

Apple's iPhone loses name battle with Mexico's iFone

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A Mexican telecommunications firm named iFone has declared victory in a trademark battle with Apple's iPhone, exposing the US company to a potential compensation payment.

The Mexican firm said in a statement that a court denied Apple's bid to protect the iPhone name in a case that began in 2009, when iFone sued the California-based company because the similar-sounding names caused confusion.

Apple introduced the iPhone to the Mexican market in 2007, four years after the Mexican [telecom services](#) and systems company says it registered the name iFone.

"It is the third time that Apple loses and this demonstrates the legal truth: iFone is within its full right to use its brand," the statement said.

The [lawyer](#) for iFone, Eduardo Gallart, was quoted as saying in Milenio newspaper on Saturday that Apple will have to compensate the Mexican company for the use of the [iPhone](#) name.

An amount has not been decided but Gallart said the law sets a floor rate of 40 percent of the sale price of a service that is found to have violated the rules.

A message to [Apple's](#) media relations office was not returned.

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