

AS. 159.514

Señora coordinadora
Grupo de Trabajo de Registro
Dirección de Signos Distintivos
SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO
E. S. D.

RESPUESTA A OFICIO No. 3342 DEL 06 DE MARZO DE 2025

Ref.: Expediente No. SD2025/0003883
Solicitud de registro de la marca BLUETENT
Nominativa en clase 3, 5, 10 y 21 a nombre de Femsa Salud SpA

JUAN PABLO CADENA SARMIENTO, identificado como aparece al pie de mi firma, obrando como apoderado en este asunto, dentro de la oportunidad legal, para dar cumplimiento al requerimiento notificado de manera automática el 07 de marzo de 2025 me permito allegar:

1. Copia del poder debidamente otorgado por la sociedad Femsa Salud SpA, de acuerdo con establecido en el artículo 167 literal c) del Decreto 019 de 2012 y el artículo 138 literal c) de la Decisión 486 de la Comisión de la Comunidad Andina. En consecuencia, de lo anterior solicito se proceda de conformidad.

Señora coordinadora,



JUAN PABLO CADENA SARMIENTO

C.C. No. 80.410.337 de Usaquén
T. P. 57.492 del Consejo Superior de la Judicatura

Bogotá, 11 de marzo de 2025
JPC/jpg

(571) 7442200 Ext. 8307
Calle 70 A No. 4 - 41
Bogotá, Colombia
NIT: 860.047.372-8

PODER

POWER OF ATTORNEY

El Suscrito.

The Undersigned

En calidad de

Acting as

De : Femsa Salud SpA.

Of

Domicilio: Av. El Salto N° 4875, Huechuraba, Santiago, Chile.

Company incorporated as per the laws of

Sociedad constituida de acuerdo con las leyes de Chile

domiciled in..

Nombro(amos) a **JUAN PABLO CADENA SARMIENTO** y/o **MARTIN E. TORRES CARDOZO**, de Bogotá, Colombia, apoderados verdaderos y legales con poder especial, amplio y suficiente, para recabar de las oficinas y autoridades colombianas administrativas, judiciales y de policía, en cualquier instancia o recurso, la obtención de patentes de invención, registros de marcas, diseños industriales, modelos de utilidad, depósitos de nombres comerciales, lemas comerciales y enseññas, registros de derechos de autor y contratos sobre los mismos, obtención de certificados de obtentor de variedades vegetales, así como sus prórrogas, renovaciones, anotaciones de traspaso, cambios de nombre y/o domicilio y/o dirección; elaborar, tramitar y registrar contratos de licencia y licencias de cualesquiera clases; intervenir como demandante o como demandado en cualquier instancia y recurso ante cualquier juez, corporación, funcionario público o autoridad en acciones judiciales, administrativas y de policía, en gestiones de: oposiciones al registro de marcas; acciones de caducidad, cancelación y nulidad; acciones reivindicatorias, acciones derivadas de la obtención o explotación de licencias; acciones de competencia desleal; demandas penales; acciones de indemnización de perjuicios, reclamos y observaciones a solicitudes de patentes, diseños industriales, modelos de utilidad, en el ejercicio de medidas cautelares y en otras acciones o medidas similares.

Hereby appoints **JUAN PABLO CADENA SARMIENTO** and/or **MARTIN E. TORRES CARDOZO** , of Bogotá, Colombia, my (our) true and lawful attorneys with special, ample and sufficient power to obtain from the Colombian administrative, judicial and police offices and authorities, in any instance, privileges of patents of invention, registration of trademarks, industrial designs and utility models; registration of commercial names, slogans and emblems, registration of copyright and contracts related thereto, certificates of obtainers of vegetables varieties, as well as extensions, renewals and recordal of assignments and changes of name and domicile and/or address related to the above; to prepare, prosecute and register licenses of any kind; to act as plaintiff or defendant in any instance or recourse, and before any judge, corporation, public official or authority in judicial, administrative and police actions, related to: oppositions to the registration of trademarks; caducity, cancellation and nullity actions; claim actions derived from the obtaining or exploitation of licenses, action of unfair competition; criminal proceedings, actions for payment of damages: claims or observations on patent applications, models, industrial designs and utility models; in the exercise of preventive measures and in other actions or similar proceedings.

A este efecto, lo(s) faculto(amos) para elevar solicitudes, formular descripciones, enmiendas, protestas, declaraciones, oposiciones, cancelaciones, nulidades, apelaciones y reclamos; pagar impuestos, cuotas y gravámenes prescritos por la ley; renunciar o desistir a derechos concedidos o en curso de concesión; recibir toda clase de documentos y valores, dando el descargo respectivo, y, en general, para dar ante dichas autoridades todos los pasos necesarios al efecto indicado y tomar todas las medidas que creyeren conducentes al resguardo de mis (nuestros intereses), con todas las demás facultades legales necesarias.

To that effect they hereby empowered to file applications, formulate descriptions, amendments, protests, declarations, oppositions, cancellations, nullities, appeals and claims; to pay taxes, quotas and assessments prescribed by law, renounce or waive the rights granted or in the process of granting; to receive all kinds of documents and valuables, giving the respective release of receipt, and, in general, to take before said authorities the necessary steps to such effect, and any measures that they may deem pertinent to the safeguard of my (our) interest(s) with all the other necessary legal powers.

Este poder comprende la facultad de ratificar o confirmar en mi (nuestro) nombre lo actuado así como la facultad de desistir, transigir, comprometer, y la de sustituirlo en todo o en parte y revocar sustituciones. Asimismo nombro(amos) a **JUAN PABLO CADENA SARMIENTO** y/o **MARTIN E. TORRES CARDOZO**, domiciliado(s) en la Calle 70A No. 4-41, mis (nuestros) apoderados en Colombia, con facultades para recibir notificaciones y designar apoderados judiciales o extrajudiciales.

This power includes the faculty to ratify or confirm desist, settle and compromise on my (our) behalf, and to substitute this power in whole or in part and to revoke substitutions. At the same time I (We) hereby appoint **JUAN PABLO CADENA SARMIENTO** and/or **MARTIN E. TORRES CARDOZO**, domiciled in Calle 70A No. 4-41, my (our) attorney(s) in fact, with powers to receive notifications and to designate judicial and extrajudicial attorneys.

Este poder tendrá validez por un periodo de dos años, contados a partir de la fecha de su otorgamiento.

This Power of Attorney will be in force for two years term, starting on the execution date.

Otorgado y firmado en.....

Granted and signed in.....

Hoy.....de.....de...2025

Thisday of.....of..2025

Firma.....
Cristian Chechilnitzky Rodriguez
Nombre.....
Director Regional de Finanzas
Cargo.....

Signature.....
Cristian Chechilnitzky Rodriguez
Name
Director Regional de Finanzas
Title.....

Certificado de finalización

Identificador del sobre: 057D902A-2D93-4763-9FF2-44FD750551A3
 Asunto: Complete con Docusign: Colombia- Poder- Olhao-Bluetent.pdf
 Tipo de contrato:
 Sobre de origen:
 Páginas del documento: 1
 Páginas del certificado: 4
 Firma guiada: Activado
 Sello del identificador del sobre: Activado
 Zona horaria: (UTC-04:00) Santiago

Estado: Completado

Autor del sobre:
 Joice Atal Quiroz
 Av. El Salto 4875
 Region Metropolitana, Santiago 8580668
 joice.atal@femsasalud.com
 Dirección IP: 190.114.44.51

Seguimiento de registro

Estado: Original
 23/01/2025 10:27:57

Titular: Joice Atal Quiroz
 joice.atal@femsasalud.com

Ubicación: DocuSign

Eventos de firmante**Firma****Fecha y hora**

Cristian Chechilnitzky Rodriguez
 c.chechilnitzky@femsasalud.com
 Director Regional de Finanzas
 Nivel de seguridad: Correo electrónico,
 Autenticación de cuenta (ninguna)

Firmado por:

 87FF9128AF9A4E5...

Enviado: 23/01/2025 10:29:44
 Visto: 23/01/2025 10:45:14
 Firmado: 23/01/2025 10:46:45

Adopción de firma: Estilo preseleccionado
 Utilizando dirección IP: 190.162.228.130

Divulgación de firma y Registro electrónicos:

Aceptado: 23/01/2025 10:45:14

ID: 26ed6016-0b2e-463d-b920-6c67e79faf54

Eventos de firmante en persona**Firma****Fecha y hora****Eventos de entrega al editor****Estado****Fecha y hora****Eventos de entrega al agente****Estado****Fecha y hora****Eventos de entrega al intermediario****Estado****Fecha y hora****Eventos de entrega certificada****Estado****Fecha y hora****Eventos de copia de carbón****Estado****Fecha y hora****Eventos del testigo****Firma****Fecha y hora****Eventos de notario****Firma****Fecha y hora****Resumen de eventos del sobre****Estado****Marcas de tiempo**

Sobre enviado
 Certificado entregado
 Firma completada
 Completado

Con hash/cifrado
 Seguridad comprobada
 Seguridad comprobada
 Seguridad comprobada

23/01/2025 10:29:44
 23/01/2025 10:45:14
 23/01/2025 10:46:45
 23/01/2025 10:46:45

Eventos del pago**Estado****Marcas de tiempo****Divulgación de firma y Registro electrónicos**

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You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

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