

# WIPR LEADERS

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2017  
TRADEMARKS

# MEXICO TRADEMARK LEADERS



**Gustavo Alcocer**  
Olivares & Cia

**Roberto Arochi**  
Arochi & Lindner

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Basham, Ringe y Correa

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**Antonio Belaunzarán**  
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**Name:** Gustavo Alcocer  
**Law firm:** Olivares & Cia  
**Position:** Partner

Gustavo Alcocer has worked at Olivares as a partner since 1999. In his role, he also manages the corporate and commercial law group, and co-chairs the firm's life sciences and pharmaceuticals group. Before joining the firm, he worked as in-house counsel for Banamex for 11 years in various positions, including vice president of international legal affairs in New York and executive vice president, as well as assistant general counsel for Grupo Financiero Banamex in Mexico City. His practice focuses on intellectual property valuation and monetisation.

**Name:** Roberto Arochi  
**Law firm:** Arochi & Lindner  
**Position:** Founding partner

Roberto Arochi is the founder and managing partner of Arochi & Lindner. With more than 30 years' experience, he has considerable knowledge of anti-counterfeiting and anti-piracy enforcement. He also has experience in trademark, copyright, patent, unfair competition and advertising cases. Arochi acts as the regional president for America at the Global Advertising Lawyers Alliance, and is a member of AIPLA, ASIPI, the Mexican Association for the Protection of Intellectual Property, INTA, the Copyright Society of the USA, and the Mexican Bar Association. One of his notable clients is Apple. He also frequently speaks at industry events.



**Name:** Adolfo Athié  
**Law firm:** Basham, Ringe y Correa  
**Position:** Lawyer

A partner at Basham, Ringe y Correa since 2008, Adolfo Athié concentrates his practice on the registration and protection of trademarks as well as the licensing of intellectual property rights. He is a member of the Mexican Bar Association and the Mexican Association for the Protection of Intellectual Property. He shares his expertise by writing multiple articles on IP law.



**Name:** Fernando Becerril  
**Law firm:** Becerril, Coca & Becerril  
**Position:** CEO

Fernando Becerril joined the firm in 1990, became director of intellectual property management in 2000, and went on to become partner in 2010. Although Becerril now coordinates all the activities of the firm as the CEO, he continues to focus his practice on IT and software patent issues. He is the Mexican delegate for ASIPI and treasurer of the Mexican Association for the Protection of Intellectual Property. Becerril is frequently invited to share his expertise through speaking engagements on IT and software topics, and has published several articles on domain names and business methods.

**Name:** Antonio Belaunzarán  
**Law firm:** Olivares & Cia  
**Position:** Partner

Antonio Belaunzarán joined Olivares in 1988 and became partner in 1994. He focuses his practice on trademarks, slogans, trade dress, trade names and appellations of origin. He specialises in searches, filing, anti-counterfeiting, alternative dispute resolution, technology transfer, franchising, prosecution, licensing and assignment agreements, and litigation. He has secured famous trademark status for clients and worked on accounts for some big brands. He has also presented cases before the Mexican Institute of Industrial Property and the federal courts. Belaunzarán is a member of the Mexican Association for the Protection of Intellectual Property, ECTA, AIPPI, and INTA.



**Name:** Flor Bermúdez  
**Law firm:** Mijares, Angoitia, Cortés y Fuentes  
**Position:** Associate

Originally working in civil and family law, Flor Bermúdez began to focus on intellectual property in 2000. Her work for Apple has established her as a well-known trademark manager in Central America. An active member of the Mexican Association for the Protection of Intellectual Property, INTA and ASIPI, she has also spearheaded a campaign to bring together women working in IP across the globe through her "women's IP lunch" held at multiple conferences throughout the year.



**Name:** Marcella Bolland González  
**Law firm:** Uhthoff, Gómez Vega & Uhthoff  
**Position:** Partner

Marcela Bolland González is a member of the Mexican Bar Association, INTA and the Mexican Association for the Protection of Intellectual Property. She has a law degree with a diploma in industrial and intellectual property law from the Panamerican University Law School in Mexico City. She completed a legal English course from the same university in 2001. While working at the firm she has served in the litigation group and is now a partner handling trademark matters, a role she has held since 2007. She has also written about administrative proceedings and civil procedures in Mexico.

**Name:** José Luis Caballero Leal  
**Law firm:** Jalife Caballero  
**Position:** Partner

José Luis Caballero Leal is a partner at Jalife Caballero and has experience in all areas of intellectual property law. He works as a professor in IP at the Pan-American University, and he has also spoken about authors' rights at several universities in Mexico and Latin America. He completed a graduate programme on authors' rights at WIPO in Geneva and at the International Law Institute in Washington, DC. He earned his master's degree in IP from Queen Mary University of London.

**Name:** Alonso Camargo  
**Law firm:** Olivares & Cia  
**Position:** Partner

Alonso Camargo has worked at Olivares since 1995 and became a partner in 2005. He has experience in trademark matters and has been involved in getting 3D marks granted on first review by the Mexican Institute of Industrial Property. This helps his clients avoid lengthy litigation in the future. Further, he is a member of the Mexican Association for the Protection of Intellectual Property, Marques, ECTA, and INTA's harmonisation of trademark law and practice committee. Camargo graduated with his *juris doctor* from the Ibero-American University in 1998 and achieved his master's in intellectual property law in 2003.

**Name:** Ana Castañeda  
**Law firm:** C&L Attorneys  
**Position:** Partner

Ana Castañeda is an attorney at law with a technical background as an electronic engineer who founded C&L Attorneys in 2003. She has experience in all areas of intellectual property law. She specialises in trademarks, such as search opinions, filing, prosecution, and renewal of registrations, in Mexico and Latin America. Castañeda also has experience in patents, including searching, drafting specifications, filing and prosecuting applications, maintaining patent rights after grant, providing opinions, as well as filing applications under international treaties including the PCT. She is a member of INTA, LES, and is the founder of the Mexican Association of Entrepreneurial Women.



**Name:** Laura Collada  
**Law firm:** Dumont Bergman Bider & Co  
**Position:** Managing partner  
**Phone:** +52 55 532 262 30  
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Laura Collada has 25 years' experience in intellectual property and is a managing partner at Dumont Bergman Bider & Co, where she has worked since 2000. She has taught copyright and industrial property law at different universities in Mexico City. She also worked as a director of the sub-office for the prevention of unfair competition at the Mexican Institute of Industrial Property. Collada focuses her practice in the areas of fashion, media and telecommunications. She has written for our sister publication, *World IP Review*. She is a member of INTA, Marques, AIPPI, ASIPI, and AIPLA.



**Name:** Carlos Pérez De La Sierra  
**Law firm:** Calderón & De La Sierra  
**Position:** Founding partner

Carlos Pérez De La Sierra is a founding partner at Calderón & De La Sierra and has focused his practice on counselling, prosecution, patents and trademarks. He often lectures in Mexico on intellectual property, and has actively collaborated with the Mexican Institute of Industrial Property and professional IP associations on legislative efforts and educational events relating to IP issues. He is a professor of patent and IP law at the Autonomous Technological Institute of Mexico and has been a visiting professor of IP at the University of California. He has also written numerous articles on IP issues.

**Name:** Enrique Diaz  
**Law firm:** Goodrich Riquelme y Asociados  
**Position:** Senior partner

Enrique Diaz joined Goodrich Riquelme y Asociados in 1998, finished law school in 2001, and by 2010 was the youngest lawyer to have been made senior partner in the firm's history. He specialises in intellectual property litigation and protection, licensing, copyright, trademark and patent infringement, domain name disputes, trademark and patent filing, as well as prosecution in Mexico and Latin American countries. Diaz has experience in trade names, trade dress protection, and sports and entertainment law. His clients include Alticor, Halliburton, and Wrigley. He is fluent in French and English.

**Name:** Maria Teresa Eljure  
**Law firm:** Arochi & Lindner  
**Position:** Partner

Maria Teresa Eljure is a partner at Arochi & Lindner and has experience in all areas of intellectual property. She heads the trademarks and distinctive signs department. She tends to focus her practice on trademark prosecution and litigation, administrative proceedings, and licensing, and has successfully litigated cases on invalidation, cancellation and infringement, as well as compliance with advertising standards. Eljure is a member of Marques and INTA; she is a frequent speaker at INTA's international course on trademark law and practice and at its annual meetings.



**Name:** Gastón Esquivel Santos  
**Law firm:** Cuesta Llaca Esquivel Abogados  
**Position:** Partner

Gastón Esquivel Santos earned his law degree from the Ibero-American University in 1995, his postgraduate degree in Anglo-American law at the University of Texas in Austin, and his postgraduate degree in intellectual property from the Ibero-American University in Mexico City in 2000. He has experience in advising clients in the artistic, musical and acting industries. Santos has been invited to participate in many events by media companies and television networks, and has discussed various IP topics. He teaches at the Autonomous Technological Institute of Mexico, and is a professor at the South Anahuac University for IP. He is fluent in English.

**Name:** Georgina Esteva  
**Law firm:** Panamericana de Patentes y Marcas  
**Position:** Partner

Over the past 23 years Georgina Esteva has practised trademark law in a variety of industries, representing clients including an international beverage company, a private cultural organisation and a world-renowned motorsport corporation. She maintains an active presence in the intellectual property community through her affiliation with ECTA, the Mexican Association for the Protection of Intellectual Property, INTA and AIPPI.



**Name:** Luis Pavel Garcia Costinica  
**Law firm:** Costinica & Asociados  
**Position:** Founding partner

Luis Pavel Garcia Costinica is a founding partner of Costinica & Asociados. He achieved his bachelor's degree from Marista University, Mexico City in 2005, gaining recognition for his thesis, which was called "Constitutional analysis of the conciliation procedure followed before the Mexican Federal Consumer Court". In 2005 he also attended the Ibero-American University in Mexico City, where he graduated with a corporate law degree. He has been an active member of the Mexican Bar Association since 2008 and a member of INTA since 2013. He was also a volunteer for the Latin America & Caribbean subcommittee of the well-known marks committee at INTA from 2014 to 2015.



**Name:** Bernardo Herrerías Franco  
**Law firm:** Hogan Lovells  
**Position:** Partner

Bernardo Herrerías Franco has more than 30 years of experience representing various Mexican and foreign companies seeking to maintain their trademark portfolios and defend their rights against third parties. During his career, his practice has covered various industries including pharmaceuticals, and music recording and production. His expertise in copyright has also led him to lobby the Federal Congress to reform copyright and industrial property laws.



**Name:** Pablo Hooper Ramirez  
**Law firm:** Gonzalez Calvillo Abogados  
**Position:** Partner

Pablo Hooper Ramirez has more than 18 years' experience in intellectual property law, and has tended to focus on licensing, franchising, trademarks, entertainment law, advertising and marketing, and litigation. He has assisted the Mexican Congress with several amendments to trademark and franchise regulations since 2006. Ramirez has given lectures and spoken at and moderated conferences organised by the University of Texas, the International Franchise Association, the International Bar Association, and the American Bar Association. He has also published various articles about licensing and franchising matters.

**Name:** Alberto Huerta Bleck  
**Law firm:** Calderón & De La Sierra  
**Position:** Partner

Alberto Huerta Bleck focuses his practice on intellectual property law and litigation. His practice also covers constitutional and administrative litigation, and infringement and cancellation actions before the Mexican Institute of Industrial Property and the National Institute of Copyright. He has also been involved in civil proceedings concerning lost profits and damages, as well as criminal proceedings in which the Mexican authorities seized and destroyed counterfeit products. He has handled administrative litigation concerning the well-known status of his clients' trademarks, and successfully dealt with the first case of ambush marketing in Mexico. He focuses on copyright, trademark, patent and trade secrets cases.

**Name:** Miguel Ángel Jiménez Santos  
**Law firm:** Cervantes Sainz  
**Position:** Head of IP

Miguel Ángel Jiménez Santos is an attorney at law at Cervantes Sainz and has more than 10 years of experience in intellectual property and licensing matters. He represents clients in the foodstuffs, banking, government, energy, entertainment and media and video games industries. He is a member of INTA, the Licensing Industry Merchandisers' Association, the Mexican Bar Association and the Mexican Association for the Protection of Intellectual Property. His notable cases include protecting the American Eagle's IP portfolio in Mexico and representing Dixon Ticonderoga in a case against Hasbro.



**Name:** Eduardo Kleinberg  
**Law firm:** Basham, Ringe y Correa  
**Position:** Partner

Eduardo Kleinberg has been managing partner of Basham, Ringe y Correa since 2014 and practising in the field since 1993. For more than 20 years he has focused his practice on negotiating licensing, franchise, copyright and confidentiality contracts, filing copyright applications, and counselling Mexican and international clients on e-commerce issues related to intellectual property. He was designated by Concamin Industria Confederada as the permanent representative of the Mexican private sector with respect to the IP chapter of the Trans-Pacific Partnership Agreement. He is also an active member of Marques, AIPPI, INTA and ASIPI.



**Name:** Luis Legarreta  
**Law firm:** Legarreta y Asociados  
**Position:** Partner

Luis Legarreta founded Legarreta y Asociados in 1993. Specialising in litigation and licensing, he has been recognised for his role in securing numerous favourable rulings in court cases in the cosmetic industry. He has shared his knowledge through his lecturing at the Universidad La Salle in Mexico City for the past ten years, as well as through his frequent speaking engagements before the Association of National Advertisers.



**Name:** Sergio Legorreta  
**Law firm:** Baker McKenzie  
**Position:** Partner

Sergio Legorreta leads Baker McKenzie's Latin America intellectual property practice and is head of the firm's global anti-counterfeiting task force. Legorreta's practice has a strong focus on technology implementation, high-end telecommunications services and global brand enforcement. In one notable representation he worked on behalf of Virgin Mobile on the expansion of its operations into Latin America. He is a member of the Mexican Association for the Protection of Intellectual Property and is a past board member of the Federal Telecommunications Institute.

**Name:** Gilberto Martínez Maldonado  
**Law firm:** Iberbrand  
**Position:** Partner

Gilberto Martínez Maldonado is head of the trademark and copyright departments and a partner at Iberbrand. He graduated from the law school of the Panamerican University in Mexico City in 2000 and carried out his postgraduate studies in intellectual property there also. He is a member of the Mexican Association for the Protection of Intellectual Property, Marques and INTA, and is an observer at the Asian Patent Attorneys Association. He also speaks English fluently.

**Name:** Martín Michaus  
**Law firm:** Basham, Ringe y Correa  
**Position:** Partner

Martín Michaus is a partner at Basham, Ringe y Correa and has experience in trademarks, patents, copyright, prosecution, licensing, litigation, and competition. He has worked at the firm since 1993 and has more than 23 years' experience as an intellectual property lawyer. Michaus is a member of INTA and a former president of ASIPI. He is fluent in English.



**Name:** Sergio Olivares Jr  
**Law firm:** Olivares & Cia  
**Position:** Partner

Sergio Olivares is chairman of the management committee at Olivares. He has experience in all areas of intellectual property but his primary focus is leading the firm's patent practice. Before joining the firm, he trained with two IP law firms in New York City: Morgan & Finnegan and Kenyon & Kenyon. His clients include many innovator pharmaceutical companies, as well as companies in the fields of biotechnology, food and beverages, chemicals, medical devices, oil and gas and more.



**Name:** Diego Rossi  
**Law firm:** Iberbrand  
**Position:** Partner

Diego Rossi has more than 20 years of experience in intellectual property. He has focused his practice on trademarks, patent prosecution, consulting, litigation and enforcement, foreign prosecution, copyright, domain names, franchising, licensing, and declarations of fame and notoriety. He is a member of INTA, ASIPI, AIPPI, ECTA and AIPLA.



**Name:** Daniel Sanchez  
**Law firm:** Olivares & Cia  
**Position:** Partner

Daniel Sanchez has worked at Olivares since 2000 and was promoted to partner in 2011. His practice includes trademarks, copyright, patents and competition. He represents clients in the life sciences and technology industries. He also co-chairs the firm's litigation team and IT industry group. At the firm, his group of attorneys is focused on litigation before the Mexican Institute of Industrial Property and the federal courts. He has written various articles on intellectual property and life sciences-related matters, and has lectured on various IP topics nationally and internationally. Sanchez chairs the IP committee of the Mexican Bar Association and is vice president of the Mexican Association for the Protection of Intellectual Property.

**Name:** Mariano Soni  
**Law firm:** Bufete Soni  
**Position:** Partner

Mariano Soni was admitted to the Bar in Mexico in 1985 and has experience in all areas of intellectual property law. He is a member of AIPLA, AIPPI, the Mexican Association for the Protection of Intellectual Property, ASIPI, LES, INTA, the American Bar Association, and the National Association of Business Lawyers. Soni attended the Pan-American University, California Western School of Law, and the Free Law School in Mexico. He is fluent in English.

**Name:** Kiyoshi Tsuru  
**Law firm:** Tsuru Morales Isla Abogados  
**Position:** Founding partner

Kiyoshi Tsuru is a founding partner of Tsuru Morales Isla Abogados and his practice focuses on licensing, patents, trademarks, domain names, anti-piracy, trade secrets, litigation and enforcement rights. Before co-founding the firm, he worked at Morales and Tsuru from 2001 to 2008. He is also a panellist at WIPO's Arbitration and Mediation Center, a role he has held since 2000. Further, Tsuru is a member of LES, the American Bar Association, AIPPI and AIPLA. He also regularly writes about piracy and cybercrime, and has lectured and spoken at more than 50 events.

**Name:** Javier Uhthoff-Orive  
**Law firm:** Uhthoff, Gómez Vega & Uhthoff  
**Position:** Partner

Javier Uhthoff-Orive has worked at Uhthoff, Gómez Vega & Uhthoff since 1984 and was promoted to partner in 1989. In the firm, he is a senior partner of the patent department and has experience representing companies in protecting different types of innovations. He has advised a number of different industries in Latin America, Asia, North America and Europe. His practice mainly focuses on patent litigation and he is a member of the Mexican Bar Association, AIPPI, Mexican Association for the Protection of Intellectual Property, International Federation of Intellectual Property Attorneys and AIPLA.

**Name:** Agustin Velazquez  
**Law firm:** AvaLerroux  
**Position:** Partner

Agustin Velazquez has more than 30 years' experience in intellectual property law and has often represented clients in the telecommunications, food, beverage, retail, wholesale, energy, finance and pharmaceutical industries. His notable cases include *Burger King v King's Burger*, *Coca-Cola v Pepsi*, and *FIFA v PepsiCo*. He helped with the restructure of The Hershey Company's legal department in Mexico. Velazquez also works as a professor at the National Autonomous University of Mexico. He is a member of the Mexican Bar Association, and the International Chamber of Commerce. He has spoken at conferences in the US, Europe, and Asia.



**Name:** José Pablo Pérez Zea  
**Law firm:** Santamarina y Steta  
**Position:** Partner

José Pablo Pérez Zea works as a partner at Santamarina y Steta and has experience in patents, trademarks, slogans, unfair competition, and copyright law. He is fluent in English.



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Dumont Bergman Bider & Co is a Mexican intellectual property firm, based in Mexico City. The practice includes all aspects of IP such as obtaining, registering and protecting inventions, distinctive signs, copyright, franchising and licensing, IT and data protection issues.

The firm has extensive expertise in litigation, anti-counterfeiting, regulatory law and related commercial law. While taking clients' commercial situation into consideration, the firm provides high-quality services that are tailor-made to fit the needs of its clients around the world.

The firm's long life as an IP law specialist enables it to work in a unique way to meet clients' needs. It is one of the few firms in Mexico that performs an in-depth examination of patent applications. This service allows the team to deliver the best possible advice while prosecuting applications and avoiding the issuance of office actions, since the lawyers can foresee amendments that will be required by the Mexican Institute of Industrial Property (IMPI) in all technical fields.

The trademark team is highly specialised and has been recognised several times for its outstanding work. It has extensive expertise in classification issues, strategies and prosecution, and among its most important clients you will find global companies in the fashion and luxury, pharmaceutical, healthcare, technology and electronics industries.

The team made it their goal to fully understand the twists and turns of the recently implemented Madrid System, which doesn't always blend smoothly with Mexico's domestic regulations. Another challenge that the team successfully overcame recently was the introduction of trademark opposition in Mexico. As well as setting up procedures to handle the new type of work smoothly, the team is also actively working to improve the system within the current framework to the benefit of clients.

The firm's litigation and contentious department offers market-leading expertise in trademark, patent and copyright issues. It handles transactional matters, patent, trademark and copyright litigation, as well as unfair competition cases, and includes a team of lawyers who specialise in constitutional appeals, damages and remedies.

Consistent with its commitment to technology, efficiency and the highest quality service, the firm is ISO 9001:2008 certified and has implemented the Patrix Helpware system.

The firm takes pride in building strong business relationships with its clients and is devoted to delivering excellent legal services and achieving client satisfaction. Many clients have remained with the firm for more than 50 years, and that alone says something about the quality and care that the firm offers its clients.

The firm is proud to have one lawyer—Laura Collada—nominated in *WIPR Leaders 2017*.

### WIPR Leaders >>>



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