



SUCCESS **STORIES**

AROCHI  LINDNER

ABOGADOS | ATTORNEYS AT LAW | EST. 1994

Life Sciences

- Writ of amparo against health registration of the drug Tenofovir and its inclusion in the Basic Program and Drug Catalog.
- Amparo lawsuit against health registration of the generic version of Darunavir.

Civil and Commercial Litigation

- We obtained a favorable ruling on behalf of the subsidiary of a French multinational car manufacturer in an unfair competition action filed by one of its franchisees, in which we demonstrated no legal grounds.

Copyright

- We obtained a favorable ruling on behalf of a fruit beverage company in a copyright infringement proceeding in which we proved that there was no illegal use of the protected work by our client.
- We were able to resolve an issue regarding a fictitious character developed for a web platform for inclusion in various markets, which could be used by the parties involved.

Licenses and Franchises

- We represented a franchisor company engaged in English language teaching against a former franchisee who refused to stop using the trademark owned by said franchisor.

IP Litigation

- We represented a global OTC product company in an image use lawsuit, in which an artist breached her contractual obligations to promote beauty products. The breach was brought by the artist's concealment of her pregnancy during contract negotiations.
- We obtained a favorable ruling while defending a Mexican subsidiary of a Japanese car manufacturer in an infringement proceeding for the use of a commercial slogan in an advertisement campaign, where we demonstrated that our client could be considered in breach as they were unaware of such slogan.
- We claimed a significant victory for a multinational beverage company in an infringement case where, by means of a counterclaim, we invalidated the registration of the counterparty's bottle by showing that its shape was confusingly similar to our client's registered trademark.
- We obtained a favorable ruling for a German automobile company and secured a nullity of the plaintiff's trademark registration in a counterclaim by demonstrating that our client manufactured and marketed the motorcycles of said trademark with the express consent of the organizers of a car and motorcycle race.

- We claimed an important victory for a multinational beverage company in an infringement case in which, by means of a counterclaim, we annulled the registration of the counterpart's bottle by demonstrating that its shape was confusingly similar to the trademark registered by our client.
- We obtained a favorable ruling on behalf of a Mexican food company in an infringement proceeding in which, through a counterclaim, we annulled the registration of the counterpart's trademark by proving the infringement of our client's three-dimensional trademark.

Trademarks

- We processed the evaluation of fame or notoriety of the VITESSE brand for financial and insurance services before the Mexican Patent and Trademark Office.
- We processed the declaration of fame or notoriety of the IPHONE brand, property of APPLE.
- We claimed an important victory for a multinational beverage company in an infringement case in which, by means of a counterclaim, we annulled the registration of the counterpart's bottle by demonstrating that its shape was confusingly similar to the trademark registered by our client.
- We obtained a favorable ruling while defending a U.S. beauty and cosmetic products company with worldwide reach in a product counterfeit case. Through a counterclaim we nullified the registration of the counterpart's trademark and obtained the registration of our client's trademark.
- We processed the evaluation of fame or notoriety of the VITESSE brand for financial and insurance services before the Mexican Patent and Trademark Office.
- We processed the declaration of fame or notoriety of the IPHONE brand, property of APPLE.
- We claimed an important victory for a multinational beverage company in an infringement case in which, by means of a counterclaim, we annulled the registration of the counterpart's bottle by demonstrating that its shape was confusingly similar to the trademark registered by our client.
- We obtained a favorable ruling while defending a U.S. beauty and cosmetic products company with worldwide reach in a product counterfeit case. Through a counterclaim we nullified the registration of the counterpart's trademark and obtained the registration of our client's trademark.

Enforcement of IP rights

- We coordinated an operation to secure more than 140,000 counterfeit products at 14 points of sale in Mexico City for a multinational media and entertainment company.

Patents

- The firm obtained a favorable ruling for the registration of an industrial design for an international company of hardware tools and products after a lawsuit against IMPI, in which we also set a precedent to change their criteria to grant such registrations.

Advertising and Marketing

- We obtained a favorable ruling on behalf of an international food and beverage company in a case of alleged misleading advertising, where we proved the reliability of their marketing messages and avoided payment of a penalty.

**Consult an
Expert.**

info@arochilindner.com

arochilindner.com