



OUR CAPABILITIES

MEXICO | SPAIN

AROCHI & LINDNER

ABOGADOS | ATTORNEYS AT LAW | EST. 1994

Contents



Our Firm



Practice Areas



Our Team

“

For over three decades, we've built our reputation on trust, innovation, and results. That's what leadership means to us.

Arochi & Lindner



OUR
FIRM





About Arochi & Lindner

Arochi & Lindner is a leading law firm with offices in Mexico and Spain, and more than three decades of experience delivering high-level legal counsel and representation in Intellectual Property, Patents, Life Sciences, Advertising & Marketing, Civil & Commercial Litigation, Corporate, Regulatory, and Data Privacy matters.

We help clients navigate complex legal challenges with clear, business-oriented advice. Our approach combines legal insight with practical solutions—anticipating risk, solving problems, and unlocking opportunities that drive growth.

What sets us apart is our unwavering commitment to results. We bring together deep expertise, strategic thinking, and a client-first mindset to deliver efficient, responsive, and tailored legal solutions.

Whether you're protecting, enforcing, or monetizing your intellectual property, launching products, structuring a business, expanding into new markets, or resolving disputes, Arochi & Lindner is your trusted legal partner.



“

Arochi & Lindner is always involved in the most important intellectual property cases in Mexico.

- Chambers & Partners, 2026



Award-Winning Expertise

Our unwavering commitment to excellence has earned Arochi & Lindner consistent recognition from the most prestigious legal directories and publications worldwide.

We are proud to be ranked as a top-tier firm by leading international guides such as:

Chambers
AND PARTNERS



The
LEGAL
500

IP STARS
from ManagingIP
TOP 250 WOMEN IN IP
2024



IP STARS
from ManagingIP

WTR

IAM

This recognition also extends to our partners and attorneys, who are individually acclaimed for their outstanding performance, deep expertise, and leadership in intellectual property, life sciences, and related legal fields.

Key Facts

Our offices are located in Mexico and Spain



We are a multidisciplinary team of attorneys, engineers, chemists, biotechnologists, data consultants, translators, researchers, paralegals, and other specialists—working together to deliver comprehensive and strategic legal solutions—.

Our Practice Areas



Advertising & Marketing

AI Governance

Anti-Money Laundering and Compliance

Consumer Protection

Corporate

Criminal Law

Intellectual Property

IP Enforcement

Life Sciences

Litigation

Patents

Privacy & Data Protection

Regulatory

Trademarks



PRACTICE AREAS



Advertising & Marketing

In today's dynamic and highly regulated advertising landscape, creative ideas must go hand in hand with legal compliance. At Arochi & Lindner, we advise brands, advertisers, agencies, and media companies across the entire marketing cycle—from ideation to execution.

We provide legal clearance for advertising and promotional materials, verify claims, review labeling, draft contest and sweepstakes rules, negotiate talent and sponsorship agreements, and ensure compliance with consumer protection, privacy, and digital marketing regulations. Our team also defends clients in advertising-related litigation and disputes involving unfair competition, false advertising, or misleading claims.

Whether online or offline, local or international, we help ensure that every message is bold, effective—and legally secure.





AI Governance

We design internal guidelines and policies to integrate artificial intelligence (AI) in an ethical, efficient, and business-aligned manner. These documents establish guiding principles, define permitted and prohibited uses, and specify the cases that require prior authorization.

Our approach balances control and flexibility, enabling risk mitigation without stifling innovation. It includes governance frameworks, institutional use of models, systematization of use cases, and criteria for automated critical decision-making.

We complement this with audits, training, advisory on information security, and regulatory compliance. This allows organizations to adopt AI with confidence, clarity, and responsibility.



Anti-Money Laundering and Compliance

Today's regulatory environment requires companies to have robust compliance programs to prevent legal, criminal, and reputational risks.

At Arochi & Lindner, we advise organizations on the design and implementation of policies, manuals, and internal controls aligned with the LFPIORPI, UIF provisions, FATF standards, and international regulations such as OFAC, FCPA, and SOX.

Our Compliance Practice offers comprehensive solutions including external audits, compliance diagnostics, risk matrices, internal investigations, whistleblower channel operations, and specialized training programs. We also provide support during verification visits, sanction procedures, and in the international shielding of cross-border operations.

Beyond regulatory compliance, we help companies strengthen their culture of integrity, optimize corporate governance, and integrate ESG criteria. Our approach turns compliance into a competitive advantage based on trust, transparency, and sustainability.



Consumer Protection

Consumer trust is one of the most valuable assets a business can have—and one of the most regulated. At Arochi & Lindner, we help companies navigate the legal frameworks that govern how they market, sell, label, and advertise their products and services.

We offer preventive legal reviews and strategic advice to ensure compliance with consumer protection laws and regulations. Our services include advising on advertising claims, product labeling, pricing, promotions, digital marketing, e-commerce, and data privacy. We also represent clients in investigations, administrative proceedings, and litigation involving consumer complaints or regulatory sanctions.

By minimizing legal risk and reinforcing ethical practices, we help clients build customer loyalty and stay ahead of regulatory developments.



Corporate

Every business requires adequate planning and strategic execution to obtain positive results.

In the corporate legal sphere, it is essential for companies to take into consideration applicable laws and regulations, from their creation to their subsequent operation, to have a competitive advantage over other companies and reduce possible risks.

At Arochi & Lindner, we are committed to the success of our clients' business. Whether it is domestic or foreign investment, our corporate law practice provides highly specialized advice in all legal areas that directly impact a business's incorporation, organization, operation, reform, control, merger and acquisition, and even dissolution and liquidation.

Arochi & Lindner's offering of corporate services is a carefully crafted combination of elements that inform the strategy and practical implementation of our clients' ventures. Our corporate practice serves the domestic and international needs of our clients, making us a significant industry leader when compared to other Mexican law firms.



Criminal Law

At Arochi & Lindner, we are convinced that thorough representation in criminal matters can decisively influence the outcome obtained by our clients in criminal proceedings, either as the victim or offended party, or as the possible perpetrator of a crime. Our counsel provides legal certainty from a strategic, preventive perspective.

We are convinced that designing a criminal compliance program and implementing adequate measures to comply with the obligations associated with the prevention of operations with resources of illicit origin allow our clients to significantly reduce the risk of sanctions when facing criminal proceedings, including those that could lead to the dissolution of the company.

The criminal law team at Arochi & Lindner develops innovative legal strategies to defend the interests of our clients involved in criminal proceedings. Our lawyers have been trained at the top universities of the country and continue their preparation in Mexico and abroad, allowing them to take on accusatory and oral criminal matters with a technical, ethical, and highly specialized approach.



Intellectual Property

At Arochi & Lindner, intellectual property is at the core of what we do. With a deep understanding of business, law, and technology, we help our clients secure, enforce, and maximize the value of their intangible assets across industries and jurisdictions.

Our full-service IP practice covers trademarks, patents, copyrights, trade secrets, domain names, and licensing. We guide clients through every stage—from clearance and registration to portfolio management, enforcement, litigation, and commercialization. Whether protecting a brand, an invention, or digital content, we provide tailored, forward-thinking strategies that align legal protection with business objectives.

Recognized internationally for our experience and results, we are trusted by multinational corporations, innovative startups, and creative industries to safeguard what makes them unique.





IP Enforcement

With a deep understanding of how illicit activities impact brand value and market share, our Enforcement team delivers powerful, results-driven strategies across a wide range of industries — including entertainment, consumer products, luxury goods, sports, automotive, electronics, and software—.

Our specialized team of more than 20 professionals —including attorneys, paralegals, and in-house investigators— has been trained by international experts in investigative techniques, ensuring a sophisticated and proactive approach.

We go beyond traditional legal actions. We work closely with clients to design comprehensive, creative, and business-oriented enforcement strategies. From ongoing market monitoring, intelligence gathering, and border measures to judicial and out-of-court remedies, we offer end-to-end solutions tailored to the specific needs of each client and industry.

At Arochi & Lindner, we protect your rights with precision, and your brand with purpose.



Life Sciences

We advise companies in the pharmaceutical, biotechnology, medical device, food, cosmetics, and agricultural sectors throughout the entire lifecycle of their products. Our expertise covers regulatory approvals, intellectual property protection, licensing agreements, advertising, and litigation.

Our interdisciplinary team of attorneys, chemists, and engineers combines technical and legal knowledge to deliver strategic solutions in a highly regulated environment. We also support clients in public procurement processes, regulatory compliance, and institutional relations.

With a comprehensive approach, we help life sciences companies innovate, protect their developments, and operate with legal certainty—maximizing their market value.





Litigation

At Arochi & Lindner, we lead complex, high-stakes administrative and criminal litigation with a sharp focus on protecting and enforcing our clients' most valuable assets, comprising intellectual property rights in a wide range of industries.

Our litigation team combines deep legal expertise with technical and business insight. From early risk assessment to trial and appeal, we develop smart, cost-effective strategies that align with our clients' business goals —resolving disputes when possible and litigating decisively when necessary—.

Our litigation practice is driven by precision, preparation, and a relentless commitment to results.



Patents

At Arochi & Lindner, we help clients protect and enhance the value of their innovations through tailored legal and technical strategies. We secure the most suitable protection for each invention—whether through patents, utility models, or industrial designs.

Our services include patent prosecution, portfolio management, licensing, technology transfer, and enforcement. With a multidisciplinary team and deep experience across industries like pharmaceuticals, biotechnology, automotive, and technology, we deliver effective, business-oriented solutions.

We are particularly recognized for our strength in patent litigation. Our collaborative culture enables close cooperation between attorneys and in-house technical experts—ensuring guidance that is legally thorough, technically sound, and strategically effective.



Privacy & Data Protection

At Arochi & Lindner, we provide a full range of specialized services in privacy and personal data protection. From cookie policies to artificial intelligence governance, we help organizations build responsible data strategies that meet regulatory demands while enabling innovation.

As global data flows intensify and technologies like AI reshape operations, safeguarding personal data and ensuring transparency have become business imperatives. Our team supports clients in defining and implementing robust governance frameworks to manage data ethically, lawfully, and effectively, considering the operational needs as well as the sensitivity of the data.

With over 70% of countries enforcing data protection laws and regulators becoming increasingly specialized, the risks of non-compliance are real and rising. With offices in Mexico and Spain, we guide clients through complex and evolving regulatory landscapes, helping them understand obligations, train internal teams, and build a culture of compliance that meets the expectations of today's data-driven world.



Regulatory

At Arochi & Lindner, we offer comprehensive regulatory counsel across all stages of product development, approval, and commercialization. We advise on COFEPRIS matters and consumer protection for highly regulated industries.

Our team blends legal, scientific, and strategic expertise to support clients in sectors such as life sciences, food and beverages, cosmetics, medical devices, medicines and pharmaceutical treatments, agriculture, and biotechnology. We help companies meet local and international regulatory standards, minimize risks, and accelerate time-to-market.

From regulatory approvals and modifications to institutional lobbying and smart labeling reviews, we enable our clients to break boundaries and operate with confidence —always in full compliance—.



Trademarks

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.

OUR TEAM



Meet our team



Roberto Arochi
Partner | [Profile](#)



Heidi Lindner
Partner | [Profile](#)



Jorge Mier y Concha
Partner | [Profile](#)



Ricardo Sanguino
Partner | [Profile](#)



José Antonio Arochi
Partner | [Profile](#)

AROCHI & LINDNER

ABOGADOS | ATTORNEYS AT LAW | EST. 1994

THANK YOU!

arochilindner.com

info@arochilindner.com

MEXICO | SPAIN

 arochilindner.com