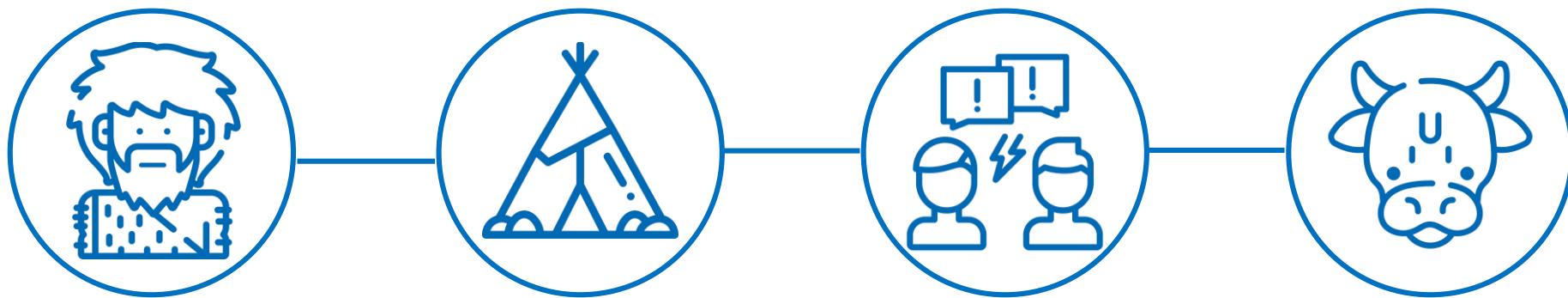




A black and white aerial photograph of a cityscape. In the center, there is a large, ornate building with multiple arches, identified as a bullring. Surrounding it are various modern high-rise residential buildings and office towers. A road with a curved bridge or overpass cuts through the lower part of the image. The overall scene is a mix of historical and contemporary urban architecture.

SDI

## EL ORIGEN LAS DE LAS MARCAS



## EL ORIGEN LAS DE LAS MARCAS



# MARCAS

Signo distintivo que identifica los productos o servicios de una empresa o empresario

Nominativa

Figurativa

Mixta

Olfativa

Sonora

Tridimensional



De la 1 a la 34 productos



De la 35 a la 45 servicios

## NOMINATIVA

ZARA

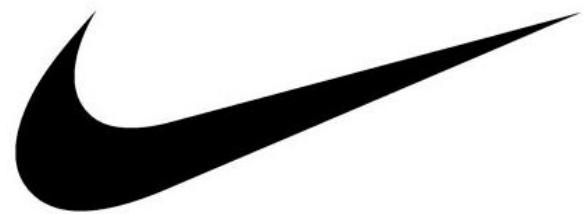
SONY

EPSON

KODAK



## FIGURATIVA



MIXTA



# OLFATIVA



SPI

# SONORA

JINGLE COORDINADORA MERCANTIL

DOOLIN D NA DO  
NE OC DE WEW TWE DA COO TWA NE LOU

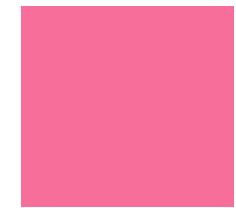
Marca: Jingle de la compañía transportadora Coordinadora  
Registro sic n.º 415829  
Clase: 39  
Territorio: Colombia  
Fuente: <http://sipi.sic.gov.co>



# TRIDIMENSIONAL



# COLOR



# TRÁMITE DE REGISTRO





**ALMOTORES**  
¡Su concesionario de confianza!



**harinera del valle**  
sabemos de alimentos

The logo consists of a green circle containing the letters "hv" in white. To the right of the circle, the words "harinera del valle" are written in a bold, dark blue sans-serif font, with the tagline "sabemos de alimentos" in a smaller, lighter blue font below it.

**CERVALLE®**  
La Marca del Cerdo



**Brillaseo**  
Impecables por naturaleza

The logo features a stylized green and white starburst or leaf-like shape above the word "Brillaseo" in a bold, dark blue sans-serif font. Below the main name, the tagline "Impecables por naturaleza" is written in a smaller, green sans-serif font.

**Colombina**  
El sabor es infinito

The logo features the brand name "Colombina" in a white, bold, sans-serif font on a blue curved banner. To the right of the banner is a red diamond shape containing a small silhouette of a person walking. Below the banner, the slogan "El sabor es infinito" is written in a blue, italicized sans-serif font.

**ALPES**  
Ideas Constructivas

The logo is a red triangle containing a white upward-pointing arrow. The word "ALPES" is written in a bold, white, sans-serif font at the bottom of the triangle, with the tagline "Ideas Constructivas" in a smaller, white sans-serif font directly below it.

**SPI**

The logo consists of the letters "SPI" in a large, light gray, sans-serif font. To the right of the letters is a stylized, swooping graphic element in the same light gray color.



Coca-Cola



# PROTEGER UNO DE LOS INTANGIBLES MÁS IMPORTANTES DE UNA EMPRESA



TITULARIDAD  
DE LA MARCA



PROTECCIÓN  
CONTRA TERCEROS

**VENTOLiNi®**

SPI



GRACIAS POR SU ATENCIÓN

[www.spiamericas.com](http://www.spiamericas.com)