

Canada File

RVC.

Below is an extract from the minutes of
the last Tobacco Strategy Group meeting.
Could you please prepare a briefing paper
for Barry for the next TSG meeting on
24 February.

Thanks, 14/1/93.

35. Mr Mercier pointed out that the trademark position needs to be resolved as ITL owns the Marlboro, Lucky Strike and Pall Mall brands in Canada. Mr Brown pointed out that there could be an opportunity for ITL to manufacture BAT trademarks for Mexico since it is in NAFTA but not in the US. A possible longer term threat may be that, under Mexican law, a manufacturer who owns a trademark in Mexico may export a product to any country. Mr Pritchard will report on the position with respect to intellectual property rights within NAFTA and Mr Bramley on trademarks in US/Canada/Mexico at the next TSG meeting.

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