.	006950620	2397	13-Dec-2016
NATURA	Word Mark	Natura Cosméticos S/A	815082649	2397	13-Dec-2016
	Figurative Mark	Volkswagen Aktiengesellschaft	003165086	2412	28-Mar-2017
SKOL	Word Mark	Cervejarias Reunidas Skol Caracu S.A.	006105858	2412	28-Mar-2017
BRAHMA	Word Mark	Ambev S.A.	002208504	2412	28-Mar-2017
BOHEMIA	Word Mark	Ambev S.A.	815875150	2412	28-Mar-2017
CLARO	Word Mark	Claro S.A.	825196035	2412	28-Mar-2017

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NIKE	Word Mark	Nike International LTD	780294769	2412	28-Mar-2017
VOLKSWAGEN	Word Mark	Volkswagen Aktiengesellschaft	822680831	2412	28-Mar-2017
	Combined Mark	Formula One Licensing B.V	825796890	2412	28-Mar-2017
	Combined Mark	Red Bull GmbH	818725974	2412	28-Mar-2017
	Combined Mark	Bayerische Motoren Werke Aktiengesellschaft	007553455	2412	28-Mar-2017
ENO	Combined Mark	Glaxosmithkline LLC	2416603	2412	28-Mar-2017
NIVEA	Word Mark	Beiersdorf A.G	818143835	2412	28-Mar-2017
BOMBRIL	Word Mark	Bombрил Mercosul S/A	003082776	2412	28-Mar-2017
VIAGRA	Word Mark	Pfizer Products Inc	818998067	2412	28-Mar-2017
	Combined Mark	Puma SE	790353563	2412	28-Mar-2017
DOVE	Word Mark	Unilever N.V.	815970749	2412	28-Mar-2017
REXONA	Word Mark	Unilever N.V.	001959204	2413	4-Apr-2017
ADIDAS	Word Mark	Adidas AG	003722830	2417	2-May-2017
	Figurative Mark	Shell Brands International AG	720159288	2418	9-May-2017

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	Combined Mark	Nissan Jidosha Kabushiki Kaisha (Nissan Motor CO. LTD.)	823980022	2423	13-Jun-2017
	Combined Mark	Santa Helena Indústria de Alimentos S.A.	828879931	2423	13-Jun-2017
HOLLYWOOD	Word Mark	Souza Cruz S/A	003169227	2423	13-Jun-2017
DERBY	Word Mark	Souza Cruz S/A	810505878	2423	13-Jun-2017
	Combined Mark	Mondelez Brasil Ltda	824294629	2424	20-Jun-2017
	Combined Mark	Bayer Aktiengesellschaft	002693372	2424	20-Jun-2017
JEEP	Word Mark	FCA US LLC	003231380	2429	25-Jul-2017
ASPIRINA	Word Mark	Bayer Aktiengesellschaft	003231380	2431	8-Aug-2017
VIGOR	Word Mark	Vigor Alimentos S/A	006363504	2431	8-Aug-2017
ITAÚ	Word Mark	Itaú Unibanco S.A.	006117066	2431	8-Aug-2017
GAROTO	Word Mark	Chocolates Garoto S.A.	006393543	2431	8-Aug-2017
BLINDEX	Word Mark	Pilkington Brasil Ltda	002766507	2431	8-Aug-2017
VISA	Word Mark	Visa International Service Association	007049412	2431	8-Aug-2017
	Combined Mark	Ford Motor Company	813181933	2431	8-Aug-2017

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GOOGLE	Word Mark	Google Inc.	821507052	2431	8-Aug-2017
NINHO	Word Mark	Société des Produits Nestlé S.A	811276503	2433	22-Aug-2017
ELMA CHIPS	Word Mark	Pepsico, Inc.	820462314	2433	22-Aug-2017
CREDICARD	Word Mark	Banco Itaucard S.A	811786463	2433	22-Aug-2017
WALMART	Word Mark	Wal-Mart Stores, Inc.	830368850	2433	22-Aug-2017
OMO	Word Mark	Unilever N.V.	002595435	2433	22-Aug-2017
	Combined Mark	TVSBT Canal 4 de São Paulo S/A.,	902323253	2433	22-Aug-2017
	Combined Mark	Jaguar Land Rover Limited	816547033	2433	22-Aug-2017
	Combined Mark	Caixa Econômica Federal - CEF	820135593	2433	22-Aug-2017
FACEBOOK	Word Mark	Facebook Inc.	828749019	2433	22-Aug-2017
	Figurative Mark	Nike International Ltd	007214464	2433	22-Aug-2017
	Combined Mark	Arthur Lundgren Tecidos S.A. - Casas Pernambucanas	817826394	2433	22-Aug-2017
NEOSALDINA	Word Mark	Takeda GMBH	827509162	2433	22-Aug-2017
CONSUL	Word Mark	Whirlpool S.A	814495834	2433	22-Aug-2017

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BRASTEMP	Word Mark	Whirlpool S.A	814432174	2433	22-Aug-2017
BIC	Word Mark	Bic Amazônia S/A	005005710	2433	22-Aug-2017
HELLMANN'S	Word Mark	Conopco Inc.	003872076	2433	22-Aug-2017
O BOTICÁRIO	Word Mark	Botica Comercial Farmacêutica Ltda	810975289	2433	22-Aug-2017
HAVAIANAS	Word Mark	São Paulo Alpargatas S/A	811181197	2434	29-Aug-2017
	Combined Mark	Pirelli & C. Società Per Azioni	004079329	2449	12-Dec-2017
	Combined Mark	Tramontina S/A Cutelaria	827215096	2449	12-Dec-2017
	Three-dimensional Mark	The Coca-Cola Company	200037056	2449	12-Dec-2017
FANTA	Word Mark	The Coca-Cola Company	003351521	2449	12-Dec-2017
SPRITE	Word Mark	The Coca-Cola Company	811329488	2449	12-Dec-2017
UNIMED	Word Mark	Unimed do Brasil Confederação Nacional das Cooperativas Médicas	760283494	2449	12-Dec-2017
	Combined Mark	Votorantim S.A.	822359839	2449	12-Dec-2017
	Combined Mark	Polimport – Comércio e Exportação Ltda	827437560	2449	12-Dec-2017
VOLVO	Combined Mark	Volvo Trademark Holding Aktiebolag	810733897	2449	12-Dec-2017
	Figurative Mark	Sporloisirs S.A	830100644	2449	12-Dec-2017

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	Combined Mark	Lupo S.A.	902078763	2453	9-Jan-2018
SONY	Word Mark	Sony Corporation	826545408	2453	9-Jan-2018
MAIZENA	Word Mark	Conopco Inc.	002489376	2453	9-Jan-2018
KNORR	Word Mark	Knorr-Naehrmittel Aktiengesellschaft	823337308	2453	9-Jan-2018
KIBON	Word Mark	Unilever N.V.	790345005	2453	9-Jan-2018
TOSHIBA	Combined Mark	Kabushiki Kaisha Toshiba (Toshiba Corporation)	812396260	2463	20-Mar-2018
KUAT	Word Mark	The Coca Cola Company	819880248	2474	5-Jun-2018
SCHIN	Word Mark	Brasil Kirin Indústria de Bebidas S.A.	006619312	2474	5-Jun-2018
KAISER	Word Mark	Cervejarias Kaiser Brasil S/A	810542730	2474	5-Jun-2018
DANONINHO	Word Mark	Compagnie Gervais Danone	006822835	2474	5-Jun-2018
SUVINIL	Word Mark	Basf S/A	800159853	2474	5-Jun-2018
OLYMPIKUS	Word Mark	Vulcabras Azaleia-RS, Calçados e Artigos Esportivos S/A	810825465	2474	5-Jun-2018
LORENZETTI	Word Mark	Lorenzetti S/A Indústrias Brasileiras Eletrometalúrgicas	006219101	2487	4-Sep-2018
	Combined Mark	LG Corp	818502924	2487	4-Sep-2018
YPE	Word Mark	Química Amparo Ltda.	006520286	2487	4-Sep-2018
SADIA	Word Mark	BRF S.A.	005029090	2487	4-Sep-2018
PERDIGÃO	Word Mark	BRF S.A.	740140280	2487	4-Sep-2018



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UOL	Word Mark	Universo Online S/a	819851434	2493	16-Oct-2018
GLOBONEWS	Word Mark	Globo Comunicação e Participações S.A.	819384453	2493	16-Oct-2018
 ROLEX	Combined Mark	Rolex S/A	740236776	2493	16-Oct-2018
ASSOLAN	Word Mark	Química Amparo Ltda.	007054718	2493	16-Oct-2018
	Combined Mark	Banco BMG S.A.	810517868	2494	23-Oct-2018
LACTA	Word Mark	Mondelez Brasil Ltda.	5005370	2494	23-Oct-2018
FLAMENGO	Word Mark	Clube de Regatas do Flamengo	006085547	2504	2-Jan-2019
EMBRATEL	Word Mark	Empresa Brasileira de Telecomunicações S.A.	004504143	2510	12-Feb-2019
ULTRAGAZ	Word Mark	Companhia Ultragaz S.A	608728179	2535	6-Aug-2019
ORTOBOM	Word Mark	Mercantil Vale do Arinos Ltda.	811873382	2535	6-Aug-2019
	Combined Mark	Vulcabrás Azaleia-RS, Calçados e Artigos Esportivos S/A	826670369	2535	6-Aug-2019
 JAGUAR	Combined Mark	Jaguar Land Rover Limited	816461341	2535	6-Aug-2019
QUALY	Word Mark	BRF S.A.	815607563	2535	6-Aug-2019
SEDA	Word Mark	Unilever N.V.	817493727	2538	27-Aug-2019
VOGUE	Word Mark	Condé Nast Brasil Holding Ltda	006007236	2538	27-Aug-2019
AVON	Word Mark	Avon Products, Inc.	007245440	2538	27-Aug-2019

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PANTENE	Word Mark	The Proctor % Gamble Company	002578387	2538	27-Aug-2019
	Combined Mark	Rock World S.A.	811654443	2538	27-Aug-2019
WHATSAPP	Word Mark	WhatsApp Inc	910410330	2550	19-Nov-2019
	Combined Mark	Café Três Corações S/A	908061293	2554	17-Dec-2019
YOUTUBE	Word Mark	Google LLC	828592322	2563	18-Feb-2020
INSTAGRAM	Word Mark	Instagram, LLC	840060980	2577	26-May-2020
FRISCO	Word Mark	Três Corações Alimentos S.A.	813979935	2577	26-May-2020
	Combined Mark	Sanofi Medley Farmacêutica Ltda	914970895	2577	26-May-2020
	Three-dimensional Mark	Volkswagen Aktiengesellschaft	912796863	2580	16-Jun-2020
CREFISA	Word Mark	Crefisa S/A Crédito Financiamento e Investimentos	903994798	2580	16-Jun-2020
TWITTER	Word Mark	Twitter, Inc.	909570175	2580	16-Jun-2020
NEOSORO	Word Mark	Hypera S.A.	822837129	2588	11-Aug-2020
ZERO CAL	Word Mark	Hypera S.A.	811081460	2591	1-Sep-2020
ENGOV	Word Mark	Hypera S.A.	002916932	2598	20-Oct-2020
CHANEL	Word Mark	Chanel Sarl	814189245	2603	24-Nov-2020


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PHOTOSHOP	Word Mark	Adobe Inc.	830067957	2603	24-Nov-2020
SAMSUNG	Word Mark	Samsung Electronics Co., Ltd.	826572669	2611	19-Jan-2021
51	Word Mark	Companhia Müller de Bebidas	006422330	2626	4-May-2021
	Combined Mark	Laticínios Bela Vista Ltda	903137712	2631	8-Jun-2021
	Combined Mark	Elo Participações Ltda.	913596116	2636	13-Jul-2021
UNIÃO	Word Mark	Camil Alimentos S/A	760262497	2643	31-Aug-2021
BOSCH	Combined Mark	Robert Bosch GMBH	829525904	2643	31-Aug-2021
	Combined Mark	McDonald's International Property Company, Ltd.	006310729	2643	31-Aug-2021
	Figurative Mark	McDonald's International Property Company, Ltd.	006348785	2643	31-Aug-2021
SEARA	Word Mark	Seara Alimentos Ltda	815387695	2643	31-Aug-2021
FRIBOI	Word Mark	JBS S.A.	817932933	2646	21-Sep-2021
NEO-QUÍMICA	Word Mark	Hypera S.A.	812990250	2649	13-Oct-2021
	Combined Mark	SS Comércio de Cosméticos e Produtos de Higiene Pessoal Ltda	914701240	2668	22-Feb-2022
KALUNGA	Word Mark	Kalunga S/A	006396976	2670	8-Mar-2022
BUDWEISER	Word Mark	ANHEUSER-BUSCH, LLC	003084434	2676	19-Apr-2022

Trademark	Type	Holder	Registration No.	RPI (INPI's Gazette) No.	Date
	Figurative Mark	Ferrari S.P.A.	820188697	2676	19-Apr-2022
UBER	Word Mark	Uber Technologies, Inc.	840466897	2676	19-Apr-2022
OVOMALTINE	Word Mark	R. Twining and Company Limited	830194231	2676	19-Apr-2022
I FOOD	Word Mark	Ifood.Com Agência De Restaurantes Online S/A	911059911	2682	31_May_2022
	Combined Mark	INTELBRAS S.A. Indústria De Telecomunicação Eletrônica Brasileira	910356505	2682	31_May_2022
CASAS BAHIA	Word Mark	VIA VAREJO S/A	821556975	2703	25_Oct_2022
GUARANÁ ANTARCTICA	Word Mark	AMBEV S.A	909362343	2707	22_Nov_2022
PITÚ	Word Mark	ENGARRAFAMENTO PITÚ LTDA	827261969	2707	22_Nov_2022
SANTANDER	Word Mark	SANTANDER INVESTMENT BANK, LTD.	825082188	2718	07_Feb_2023
	Figurative Mark	GOOGLE LLC	910576165	2718	07_Feb_2023
	Figurative Mark	WHATSAPP LLC	910410577	2718	07_Feb_2023
	Combined Mark	THE GILLETTE COMPANY LLC	916989186	2718	07_Feb_2023
YAHOO!	Combined Mark	OATH INC.	840638280	2722	07_March_2023
	Combined Mark	LIDERANCA CAPITALIZACAO SOCIEDADE ANONIMA	819773760	2727	11_April_2023
WAZE	Word Mark	GOOGLE LLC	840739915	2729	25_April_2023


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	Three-dimensional Mark	KABUSHIKI KAISHA YAKULT HONSHA	820924989	2736	13-Jun-2023
	Combined Mark	NIBS PARTICIPAÇÕES S.A.	815448171	2743	01-Aug-2023
ITALAC	Word Mark	GOIÁSMINAS INDÚSTRIA DE LATICÍNIOS LTDA	822326108	2747	29_Aug_2023
EUROFARMA	Word Mark	EUROFARMA LABORATORIOS S.A.	812012496	2747	29_Aug_2023
BOTOX	Word Mark	ALLERGAN, INC	823480852	2747	29_Aug_2023
	Combined Mark	INDÚSTRIA E COMÉRCIO DE COLCHÕES CASTOR LTDA	811317862	2758	14_Nov_2023
	Combined Mark	INDÚSTRIA E COMÉRCIO DE COLCHÕES CASTOR LTDA	811317862	2758	14_Nov_2023
	Combined Mark	AMBEV S.A.	904006689	2758	14_Nov_2023
INSTITUTO BUTANTAN	Word Mark	INSTITUTO BUTANTAN	923035273	2759	21_Nov_2023
	Figurative Mark	RED BULL GMBH	830839950	2759	21_Nov_2023
	Combined Mark	LEGO JURIS A/S	825261023	2761	05_Dec_2023
	Figurative Mark	PUMA SE	200068954	2763	19_Dec_2023

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	Combined Mark	JACK DANIEL'S PROPERTIES, INC	830592032	2763	19_Dec_2023
XBOX	Word Mark	MICROSOFT CORPORATION	822646579	2773	27_Feb_2024
	Combined Mark	NETFLIX, INC.	908538375	2775	12_Mar_2024
	Combined Mark	AMBEV S.A	923384472	2783	07_May_2024

Legally recognized highly-renowned marks

Trademark	Type	Holder	RPI No.	Date
	Combined Mark	The Goodyear Tire & Rubber Company	1908	13-Jul-2007

Highly-renowned marks being legally examined

Trademark	Type	Holder	RPI No.	Date
DAKOTA	Word Mark	Dakota S.A	2243	31-Dec-2013
	Combined Mark	Dakota S.A	2243	31-Dec-2013