

DISCOVER OUR EXCEPTIONAL SOLUTIONS



STRATEGIC LEGAL ADVICE WITH AN
EXCEPTIONAL UNDERSTANDING OF

Exceptional solutions



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MEXICO | MADRID | BARCELONA

AROCHI & LINDNER

ABOGADOS | ATTORNEYS AT LAW | EST. 1994

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OUR FIRM

We are the trusted advisor, expert in design and execute, creatively and efficiently, legal strategies to address the business challenges of our clients.





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OVERVIEW

Arochi & Lindner is a premier law firm with offices in Mexico and Spain and more than 25 years of experience of providing world-class advice and representation in Intellectual Property, Life Sciences, Advertising and Marketing, Civil and Commercial Dispute Resolution, Corporate, Regulatory and Data Privacy law matters.

We resolve the challenges faced by our clients by delivering clear and practical advice, identifying and mitigating risks, and anticipating and solving problems, while making the most of the business opportunity.

Our firm distinguishes itself with client-oriented services and an unwavering commitment to delivering results, efficiently and responsively, using our knowledge, experience and creativity. We tackle every matter with insight, savvy and an exceptional understanding of business needs.

Whether you are enforcing, protecting or commercializing your intellectual property rights; marketing products or services; creating, organizing or dissolving a corporation; expanding into new markets; dealing with disputes or complex regulations, at Arochi & Lindner, we can help.

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RECOGNITIONS

Our uncompromising commitment, excellence and achievements are reflected by the recognition we consistently receive by legal directories, publications, associations and awards programs. Arochi & Lindner has repeatedly been named as a top-tier firm by the world's most prestigious legal referral guides, including Chambers and Partners Global and Latin America Guides, The Legal 500, Latin Lawyer, IP Stars, World Trademark Review 1000 and IAMPatent 1000.

This recognition extends to the partners and various lawyers at the firm, for their accomplishments and broad experience in all the areas related to the intellectual property matters.

"I have worked with Arochi & Lindner for many years and have complete confidence in the firm. I trust them in all intellectual property matters."

Quotes from clients

Chambers and Partners | 2023

"We really like their work and that they are well known enough for big clients to feel comfortable, and flexible enough for smaller clients."

Quotes from clients

Chambers and Partners | 2023

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RECOGNITIONS



IP Stars | 2016 - 2022

Prestigious IP boutique with a widely respected standing in the market. Active in trade mark prosecutions and high-profile contentious matters. Experience includes patents, trade marks, copyrights, unfair competition, franchising and domain names. The firm has a branch in Barcelona to cater to European clients with IP interests in Latin America.

Chambers and Partners

Latin America and Global | 2015 - 2023

Market-leading intellectual property boutique commanding an outstanding reputation in this field. Particularly involved in the representation of generic drug manufacturers in patent litigation, as well as maintaining a strong practice in the trade mark area. Advises a broad range of impressive clients from the technology, food and drink and pharmaceutical spaces.

Legal 500 | Latin America | 2018-2022

Arochi & Lindner, SC is 'an excellent firm to go to when a strong litigation team is needed' and is experienced in patent, trade-mark and anticounterfeiting matters, and has a strong offering in related areas such as franchising and licensing, data protection, media law, technology related IP, and life sciences.

World Trademark Review 1000 | 2018 - 2023

"Arochi & Lindner is, without doubt, the leading firm in Mexico, especially if you're talking about enforcement and litigation; excellent all around, it is also strong in prosecution." Among the firm's "reliable, responsive professionals who exceed expectations at every turn" are some very big names.

IAM Patent 1000 | 2015 - 2022

"Consistently at the top of the ranking tables and a huge presence", Arochi & Lindner is a potent force in the patent world, especially when it comes to litigation. Between its talented lawyers and densely packed in-house unit of technical experts, there is little that it cannot do. Life sciences and biotechnology are strongholds, and the set frequently works on the cusp of innovation: last year it made the headlines for its management of the first certificates of deposit of biological organisms in Mexico."

MIP | Latin America | Patent Firm of the Year 2021

The Patent Firm of the Year in Mexico was active in a host of IP services, including prosecution, licensing and technology transfers, enforcement, litigation and due diligence. Key representations from the past year include the Mexican Association of Gener-ic Drug Companies in regulatory and IP matters.

KEY FACTS

We handle

70%

of border measures and IP enforcement cases in Mexico, either through administrative infringement actions before the Mexican Institute of Industrial Property or by criminal proceedings before the Mexican Attorney General's Office.

80%

of all seized goods from our border measures actions, ends in destruction.

We have recorded

80%

of the trademarks registered before the Customs General Administration.

We handle

45%

of the proceedings brought before the Mexican Institute of Industrial Property.

We prosecute

30%

of the declarations of fame and notoriety in Mexico.

In September 2015, we became the

1st

firm that handled, in collaboration with our client, the first deposit of microorganisms in the National Centre for Genetic Resources (CNRG in Spanish), which is the depository authority in Mexico.

PRACTICES

World-class advice with proven results, based on the accumulated experience of our different practice areas.



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ADVERTISING AND MARKETING: OVERVIEW

In today's competitive marketplace, differentiating from your competitors is essential to the success of your business. Accomplishing that requires marketing and advertising your products or services effectively, without losing sight of your legal responsibility to comply with legal obligations, which include truthful and verifiable advertising claims, non-deceptive or nonmisleading statements, and abiding by fair competition rules.

The laws, rules and regulations pertaining to the prevention of consumer harm potentially impact many areas of your business, for example: what and how you promote your business; how you label your products; what you say about your competitors; how you conduct email and telemarketing campaigns; how you engage social media platforms; how you use sales offers, rebates, raffles, sweepstakes and contests; how you handle your customers personal data; and even how you advertise to children.

At Arochi & Lindner, we counsel marketers, brand managers, advertisers, agencies and broadcasters on all the legal aspects of the marketing spectrum from conception to execution, covering branding, labeling, promotion, advertising, affiliate marketing, data protection, public relations, media buying, entertainment-related agreements, sponsorships, public events and celebrity endorsements. In case a problem arises, we fight to protect your interests in advertising, and regulatory matters.



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ADVERTISING AND MARKETING: AREAS OF FOCUS

ADVERTISING CLEARANCE

We provide legal advice to ensure that the advertising messages, accurately and truthfully, represent the advertised goods and services and comply with the federal laws, advertising standards and requirements of self-regulatory bodies. Our service starts early on in the creative process reviewing the pre-production script or copy and continue clearing the ads prior their distribution, via any marketing channel, including advising on timing restrictions.

MARKETING CLAIMS CLEARANCE

We provide legal advice to ensure that the marketing claims comply with the federal laws, advertising standards and requirements of self-regulatory bodies. We assist our clients in verifying claims as well as compiling, structuring and reviewing ad substantiation documentation for product claims.

LABELING COUNSELING

We provide legal counseling to manufacturers, packers, distributors and retailers to help ensure that food, drugs, cosmetics, medical devices and other consumer commodities they place on the market are labeled to disclose all the required data to prevent misleading information or deception of consumers and to facilitate value comparisons according to federal laws and regulations.

SWEEPSTAKES AND CONTESTS COUNSELING

We help ensure the structural integrity of local, national, and international sweepstakes and contests in order to comply with advertising regulations. Our service includes advising on methodology; reviewing promotional copy; drafting the rules, disclosures, terms and conditions; advising on privacy and data collection concerns; preparing winner affidavits and releases; drafting prize fulfillment agreements and processing the required permits with the appropriate governmental entities.

DIGITAL ADVERTISING AND MARKETING COUNSELING

We provide legal advice to digital agencies, web publishers, marketing affiliates, advertisers, and online entrepreneurs relating to e-commerce and digital marketing such as email marketing campaigns, mobile telemarketing campaigns, online advertising and e-commerce agreements.



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ADVERTISING AND MARKETING: AREAS OF FOCUS

MARKETING CONTRACTS

We draft and negotiate solid, thorough, and legally binding marketing-related business contracts such as licensing and sublicensing agreements; nondisclosure and confidentiality agreements; sponsorship agreements; advertising agency, promotions agency, media buying, along with vendor and supplier agreements.

ADVERTISING AND MARKETING LITIGATION

We act on behalf of plaintiffs and defendants in a wide array of business and contract disputes involving advertising, promotional and marketing matters related to unfair competition and unfair business practices, deceptive trade practices, false advertising, licensing agreement disputes, breach of contract claims and breach of marketing agreement claims. We conduct a thorough analysis to identify the case's strengths and weaknesses to determine the most effective means of achieving a favorable resolution for our clients.

DATA PRIVACY AND PROTECTION

We help develop and implement privacy policies and practices that comply with data security and privacy requirements, as well as industry standards to collect, storage and use customer information for both, big data and permission marketing purposes covering Internet marketing and direct marketing initiatives like direct mail or email campaigns, SMS campaigns, newsletters, blogs and RSS, on top of affiliate and customer loyalty programs.



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CIVIL AND DISPUTE RESOLUTION: OVERVIEW

In a global market of fierce competition and constant legislative amendments that demands greater enforcement of rights and obligations, as well as more severe consequences for non-compliance; possible conflicts arise in both number and complexity. In this context, companies are increasingly facing risks and challenges when doing business locally and internationally.

Our Civil and Commercial Dispute Resolution practice provides effective legal counsel to address and successfully resolve potential or current controversies and differences through different approaches in an effective and responsive manner, both from an economic and a commercial point of view. We explore all available options in order to provide the most appropriate solution to help our clients achieve their business objectives, whether by contentious prevention advice, mediation, commercial arbitration, pursuing and defending litigations strategies, or other alternative dispute resolution mechanisms.

At Arochi & Lindner we assume the procedural burden and work untiringly to defend our client's interests providing a personalized follow-up to each case and clearly and immediately providing information as to the status of each matter. Our team of experienced trial lawyers are characterized by their responsiveness to the needs of our clients and also for taking on our utmost commitment during the whole process, resulting in a trusted partnership that give our clients the certainty that they are going to obtain the best possible solution to their problems.





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CIVIL AND DISPUTE RESOLUTION: AREAS OF FOCUS

CONTENTIOUS PREVENTION ADVICE

We perform thorough reviews of contracts and agreements to identify potential risks that may lead to a dispute on detriment of our client, as well as comprehensive revisions to current litigations procedures to provide an objective legal opinion about its handling and possible result. In addition, we deliver strategic recommendations in order to prevent possible controversy or positively conclude the legal process for our client.

CIVIL AND COMMERCIAL LITIGATION

We deal with judicial disputes involving national and international corporations related to contractual obligations or extra contractual obligations in civil matters – including real estate, family matters, and payment of damages – as well as in commercial matters, and for purposes related to intellectual property rights, before state and federal courts, circuit courts and the Supreme Court of the Republic. Our comprehensive services in litigation matters include pre-trial negotiations, documentation and preparation for trials, application for injunctions, the trial and procedures for the enforcement of judgments.

MEDIATION, COMMERCIAL ARBITRATION AND ALTERNATIVE DISPUTE RESOLUTION

We handle negotiations, mediations and arbitrations, and provide clients alternative dispute resolution advice. Our service also includes early case assessments and guidance regarding how best to resolve disputes as well as negotiating, drafting and enforcing alternative dispute resolution clauses. Our strategies enable our clients to achieve results that further their business goals with efficiency, affordability, flexibility and confidentiality. eting and direct marketing initiatives like direct mail or email campaigns, SMS campaigns, newsletters, blogs and RSS, on top of affiliate and customer loyalty programs.



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CORPORATE: OVERVIEW

In market economies, regardless of sector, industry, size, or international presence, companies are subject to a legal framework that can be challenging for the proper performance of their activities. Although there may be similarities in legal and corporate issues between companies of different jurisdictions, there are also significant differences in issues such as corporate governance, treatment to foreign investment, shareholding structure, rights and obligations of the partners, capital markets and business culture. Among other things, these differences may respond to economic demands as well as government regulations, and need to be managed by experts on the matter.

At Arochi & Lindner we are committed to the business success of our clients. No matter whether it is domestic or foreign investment, our Corporate Practice provides highly specialized and comprehensive advice in all stages of a business lifecycle, from the formation of a company, to operation, control, merge, acquisition, and even the dissolution and winding up of companies.

Whether you are an emerging company, a family owned enterprise or a middle market company seeking to grow or sitting a top the Fortune 500, our breadth of experience and ability to tailor our services enable us to provide practical guidance and coordinate all the legal needs of our clients businesses.



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CORPORATE: AREAS OF FOCUS

INCORPORATION

We provide counsel on planning and defining company project strategies from the corporate law perspective. Obtaining authorization for use of a corporate name for a newly formed company. Drafting of articles of association and by laws for the new company, registration before a Notary Public, and registration of the new company's Public Deed of incorporation in the Public Registry of Commerce.

MANAGEMENT OF CORPORATE DOCUMENTS

We draft, edit, update and manage corporate documents such as shareholders meeting minutes, board of director meeting minutes, company books, share certificates, investment agreements, shareholder agreements, purchase or transfer of shares.

DRAFTING OF CONTRACTS

We provide counsel for drafting contracts and agreements of a civil and commercial nature, with national and international parties, as well as for the negotiation process during the drafting, modification or cancelation thereof.

CHANGES OF COMPANIES OR PARTNERSHIPS

We provide representation and counsel for mergers and acquisitions, sale, fusion, spin-off, and purchase of companies, as well as in cases of corporate restructuring and disaggregation.

FOREIGN INVESTMENT

We provide legal assistance to foreign investors and their investments in economic activities in Mexico pursuant to Mexican laws and subject to international instruments which protect foreign investment as the ones contained in the Free Trade Agreements and in the Agreements on the Mutual Promotion and Protection of Investments (Bilateral Investment Treaties), signed by Mexico.

INSTITUTIONAL RELATIONSHIPS

We help manage institutional relationships and the processing of administrative-law procedures in corporate matters before federal, state and municipal government authorities.

CORPORATE-HUMAN RIGHTS RELATIONS

We advise and train companies regarding the most suitable methods for respecting the fundamental rights of their present employees or potential candidates for employment; suppliers; neighbors; clients and, in general third parties that could be affected by a company's activity.

DISSOLUTION AND WINDING UP OF COMPANIES

We provide counsel on planning and defining dissolution and winding up strategy for companies.

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DATA PRIVACY AND PROTECTION: OVERVIEW

With increasingly complex privacy and security laws, companies face significant compliance challenges, legal responsibilities and litigation risks in relation to processing personal data. A breach of personally identifiable information can lead to disastrous public relations and costly financial and legal implications. Virtually every organization now needs to knowledgeably manage and safeguard personal information, and to evaluate and address privacy and data security needs before problems arise.

At Arochi & Lindner, we provide pragmatic and business focused advice. We work with companies of all sizes. Our practice covers the full range of services related to managing data privacy and protection, including: data protection audits and information security assessments; data protection registration requirements advice; data compliance policies and programs design and implementation; data commercialization strategies licensing and data-sharing agreements; responses to security breach incidents; and litigating privacy related disputes. In addition, our team of experienced lawyers helps clients take advantage of the growing number of opportunities around data, helping them commercialize it in a practical, cost-effective, and legally compliant manner.



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DATA PRIVACY AND PROTECTION: AREAS OF FOCUS

PRIVACY COMPLIANCE AND COUNSELING

We provide practical legal and technical solutions to help clients comply with the full range of privacy, security and data protection laws and regulations. Our comprehensive approach covers the performance of preventative audits, formulates advisories and policies on privacy, training of personnel, and legal support for addressing complaints filed before the authorities.

PREVENTING AND PREPARING FOR A DATA BREACH

We provide legal advice to help prevent data breaches and minimize the potential for breaches by developing, updating and ensuring compliance with information security and privacy policies; analyzing potential internal and external threats to data security and developing counter-strategies; creating breach response plans that identify internal and external resources and consider potential shareholder and liability issues.

RESPONDING TO A DATA BREACH

We help the moment a breach is discovered by assisting in investigating the breach's source and extent and by identifying remedial solutions; ensuring compliance with notice and reporting obligations under the law; protecting your interests while collaborating with law enforcement and regulators.

RESTORING COMPLIANCE AFTER A DATA BREACH

We assist with implementing the lessons learned and ensuring compliance with laws, regulations and internal policies by identifying any internal practices inconsistent with applicable policies or legal requirements and recommending appropriate changes; helping in developing and maintaining internal policies that comply with the law and ensure effective employee training and oversight.

WORKPLACE PRIVACY

We provide legal counseling to employers on workplace privacy related topics, including developing and implementing policies addressing employees social media use, employees use of personal mobile devices at work and for work-related purposes; disciplinary action policies; protecting trade secrets and other confidential information from employee disclosure.

INTERNATIONAL DATA PROTECTION AND PRIVACY

We advise companies operating across borders on how to manage the challenges of complying with multiple laws and managing privacy and security risks on a global scale. Provide practical advice on complying with domestic and international data protection laws, drafting trans-border data flow agreements, developing licensing and data-sharing agreements and protecting against domestic and cross-border data breaches.

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INTELLECTUAL PROPERTY COPYRIGHTS: OVERVIEW

Digital technology makes it possible for users around the world to have immediate access to virtually every literary, musical and visual work ever published and to use those works in ways never dreamed of by their authors, vast new opportunities and unprecedented risks have emerged for both creators and users of copyrighted works. Confronting those challenges in a rapidly changing legal environment favorably require a copyright expert guidance.

At Arochi & Lindner, we provide strategic and commercially pragmatic advice to copyright holders, users and intermediaries in all aspects of copyright law, from advising on the availability and scope of copyright protection, securing timely registration, counseling on infringement, fair use and use of third-party materials – to negotiating assignments and licenses – to enforcement and dispute resolution of rights. We address issues in all types of literary, musical and artistic works in traditional and new media. Our attorneys represent a range of clients including creators of paintings, sculptures, photographs, musical and literary works; producers of films, games and software; production companies; publishers; universities; telecommunications organizations; online service providers and fashion houses.

We strive to find creative and efficient solutions to significant new copyright challenges that our clients from the creative, intellectual and scientific fields face in the global copyright marketplace of the digital age.



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INTELLECTUAL PROPERTY COPYRIGHTS: AREAS OF FOCUS

REGISTRATION OF WORKS

We assist you in registering your works in a timely manner to provide a lengthy period of protection from third parties copying, distributing, selling, or publishing your work without your permission. We also assist business owners and entrepreneurs in securing copyrights for works prepared by their employees and independent contractors.

COPYRIGHT COMMERCIALIZATION

We advise in a wide range of transactions to protect and maximize the value of the copyright work including negotiating and preparing agreements and licenses relating to the transfer of copyrighted works and derivative works as well as evaluations of the copyright implications of various commercial transactions, such as mergers and acquisitions.

COPYRIGHT CLEARANCE

We provide copyright clearance by obtaining permission from the copyright owner, conducting a fair use analysis, and/or determining that the materials are in the public domain or are not eligible for protection under copyright laws to ensure that a proposed use of materials is in compliance with copyright law to avoid infringement of the rights of others.

USE OF THIRD-PARTY MATERIALS

We provide counsel on how to use the works of others and negotiate more favorable use licenses.

COPYRIGHT ENFORCEMENT

We manage copyright enforcement programs, covering the design and execution of comprehensive anti-piracy strategies domestically and internationally; advising on the use of local law enforcement and coordination with local authorities; taking actions against digital media counterfeiters to strike down the entire supply chain of counterfeit products, including source, transit, and destination.

COPYRIGHT DISPUTE RESOLUTIONS AND LITIGATION

We advise on copyright dispute resolutions prosecuting, defending and settling significant copyright infringement claims before civil courts and specialized copyright tribunals, and through alternative dispute resolution proceedings. We handle all types of copyright actions, including disputes over digital rights and internet infringements.



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INTELLECTUAL PROPERTY INFORMATION TECHNOLOGIES: OVERVIEW

As more businesses have entered into the e-marketplace and the Internet has become a primary medium for marketing, communications and sales, clashes over Internet domain names have become more common. Without relevant domain names, your company and its products cannot be appropriately marketed, searched and retrieved on the Internet. Assuring visibility, protection and enforceability of your business's online presence are crucial. Domain name asset management needs to be part of your strategic and coordinated intellectual property program.

At Arochi & Lindner, we can advise you with respect to your domain name portfolio management and assist with all related domain name and related issues involving generic or country specific top-level domain names, including domain name registrations, domain name renewals, negotiation and purchase of domain names and domain name agreements. In the event of domain name disputes, we can provide counsel and representation in matters subject to the ICANN Uniform Domain Name Dispute Resolution Policy – UDRP and adjudicated by an approved dispute resolution service provider such as WIPO, as well as in the ordinary courts and arbitration courts.

// www.

 SEARCH



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INTELLECTUAL PROPERTY INFORMATION TECHNOLOGIES: AREAS OF FOCUS

DOMAIN NAME REGISTRATION

Advice on adopting a domain name and provide comprehensive legal services in searching, monitoring, filing and prosecuting domain names, including ICANN's new generic top-level domains (gTLDs)

DOMAIN NAME PORTFOLIO MANAGEMENT

Advice on domain name strategy, review and managing your domain name portfolio, handle all renewals, apply for domain names across the globe, and constantly monitor to prevent risks of abuse, trademark cybersquatting and conflicts.

TRADEMARK CLEARINGHOUSE

Mechanism that helps trademark owners protect their rights by providing for the tracking of possibly infringing domain name registrations and the preferential registration of their trademarks as domain names under one or more of 1.000 planned new generic top level domains.

DOMAIN-NAME ARBITRATION AND OTHER INTERNET DISPUTES

Provide legal assistance to help our clients recover a domain name in case a third party registered their brand or a variation as a domain name, attempts to sell them the domain name at a profit, or causes harm to the goodwill of their brand. We recover the domain name as quickly, simply and cost-effectively as possible. We act for registrants in domain name disputes defending them against wrongful claims of cybersquatting.

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INTELLECTUAL PROPERTY ENFORCEMENT: OVERVIEW

In today's competitive marketplace, differentiating from your competitors is essential to the success of your business. Accomplishing that requires marketing and advertising your products or services effectively, without losing sight of your legal responsibility to comply with legal obligations, which include truthful and verifiable advertising claims, non-deceptive or nonmisleading statements, and abiding by fair competition rules.

The laws, rules and regulations pertaining to the prevention of consumer harm potentially impact many areas of your business, for example: what and how you promote your business; how you label your products; what you say about your competitors; how you conduct email and telemarketing campaigns; how you engage social media platforms; how you use sales offers, rebates, raffles, sweepstakes and contests; how you handle your customers' personal data; and even how you advertise to children.

At Arochi & Lindner, we counsel marketers, brand managers, advertisers, agencies and broadcasters on all the legal aspects of the marketing spectrum from conception to execution, covering branding, labeling, promotion, advertising, affiliate marketing, data protection, public relations, media buying, entertainment-related agreements, sponsorships, public events and celebrity endorsements. In case a problem arises, we fight to protect your interests in advertising, and regulatory matters.



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INTELLECTUAL PROPERTY ENFORCEMENT: AREAS OF FOCUS

MARKET SURVEILLANCE

We periodically conduct visits to the most important local markets with the aim of updating the information regarding the import, manufacture, and distribution of counterfeit/pirated goods.

ONLINE INVESTIGATIONS

We constantly monitor Internet to identify both the sales and the promotion of counterfeit and pirated goods in e-commerce and auction sites as well as social media platforms.

AWARENESS CAMPAIGNS

We help conduct public awareness campaigns to eradicate piracy consumption and to promote the knowledge about Intellectual Property rights in cooperation with the correspondent authorities.

EDUCATING AND TRAINING PROGRAMS

We conduct training programs that provide to the legal action agents and custom agents the necessary knowledge to combat piracy of goods including a basic set of guidelines to identify counterfeit and pirated goods and differentiate it from the originals.

BORDER MEASURES

We provide a complete strategy to prevent and fight piracy from different fronts. From the registration of trademarks in the Mexican Customs database to obtaining seizure orders to detain counterfeit goods through administrative infringement actions or via criminal proceedings.

RAIDS

We assist our clients with the execution of raids. Our service include conducting exhaustive investigations to identify significant targets in terms of both, importance of the chain of distribution and the amount of counterfeit products in stock; filing criminal complaints before the Attorney General's Office of Mexico to obtain the search warrants and execute the raids with the corresponding authorities to seize the counterfeit / pirated goods.

IP ENFORCEMENT LITIGATION

We develop winning legal strategies for the prosecution of crimes against intellectual property including piracy and counterfeiting. Our advice aimed at minimizing risks and liabilities, preventing conflicts and reaching resolutions, preferably before trial. However, when litigation is unavoidable, we deploy a responsive business-oriented approach through the entire litigation process-from preparing an opinion about infringement, examining the merits of the case and assessing the likelihood of success, to guiding the case through the complaint, discovery, settlement negotiation, summary judgment, and trial stages in ways that are both cost-effective and market-oriented.

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INTELLECTUAL PROPERTY LITIGATION: OVERVIEW

Intellectual property rights are valuable assets that can be used to fuel growth, expand into new markets, and attract major investments. Unfortunately, the advanced technology, the fierce unfair competition, and the sophisticated counterfeiting operations of today global market makes protecting your innovation and creativity an increasingly difficult and complex task.

At Arochi & Lindner, we handle high-risk, high-stakes intellectual property disputes in a wide array of matters that include IP claims such as patent, trademark, trade dress, trade secret and copyright infringement along with related claims of licensing, contract disputes, unfair business practices and other causes of action.

We are sensitive to the pressures our clients face while managing legal costs. For that reason, we develop creative solutions to resolve disputes, preferably before trial. However, when litigation is unavoidable, we deploy a responsive business-oriented approach through the entire litigation process—from preparing an opinion about infringement, examining the merits of the case, and assessing the likelihood of success, to guiding the case through the complaint, discovery, settlement negotiation, summary judgment, and trial stages.

Our legal expertise and technical knowledge, together with our creative and business-focused approach, help us to develop winning legal strategies for preventing conflicts and reaching resolutions in ways that are both cost-effective and market-oriented, either by pursuing or defending litigation, arbitration or by other alternative IP dispute resolution mechanisms.





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INTELLECTUAL PROPERTY LITIGATION: AREAS OF FOCUS

PATENT ENFORCEMENT, LITIGATION AND DISPUTE RESOLUTION

We enforce owners' rights in the protection of their patents, utility models and industrial designs against infringers. From preparing and responding to cease-and-desist letters, conducting negotiations and concluding settlement arrangements, to representing and advising clients in patents and utility models reissue, re-examination, revocation and invalidation proceedings, as well as disputes arising from trade secret misappropriation and interference.

TRADEMARK CANCELLATION

We review and determine the most adequate strategies to cancel third parties' trademarks, whether to avoid dilution or possible infringement or to acquire rights.

TRADEMARK OPPOSITION

We survey and analyze trademark applications that have been filed in order to provide legal opposition to the granting thereof.

TRADEMARK DISPUTE RESOLUTION AND LITIGATION

We advise and represent our clients in all kinds of trademark and trade dress infringement disputes, either as plaintiff whose rights have been violated or as defendant accused infringement of another party's trademark. We evaluate whether an alternative dispute resolution method is a viable option that will minimize costs and legal liability by avoiding a lawsuit. However, whenever facilitating a settlement is not appropriate, we design and execute aggressive and successful litigation strategies to protect our client's rights.

ADVERTISING AND MARKETING LITIGATION AND DISPUTE RESOLUTION

We act on behalf of plaintiffs and defendants in a wide array of business and contract disputes involving advertising, promotional and marketing matters related to unfair competition and unfair business practices, deceptive trade practices, false advertising, licensing agreement disputes, breach of contract claims and breach of marketing agreement claims. We conduct a thorough analysis to identify the case's strengths and weaknesses to determine the most effective means of achieving a favorable resolution for our clients.



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INTELLECTUAL PROPERTY LITIGATION: AREAS OF FOCUS

COPYRIGHT LITIGATION

We advise in a wide variety of copyright cases, including copyright royalty rate-setting proceedings and copyright cases involving new media, representing clients across a broad diversity of industries, including film, music, television, publishing, fine art and new media.

LICENSING AND FRANCHISING LITIGATION AND DISPUTE RESOLUTION

We represent both, licensors and licensees in IP license disputes, including mandatory arbitration and mediation proceedings as well as litigation in state and federal courts in all types of royalty audits and deficiencies; breach of contract and termination; representation, warranty, and indemnification; invalidity and non-infringement, and source code and technology escrow matters.

TRADE SECRETS LITIGATION

We help to prosecute a trade secret claim or defend one and assist clients in seeking protection against the violation of their confidential information or seeking damages derived from their disclosure or unauthorized use.



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INTELLECTUAL PROPERTY LICENSING AND FRANCHISING: OVERVIEW

Patent, copyrights, trademarks, and trade secrets are a major investment in a client's future competitiveness and business success. We help intellectual property owners that want to capitalize on their IP investment by facilitating strategic licensing arrangements.

We advise on IP licensing agreements in all industries. We analyze intellectual property portfolios and licensing as part of due diligence for internal reviews, restructurings, sales and acquisitions. Our work in this area includes evaluation and advice on licensing rights that would affect intellectual property assets for sale or purchase, copyright licensing agreements, franchising, licensing of patents as well as know-how and trademark licenses.

Licensing programs permit technology owners to "discover" untapped sources of revenue, such as by licensing technologies for applications in noncompetitive fields. In addition, a well-constructed IP license also benefits companies seeking to access the latest technology. In many cases, "licensing-in" critical technology may be a cost-effective alternative to a costly in-house research and development project.

Our attorneys have structured and negotiated a wide variety of alliances that have resulted in meaningful new opportunities for our clients. We assist in the creation of licensing deals that may yield tremendous strategic value to a business through cross-licensing, patent pooling, joint ventures, and collaborative development agreements.



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INTELLECTUAL PROPERTY LICENSING AND FRANCHISING: AREAS OF FOCUS

NEGOTIATING LICENSES, JOINT VENTURES AND OTHER COLLABORATIONS

We advise the negotiation of licenses, partnering transactions, and other strategic alliances that can provide access to resources that might otherwise remain unavailable.

STRUCTURING LICENSING ARRANGEMENTS

We design consistent strategies to maximize the value of the resources devoted to intellectual property development. We provide agreement drafts, negotiation and strategic counsel to help clients leverage their own technologies, and have helped clients structure efficient and effective agreements to obtain rights in new technologies from outside sources.

IMPLEMENTING TECHNOLOGY TRANSFERS

We structure technology transfers, from due diligence investigations to the drafting of the assignment agreements, in a manner that ensures that our clients receive all contemplated benefits, with all reasonable limitations upon future liabilities.

FRANCHISING LEGAL SERVICES

We assist on the drafting and revision of franchise agreements according with industrial property laws and other dispositions. We cover the technical and legal aspects of the franchise agreements, including the transmission of know-how, the necessary training and the trademark and patent licenses. We have wide experience on several sectors known to use franchises.

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INTELLECTUAL PROPERTY PATENTS: OVERVIEW

Innovation can give businesses a commercial advantage and became a key differentiator between market leaders and their rivals. It can also strengthen a company's market position, provide higher returns on investments and increase overall corporate value.

At Arochi & Lindner, we bring experience and "innovative" thinking to safeguard and strengthen the investment in research and development of inventors and patent holders through the more suitable figure of protection, whether it's patents, utility models or industrial designs. We focus on understanding each client's innovations, as well as the commercial potential, in order to secure appropriate rights. Our practice provides a full range of legal and technical services for inventors and patent holders: strategic counseling, inventions prosecution, portfolio management, licensing, technology transfer and other commercial transactions, enforcement and prevention and/or defense against infringement claims in a thorough, and strategically effective manner. A particular forte of Arochi & Lindner's practice is our experience in patent litigation.

Our collaborative culture enables close cooperation between our lawyers and our in-house technical unit, many of whom hold advanced degrees in fields such as engineering, biology and chemistry. This integrated approach ensures that our guidance is legally thorough, technically sound and strategically effective. Regardless of the industry or client, we learn all about their business and counsel them from the initial process of evaluating the idea through every phase of prosecuting the patent application and enforcing rights.



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INTELLECTUAL PROPERTY PATENTS: AREAS OF FOCUS

INVENTIONS PROSECUTION

We evaluate and provide advice on the best type of protection an inventor should seek, either a patent, utility model or industrial design. Then, we assist clients in obtaining patents, utility models and industrial designs locally and globally, under international treaties. The process of filing and advancing an application is called “patent prosecution”.

INVENTIONS LICENSING, TECHNOLOGY TRANSFER AGREEMENTS AND OTHER COMMERCIAL TRANSACTIONS

We negotiate agreements with third parties for licensing, cross-licensing and technology transfers of patents, utility models and industrial designs. We also assist clients in performing “due diligence” by evaluating third parties’ portfolios.

PATENT ENFORCEMENT, LITIGATION AND DISPUTE RESOLUTION

We enforce owners’ rights in the protection of their patents, utility models and industrial designs against infringers. From preparing and responding to ceaseand-desist letters, conducting negotiations and concluding settlement arrangements, to representing and advising clients on patents and utility model reissues, re-examination, revocation and invalidation proceedings, as well as disputes arising from trade secret misappropriation and interference.

PORTFOLIO MANAGEMENT

We support clients by managing their patents, utility models and industrial designs portfolios, including advising on and adhering to deadlines, renewals and official fees due for payment of patent annuities or entry of changes in official records kept by patent offices worldwide.

PATENT DUE DILIGENCE

We analyze the strength and weaknesses of a patent portfolio and provide counsel as to how patents can be leveraged in the marketplace taking infringement into consideration; on potential invalidity challenges to enforceability and freedom to operate; due diligence in mergers, acquisitions and divestitures; licensing and joint ventures; insolvency and damages; and strategic portfolio budgeting.

TECHNICAL/LEGAL OPINIONS

We provide technical and legal opinions, such as State of the Art documentation and design around, Freedom to Operate, Patentability, Monitoring & Watch Service and Technology Maps & Patent Metrics, to support decision-making concerning portfolio management, transactions, licensing, enforcement and dispute resolution of inventions.



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INTELLECTUAL PROPERTY TRADEMARKS: OVERVIEW

In today's world, differentiation of products and services is key to avoiding commoditization and price competition, maintaining business profitability and, ultimately, to attain marketplace position. Along with advertising, promotion and other marketing and sales efforts, trademarks capture the consumer's attention and make products and services stand out. Better differentiated brands not only help people simplify the purchasing process; they also command higher prices, speed up new product acceptance; retain repeat customers, win new ones and help to build customer loyalty.

At Arochi & Lindner, we help you register, protect and exploit the trademarks that are at the heart of your business and are among your company's most valuable assets. We have established a preeminent full-service trademark practice in all aspects of domestic and international trademarks, trade names and trade dress.

We are skilled in searching and preparing businesscentric legal opinions on the availability, registrability and protectability of trademarks, trade names, and related rights; our service includes the clearance, prosecution, and registration of trademarks. In addition to advice on all aspects of protection, maintenance, and portfolio management, we also negotiate and draft licenses, franchise agreements and other commercial transactions involving transfers or authorizations of rights. Our expertise includes handling trademarks cancellation, opposition, alternative dispute resolution and litigation.

Our trademark practice is renowned for its experience, sophistication, scope and depth. Whether you are a large company, midsize business or anemerging growth company, we will protect your valuable trademarks and related rights.



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INTELLECTUAL PROPERTY TRADEMARKS: AREAS OF FOCUS

TRADEMARKS AND OTHER DISTINCTIVE SIGNS COUNSELING AND PROSECUTION

We assist our clients in all matters related to acquiring domestic and foreign trademarks, slogans and commercial names, including registration, maintenance and renewal of these properties. Specifically, we clear (availability) searches; provide opinions on availability; prepare and file applications to register the asset; and “prosecute” the applications to the issuance of the registration, including responses to Office actions. In addition, we register trademarks with the Customs Agency. We also assist on all matters related to appellations of origin, e.g., orders to obtain a declaration of appellation of origin or authorizations for use of a declared appellation of origin. Furthermore, we handle matters related to the special protection of well-known and famous trademarks.

TRADEMARK LICENSING

We protect, commercialize and enforce our clients’ trademark rights and the integrity of their brands, as well as their rights of endorsement, association and affiliation, including trademark analysis for mergers & acquisitions. We negotiate and draft agreements, such as licenses and assignments of trademarks and trademark rights and/or franchise related arrangements.

TRADEMARK CANCELLATION

We review and determine the most adequate strategies to cancel third parties’ trademarks, whether to avoid dilution or possible infringement or to acquire rights.

TRADEMARK OPPOSITION

We file trademark oppositions against a newly filed and published trademark which infringe our client’s earlier filed or registered trademark and defend against trademark oppositions filed by others against our client’s trademark registration request. In addition, we provide trademark search and trademark watch services to check if there are newly published trademarks, which may cause damage to our client’s IP rights.

TRADEMARK DISPUTE RESOLUTION AND LITIGATION

We advise and represent our clients in all kinds of trademark infringement disputes, either as plaintiff whose rights have been violated or as defendant accused of infringing another party’s trademark. We evaluate whether an alternative dispute resolution method is a viable option to minimize costs and legal liability by avoiding a lawsuit. However, whenever facilitating a settlement is not appropriate, we design and execute aggressive and successful litigation strategies to protect our client’s rights.

TRADEMARK ENFORCEMENT

We help clients enforce their trademark rights by quickly and effectively implementing brand protection programs and acting against manufacturers and distributors to stop the flow of counterfeit and graymarket goods. When necessary, we obtain emergency injunctive relief, including seizures, temporary restraining orders and preliminary injunctions. We collaborate with authorities, Customs officials and private investigators to take swift and effective action through criminal and administrative proceedings before the relevant government agencies and the courts.

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INTELLECTUAL PROPERTY TRADE SECRETS: OVERVIEW

All businesses have trade secrets. The difference is that some are keenly aware of the importance of their trade secrets, while the majority only become aware when competitors attempt to acquire their client lists or marketing plans, or talk to their employees or copy the way they do business. Technology is changing so swiftly that trade secret protection is, in some cases, the most attractive, effective and readily available intellectual property right. An increasing number of companies are realizing that original confidential information, knowledge and expertise are crucial to maintaining a competitive edge.

At Arochi & Lindner, we assist you by developing and implementing information protection practices that address the risks associated with a global marketplace, precipitate advances in technology and telecommunications, a mobile, highly-skilled work force and networked strategic business relationships.

We prepare confidentiality and non-disclosure agreements, as well as assignment agreements with employees, contractors and other parties.





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INTELLECTUAL PROPERTY TRADE SECRETS: AREAS OF FOCUS

CONFIDENTIALITY AGREEMENTS

We draft and negotiate confidentiality agreements to use with vendors and suppliers to protect and preserve trade secret rights in your intellectual property.

EMPLOYEE AGREEMENTS

We draft employment agreements to maintain trade secret protection when your employees leave to work for a new employer. Conversely, when a new employee joins your company, we can help structure the terms of employment to try to avoid litigation over trade secret claims from that employee's former employer.

TRADE SECRETS LITIGATION

We help to prosecute a trade secret claim or defend one and assist clients in seeking protection against the violation of their confidential information or seeking damages derived from their disclosure or unauthorized use.

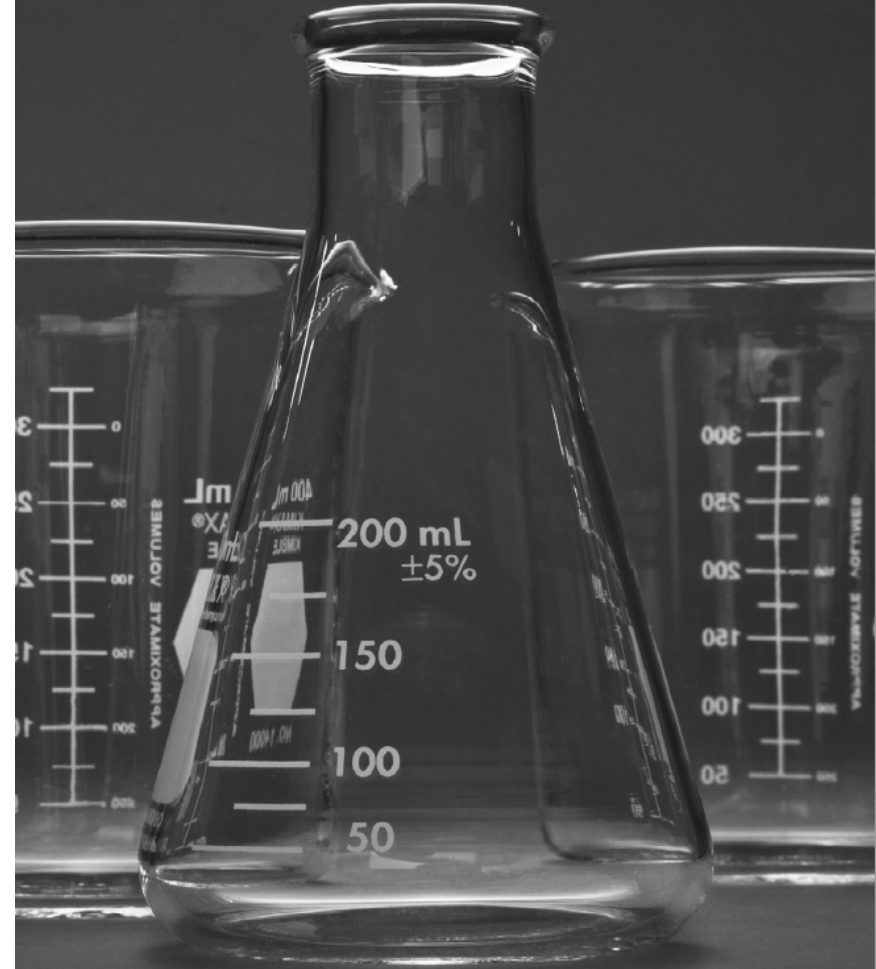
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LIFE SCIENCES: OVERVIEW

In the rapidly evolving life sciences sector, whether you are a startup or a multinational company, you need a trusted legal partner to deliver practical, cost-effective legal advice and to support you at every stage.

At Arochi & Lindner, we offer comprehensive and interdisciplinary legal advice to the full spectrum of customers in the field of life sciences including pharmaceuticals, biotechnology, medical devices, diagnostics, health care, vaccines, food, agriculture and cosmetics. Our practice covers each stage of the product life-cycle management, including trademarks and patents prosecution, sanitary registrations, license and collaboration agreements, labeling, advertising and marketing, IP litigation, as well as government relations.

Our attorneys have the ability to understand the unique and complex technology of our clients' work because we have significant scientific experience in key industry areas. Thanks to our ability to blend both technical and legal insight on the most complex life sciences innovation, we can help you navigate the turbulent waters associated with the development and commercialization of innovative medical products and services.





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LIFE SCIENCES: AREAS OF FOCUS

REGULATORY LEGAL SERVICES

We counsel on all types of marketing approvals (MA) application submissions for allopathic drugs, biologics and medical devices with COFEPRIS; we are proficient with the use of regulatory equivalence agreements so foreign applicants can obtain MAs in a more expeditious way. We handle all aspects of the compliance and enforcement of the health laws and regulations; we advise on the legal and regulatory compliance of sales, marketing and advertising of COFEPRIS approved products; product testing and clinical trials. We manage institutional relationships and lobbying efforts with responsible authorities for implementing improvement proposals in the regulatory framework, as well as for obtaining the necessary administrative law procedural paperwork and operational permits.

INTELLECTUAL PROPERTY LEGAL SERVICES

We provide technical/legal analysis such as State of the Art documentation and design around, Freedom to Operate, Patentability, Monitoring & Watch Service and Technology Maps & Patent Metrics delivering expert analysis that supports thorough counseling, portfolio management, transactions, licensing, enforcement and dispute resolution of inventions. We also assist clients in local and global patent prosecution subject to international treaties.

LITIGATION SERVICES

We have significant experience representing life science companies in litigation proceedings. Whenever IP and regulatory interests are threatened, we provide efficient and timely solutions aimed at minimizing risks and liabilities, as well as at avoiding costly and risky litigations. We have a track record of success in cases involving patent validity challenges, MA authorizations, and denials.

GOVERNMENT PROCUREMENT COUNSELING SERVICES

We can counsel on all administrative proceedings and agreements related to government procurement of pharmaceutical products, biotechnological products and medical devices. We have wide experience in government articits.

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REGULATORY AFFAIRS: OVERVIEW

PRIVATE SECTOR

The regulation of economic activities by the State presents a challenge for corporations. Regulatory activity and the constant changes in regulations require special attention in order to maximize the position of a given Company and to minimize risks and impacts that the Company could suffer as a result. At Arochi & Lindner, we provide strategic counsel to national and foreign companies, particularly in the highly regulated sectors like telecommunications, transport, pharmaceuticals and finance, in order to keep companies up-to-date on the current state of regulation in a given sector, and to alert companies of any changes that are underway, and support companies in preparing alternative regulatory proposals that can be filed to respective authorities and to negotiate with said authorities the adoption of these alternatives in favor of our clients.

PUBLIC SECTOR

Dizzying technological advances, changes in the economic environment and the profound globalization process the world has undergone in recent years have all contributed important changes in the regulatory framework in the majority of countries. The current international environment generates an incentive for Mexican authorities to work on a permanent basis on improving the regulatory framework. At Arochi & Lindner, we provide advise to agencies and decentralized bodies of the Federal Government as well as state and municipal entities throughout the country, in all important aspects relating to the preparation and formulation of regulatory drafts ensuring that they generate maximum benefits for society.





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REGULATORY AFFAIRS: AREAS OF FOCUS

PRIVATE SECTOR

PREVENTATIVE REGULATORY AUDITS

Review of fundamental company processes to guarantee that they adhere to the established standards of the national and international regulatory framework in the course of carrying out corporate activities.

REGULATORY ALERT SYSTEM

Continuous monitoring and analysis of tendencies and regulatory perspectives, as well as regulatory initiatives under review by the authorities in order to give decision makers timely, reliable and above all relevant information, enabling them to understand changes in the regulatory framework and to gauge the potential impact these situations will have on corporate activity.

DRAFTING OF IMPROVEMENT PROPOSALS/ PLANS

Strategic advice on drafting improvement proposals / plans under new or existing regulations that can be submitted before the corresponding authorities, and whose implementation benefits the Company and encourages efficient economic development.

INSTITUTIONAL RELATIONSHIP

Management of the institutional relationship and lobbying efforts with responsible authorities for implementing improvement proposals in the regulatory framework, as well as for obtaining the necessary administrative-law procedural paperwork and operational permits.

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REGULATORY AFFAIRS: AREAS OF FOCUS

PUBLIC SECTOR

REENGINEERING OF GOVERNMENT FORMALITIES

Conduct studies of administrative burden, review and redesign the process for achieving improved and simplified government formalities, thus gaining greater efficiency in services provided by the government and reducing the administrative burden for users.

IMPLEMENTATION OF POLICIES FOR REGULATORY IMPROVEMENT

Training and technical assistance in regulatory matters, providing authorities with the necessary knowledge and tools for the correct drafting and implementation of regulations that benefit society as well as for the creation and instrumentation of State and Municipal Councils on Regulatory Improvement.

PREPARATION OF LAWS AND SECONDARY REGULATION

Assistance in the preparation of laws and secondary regulations under internationally recognized practices in matters of regulatory improvement for the purposes of generating clear and effective norms with greater positive impact on the society than their cost.

REGULATORY IMPACT ASSESSMENT

Formulation of the Regulatory Impact Assessment for cost-benefit analysis required in the authorities' decision-making process on whether to issue/r modify or not the regulation. RIA includes the succinct explanation of the purpose of the regulation and the proposed measures, the comparison of said measures with their regulatory precedents, and the general description of their technical feasibility.

IMPROVEMENT OF PERFORMANCE INDICES AND INDICATORS

Management of the institutional relationship and lobbying efforts with responsible authorities for implementing improvement proposals in the regulatory framework, as well as for obtaining the necessary administrative-law procedural paperwork and operational permits.



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REGULATORY AFFAIRS

The political, economic, commercial and regulatory changes around the world represent a great challenge for entrepreneurs.

The regulatory activity and the constant changes in regulations require multidisciplinary and specialized attention to maximize the position of a company and reduce potential risks.

Arochi & Lindner provides integral and interdisciplinary legal advice in accordance with the Mexican and International regulations according to the needs of each client so that they can achieve their business objectives in the various industrial sectors, such as:

-  Life sciences
-  Food and non-alcoholic beverages
-  Alcoholic beverages
-  Dietary supplements
-  Cosmetics
-  Personal care and grooming products
-  Aromatherapy products, perfumes
-  Cleaning and household products
-  Agricultural and veterinary products
-  Pharmaceutical and biotechnological medicines
-  Alternative health products
(herbal, homeopathics, vitamins)
-  Medical devices.

Covering all stages of regulatory affairs procedures, from:

-  Request of marketing authorizations,
-  Manufacturing
-  Manufacturing or commercialization licenses and their modifications
-  Review and correction of labeling and smart labeling
-  Advertising
-  Sanitary certificates for exporting and importing authorizations, among others.

Necessary for our customers so that they are able to market their products in and out of the country in compliance with the applicable national regulations in each country.

Our legal and technical advice covers not only the sanitary field, we also have specialists in compliance with any commercial, agricultural or different requirements.

Let your business break boundaries, always with the best technical and legal advice.

AROCHI & LINDNER



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LOBBYING

Lobbying is one of the several activities carried out by A&L in order to influence the decision makers, encompassing the attempts of influencing the drafting, prosecution and penalties of public policies, through the information and creation of consensus.

PRACTICE IN MEXICO

Lobbying is a process by means of which the interest groups (customers) let the regulatory authorities or the public policies drafters know their points of view aiming to influence their resolutions. A great part of the lobbying consists in collecting useful information and finding ways to channel it to those that may impact in the decision taking.

The entrepreneurs, civil organizations and public officers are in the need of negotiating their proposals and interests in the Legislative branch or Regulatory Authorities, therefore, in A&L we are a professional instance looking for the better way to establish linkage structures with the authorities so they take decisions that benefit, or that do not damage, our customers.

OUR METHODOLOGY:

- Creating a strong line of arguments covering both the vision and interests of the customer as well as those of the legislators and the person or persons promoting same.
- Identifying the key actors of the legislative process, as well as of the interest groups..
- Making the relevant contacts to state the different points of view and support the work of analysis and opinions of the institutions.
- Closely and timely following up the legislative procedure, interacting with the actors or groups involved with the interests in the topic.
- Evaluating the use of other influence means (special surveys, technical or moral guarantees, etc.), all of these depending on the case and relevance thereof.

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CRIMINAL LAW

In this Firm, we are convinced that an appropriate representation in criminal matters plays a decisive role in the results achieved by our customers when being part in a criminal procedure, both as the victims or the aggrieved parties, as well as being pointed out as the possible responsible parties for a crime..

Furthermore, we are sure that the design of an appropriate criminal compliance program and the implementation of the relevant measures to comply with the obligations of Anti-Money Laundering, allows our customers to face criminal procedures, significantly reducing the risk of a penalty, which may result, in the case of the legal entities, in the dissolution thereof.

The Criminal Law team of the Firm develops innovative legal strategies to defend the interests of our customers that are involved in a criminal procedure. Particularly, we advise and represent our customers to:

- Participate in all the stages of the federal and local courts criminal procedures, both victims and those accused of the crime.
- Intervene in alternative solution mechanisms in criminal matter disputes
- Customized design of criminal compliance programs.
- Implement and supervise the due compliance with Anti-Money Laundry prevention programs

The criminal lawyers at A&L have been educated in the main universities of the country, and have complemented their training in Mexico and abroad, therefore, they have a strong education that allows them to attend criminal procedures of the oral accusatory system.

Our service areas in Criminal Law are:

- Representation before criminal authorities regarding Federal and Local Courts Crimes
- Crimes related to corruption acts.
- Criminal Compliance
- Strategic oral and accusatory system litigation
- Special Extradition Processes
- Criminal Amparo
- Prevention of Illegal Operations

OUR PEOPLE

Talented, experienced and creative people working to deliver exceptional solutions.



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Roberto Arochi is the founder and managing partner of Arochi & Lindner. With over 40 years of experience, he is widely recognized as one of Mexico's top IP and marketing lawyers. Chambers and Partners' Latin American Guide (2020) ranks him in its Top Tier and reports that clients praise Roberto Arochi as "a visionary lawyer who is completely dedicated to client service."

His expertise includes advertising and marketing, trademarks, copyrights and trade secrets law, and his experience cover dispute resolution, licensing, franchising, unfair competition, Internet, anticounterfeiting, border enforcement measures, as well as foreign IP protection strategy. He has appeared as a copyright, patent and licensing law expert witness before the US Federal Courts regarding Mexican Law and before WIPO regarding patent issues.

Roberto is a member of AIPPI, ASIPI, AMPPI, IACC, CSUSA, GALA, INTA, UNIFAB and the Mexican Bar Association, where he is a former President of the Pro Bono Foundation. From 2012-2014 he served as Regional President for Americas of the Global Advertising Lawyers Alliance (GALA) and currently represents GALA before the Mexican Self-Regulation National Council (CONAR). Roberto also Chairs the International Trademark Association (INTA), International Brief Amicus Committee, Latin America Subcommittee. In addition, he is the chair of the Industrial and Intellectual Property Commission of the Confederation of Industrial Chambers Of the United Mexican States (CONCAMIN).

PRACTICE AREAS

- Advertising and Marketing
- Data Privacy and Protection
- Domain Names
- IP Litigation
- IP Enforcement
- Licensing and Franchising
- Trademarks
- Regulatory Affairs-Private Sector
- Regulatory Affairs-Public Sector

PROFESSIONAL MEMBERSHIPS

- International Association for the Protection of Intellectual Property (AIPPI)
- Mexican Association for the Protection of Intellectual Property (AMPPI)
- Interamerican Association of Intellectual Property (ASIPI)
- The Copyright Society of the USA (CSUSA)
- Global Advertising Lawyers Alliance (GALA)
- International AntiCounterfeiting Coalition (IACC)
- International Trademark Association (INTA)

EDUCATION

- Law degree from the Universidad Iberoamericana
- PhD at the Universidad Panamericana (dissertation in progress)

LANGUAGES

- Spanish
- English



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Heidi Lindner is a senior partner and head of the Patent Litigation Department of Arochi & Lindner, with over 35 years experience in the area. She is considered a leading patent litigator in life sciences subjects and has a consistent record of wins, including several landmark cases, for clients in the pharmaceuticals, biotech and medical devices industries.

Chambers and Partners' Latin American Guide ranks Heidi in its Top Tier in IP and also ranks her in Life Sciences. Chambers 2019 edition reports that clients describe her as "a great lawyer who is definitely one of the leaders." World Trademark Review 1000 portrays her work as "impeccable": "She knows the market better than anyone and is a tough negotiator and a dynamic, commercially minded litigator."

In addition to litigation, Heidi practice includes licensing. She also advises on regulatory issues affecting the life sciences sector in Mexico and serves as Counsel to the Mexican Association of Generic Drug Companies. She has advised different Senate Commissions during the legislative discussions on amendments to IP provisions and, lately, to the new IP law.

Most recently, she has been a member of the elite private sector team representing the pharmaceutical industry, which advised the Mexican Government in the Intellectual Property Chapter during the negotiations of the Trans-Pacific Partnership (TPP) and the Free Trade Agreement Mexico-USA-Canada (USMCA/TMEC).

Member of AIPPI, ASIPI, AMPPI, INTA and the Mexican Bar Association. She is a former president of AMPPI (Mexican Intellectual Property Association) from 1998 to 2001, being the only woman with this position. The Mexico chapter of the International Association for the Protection of International Property (AIPPI).

PRACTICE AREAS

- IP Litigation
- Life Sciences
- Licensing and franchising
- Patents
- Trademarks
- Trade Secrets

PROFESSIONAL MEMBERSHIPS

- International Association for the Protection of Intellectual Property (AIPPI)
- Mexican Association for the Protection of Intellectual Property (AMPPI)
- The American Intellectual Property Law Association (AIPLA)
- Interamerican Association of Intellectual Property (ASIPI)
- International Trademark Association (INTA)
- Mexican Bar Association

EDUCATION

- Law degree from the Universidad Panamericana, Mexico
- Master in Constitutional and Administrative Law from Universidad Nacional Autónoma de México
- Master in Intellectual Property Law at George Washington University, US
- PhD at the Universidad Panamericana, Mexico (dissertation in progress)

LANGUAGES

- English
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- Spanish

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ACKNOWLEDGEMENTS 2019

- Chambers and Partners | 2019 Latin America Rankings | Intellectual Property in Mexico | Ranked Lawyers | Band 1
- AM | 2019 Patent 1000 | Mexico | Patent Litigation | Individual | Tier 1
- IP Stars | 2019 Ranking | Patent Star
- IP Stars | 2019 Ranking | Trademark Star
- The Legal 500 | 2019 Leading Lawyers Ranking | Intellectual Property | Mexico | Tier 1
- World Trademark Review | 2019 WTR 1000 Ranking | Mexico | Enforcement and Litigation | Individuals | Tier 1
- Women in Business Law Awards 2019 | "Best litigator in Latin America"

ACKNOWLEDGEMENTS 2020

- IP Stars | 2020 Ranking | Trademark Star
- IP Stars | Top Women 250 in IP
- IP Stars | Top 25 Women Latin America

ACKNOWLEDGEMENTS 2021

- Top 250 Women in IP 2021, MIP
- IP Star - Trademark Star 2021
- IAM | 2021 Patent 1000 | Mexico | Patent Litigation | Individual | Tier 1

ACKNOWLEDGEMENTS 2022

- Top 250 Women in IP 2022, MIP
- World Trademark Review | 2022 WTR 1000 Ranking | Mexico | Patent Litigation | Individuals | Tier 1
- Chambers | 2022 Latin America Rankings | Intellectual Property in Mexico | Tier 1
- Chambers | 2022 Latin America Rankings | Life Sciences in Mexico | Tier 3



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Jorge Mier y Concha is partner and head of Arochi and Lindner's Patent and Copyright Departments. The most notable legal research guides have acknowledged his trajectory as an outstanding practitioner. Chambers and Partners' Latin American Guide (2016) ranks him in its Band 2 and reports that peers praise Jorge's skills "He is a very capable lawyer in terms of litigation and patent work." Legal 500 Latin America (2015) reports that clients recognize him as 'very proficient in all IP aspects'. World Trademark Review 1000 (2016) points out that some of his clients hailed him as "one of the most complete attorneys I have ever seen".

Jorge is particularly skilled in patent and design patent litigation, with extensive scientific understanding, as well as legal knowledge. He is also known for his expertise in patent matters, including extensive state of the art searches, non-infringement and freedom-to-operate opinions. Jorge possesses a substantial deal and counseling experience on both domestic and international technology transfers including licensed patents, licenses of software and know-how.

Fully committed to his lecturership, Jorge has been an IP Law professor at the Law School of the Universidad Nacional Autónoma de México since 1995. He is member of AIPPI, AIPLA, AMPPI, CSUSA, FICPI and INTA. Currently, he serves as Undersecretary of the Board of Directors of the Mexican Association for the Protection of Intellectual Property.

PRACTICE AREAS

- Copyright
- IP Litigation
- Licensing and franchising
- Patents

PROFESSIONAL MEMBERSHIPS

- The American Intellectual Property Law Association (AIPLA)
- The International Association for the Protection of Intellectual Property (AIPPI)
- The Mexican Association for the Protection of Intellectual Property (AMPPI)
- The Copyright Society of the USA (CSUSA)
- The International Federation of Intellectual Property Attorneys (FICPI)
- The International Trademark Association (INTA)
- The Intellectual Property Owners Association (IPO)
- Mexican Bar Association

EDUCATION

- Law degree from the Universidad Nacional Autónoma de México
- Master in IP Law from George Washington University

LANGUAGES

- English
- Spanish



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Ricardo Sanguino is a Partner at Arochi & Lindner, and heads the Corporate, Civil, Commercial and Regulatory Law Departments, in the field of preventive consulting and in the contentious area. He has more than 30 years of experience, and has a solid professional career intervening in complex cases of private property law, advising the complaining parties and the defendants.

The matters in which his occupation most affects refer to contractual and non-contractual advice and/or controversies, damages, moral damages, right to exclusive use of the image, industrial secrets, exclusivity, franchises, licenses of use, payment of royalties, commercial leases, precautionary measures, recovery of credits, family law and succession, right to information, protection of personal data, sports law, entertainment, real estate and general advice to commercial establishments.

He develops his professional practice in the federal and local courts, in all their instances, and in actions of different species, that is, in the first instance, appellate instance, direct, indirect protection trials, in federal, local, oral, ordinary, executive, special trials, so that when issuing an opinion in the consultations the criterion of litigation prevention is reflected.

He has assumed the responsibility of leading working groups for the action and defense of large corporations, which has allowed him to gain experience to make work teams and coordinate efforts to achieve certain ends.

In addition to his trial work, he is sought after for his expertise in trade secrets as well as licensing and franchising, his experience spans a wide range of industry sectors, including entertainment and sports, commercial and professional services, real estate and retail.

He is a member of AMPPI, INTA, the American Bar Association and the Mexican Bar Association.

PRACTICE AREAS

- Civil and Commercial Dispute Resolution
- Licensing and Franchising
- Corporate
- Trade Secrets
- Regulatory Affairs-Private Sector

PROFESSIONAL MEMBERSHIPS

- The Mexican Association for the Protection of Intellectual Property (AMPPI)
- The International Trademark Association (INTA)
- American Bar Association (ABA)
- Mexican Bar Association

EDUCATION

- Law degree from the Universidad Iberoamericana
- Postgraduate studies from the Escuela Libre de Derecho

LANGUAGES

- Spanish
- English

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