



VILA

Abogados | Attorneys at Law

## INTELLECTUAL PROPERTY

+ 500  
Patents

+ 10,000  
Trademarks

clients  
from 5 Continents

+ 1,000  
Litigations favorable  
resolutions

# US

## INTELLECTUAL PROPERTY EXPERTS

VILA is a leading firm in Mexico, formed by a team of professionals with a special **focus on business generation and added value.**

Our professional trajectory has been recognized by our clients, some of them part of the Fortune 500, the Nasdaq index, Bloomberg, among others, and we have also been recognized by various global publications such as Chambers & Partners, IAM Patent 1000, Benchmark Litigation, Latin Lawyer, Best Lawyer, Managing IP Handbook and Corporate INTL.

For VILA, favorable results for the benefit of the client is the best recognition of our work. Therefore, we carefully analyze the cases from their legal nature and the implications in the environments, for which we **offer integral solutions that adapt to their needs and the specific case of action.**



# AT THE FOREFRONT OF OUR SPECIALTIES

VILA is distinguished by our commitment and institutional loyalty in favor of our clients, our untiring search for excellence and innovation, as well as for always being at the forefront of knowledge in the areas of our specialties.

Our Firm is the result of preparation, **training processes, collective effort, synergies, passion and creation of solid foundations** that seek success, satisfaction and favorable results for our clients.

Reconocimiento  
público

*Un miembro de VILA "...es impresionante al contar con una visión internacional en el manejo de sus asuntos..."*

*Chambers and Partners.*



# IMPROVING PROTECTION

## PORTFOLIOS

- Management and protection of IP portfolios.
- Trademark Monitoring and surveillance.

## LITIGATION

- Development of solid strategies against unfair competition and counterfeiting.
- Litigation before judicial and administrative courts.
- Mediation and arbitration on IP disputes, including domain names controversies.

## BUSINESS

- Licensing, franchise and assignments.
- Transfer of technology, commercial representation, trade secrets; as well as business negotiation consultancy.
- Auditing and valuation of IP rights.

## FILING AND PROTECTION

- Inventions such as patents, utility models, industrial designs and Integrated Circuits.
- Trademarks, slogans and trade names

# OUR EXPERTISE IP PORTFOLIOS

INTELLECTUAL PROPERTY

Legal standing of IP goes beyond filing and prosecution.

Our business oriented focus allows us to concentrate our efforts to analyze your IP assets in order to suggest and implement the most convenient solutions to increase your potential.

In addition, we have a **360° overview of the cases** that allow us to foresee co-lateral relevant issues, namely tax and finance.





# OUR EXPERTISE DISPUTE RESOLUTION

LITIGATION

Vila is proud of a lengthy record of success on litigation and settlement disputes.

Our highly skilled legal and technical staff ensures the best course of action to protect and enforce IP rights, as a result, they are able to work with our clients to jointly develop **strategies to maximize their rights and position** within the market.

Litigation before administrative and judicial courts, border measures, enforcement, domain name dispute resolution and unfair competition; are part of our specialized services in this area.

+ 000 *Procesos de litigio*



# IMPROVING PROTECTION

## BUSINESS

- o Licensing, franchise and assignments.
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## FILING AND PROTECTION

- o Inventions such as patents, utility models, industrial designs and Integrated Circuits.
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# SIGNIFICANT CASES

- Representing an important international [pharmaceutical](#) company in the [prosecution process against competitor for unauthorized use of registered trademarks](#).
- Representing a world famous [aircraft manufacturer](#) in a trademark dispute against a world leader car manufacturer, obtaining favorable resolutions for the benefit of our client.
- Recovery, through litigation, of world leading trademark in the [fashion industry](#).
- Recovery of multiple trademarks related to [cosmetic](#) products to their legitimate owners through [litigation strategies](#)
- Recovery of a [domain name](#) of a leading company of passenger transport through the [arbitration proceedings](#) before the World Intellectual Property Organization (WIPO).

*public recognition* 

A VILA' member work "...is impressive [having] a very international approach to his business".

Chambers and Partners. □

- [Recovery through litigation of world famous trademark](#) for the [automotive industry](#) for illegal use of IP rights.
- Representing a leading [pharmaceutical company](#) in simultaneous injunctions to seize counterfeit goods in several cities in Mexico, for the unauthorized use and reproduction of three dimensional trademarks and designs.
- Recovery of the trademark holding for one to [the most important football team of the National MX League](#)



# PUBLIC RECOGNITION

## & CLIENT TESTIMONIAL EXPERIENCE

VILA has also been recognized by the following international publications:



**Chambers**  
AND PARTNERS



Finance Monthly

**IP STARS**  
from Managing IP



**LEXOLOGY**

**WTR**  
1000

Best Lawyers



**LATIN LAWYER**

**B** BENCHMARK  
LITIGATION

Some of our clients recognition:



*"VILA Attorneys is our Go-To Law Firm for intellectual property matters. Víctor Vila's strategic planning and sophisticated craftsmanship, invariably provides us with tailor suited solutions to complex situations. I highly recommend.."* - *Juan Pablo Patiño*  
Legal Director



*"The law firm that any world-class corporation would like to have by its side"* - *EdUARdo Pérez*  
Head of Finance and Relations  
with Government



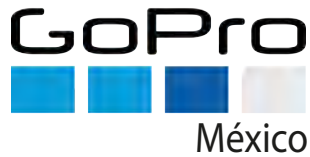
*"We have found in VILA highly specialized counsel, approached on a very clear and objective perspective, that has been very valuable for our company best decisions."* - *Enrique Orendain*  
Mexico CEO

# OUR CLIENTS

Some of the clients we have represented:



THOMSON REUTERS



All trademarks shown are the **exclusive property** of our clients, shown only for the artwork intended to be proposed as they appear in the public database of the Mexican Institute of Industrial Property.

# IP EXPERTS



## VÍCTOR VILA

### PROFESSIONAL EXPERIENCE

Founding partner of VILA®, he has more than 20 years of professional experience, having previously collaborated with some of the most prestigious law firms in the country in planning, auditing and creating strategies in the field of administrative, corporate, business and intellectual property law, which has generated trust as a strategist and consultant for large national and foreign companies, as well as government entities.

### EDUCATION

Master's degree in Public Law, awarded by the Universidad Panamericana de Guadalajara.

Licensed in Public Private Associations, Instituto Tecnológico de Estudios Superiores de Monterrey.

### AFFILIATIONS

- Legal Counsel of the Government of the State of Jalisco in administrative law and intellectual property matters.
- Counselor of the Presidency of the Republic on issues related to Intellectual property law.
- Member of the International Association of Registered Trademarks (INTA)

### SUCCESS CASES

- Attorney authorized by the Government of the State of Jalisco for arbitration representation in Lousanne, Switzerland against the International Swimming Federation (FINA) for an international contract, obtaining favorable results that generated savings of more than 6 million dollars in favor of our client.
- Advisor and negotiator for a renowned world athlete in a representation contract for more than 120 million dollars.
- Designer of a strategy for the development of a public-private partnership project between the federal government, the state government and individuals, in a project for more than 100 million dollars.
- Creator of a strategy for the global protection of a leading brand in the pharmaceutical sector.
- Advisor and coordinator of the intellectual property aspects in the sale of an important company in the telecommunications sector in an operation for more than 300 million dollars.
- Participant in the design of public policy on intellectual property with the government of the state of Jalisco for the 2012-2018 administration.
- Presenter of constitutional controversies before the Supreme Court of Justice of the Nation to promote the non-invasion of spheres of administrative powers within the state of Jalisco.
- Participant in the process of negotiating and acquiring a brand within the health industry for more than 10 million dollars.

# IP EXPERTS



## ELÍAS RÍOS

### PROFESSIONAL EXPERIENCE

With more than 25 years of experience, he is responsible for providing advice to universities and companies -particularly in the pharmaceutical industry and technology development- with remarkable results over the years based on effective strategies with a business focus and when necessary defense through litigation.

His experience also includes handling a broad spectrum of matters that goes from freedom of use opinions to full-scale litigation proceedings, as well as negotiating and drafting settlement agreements.

He is a key element in our firm's patent litigation practice and frequently relieves consultations on economic competition and antitrust regulations. Copyright and franchise matters are also common practice for him, as well as having extensive experience in the software industry.

With patent studies in Japan, he actively participates in consulting strategies for the protection of technological developments and has been a professor at various national and international universities as well as business forums in Mexico and abroad. He has participated as a co-author in several books specialized in intellectual property and is an Accredited Consultant by the Ministry of Economy.

### EDUCATION

Bachelor in Law, Universidad Nacional Autónoma de México.

Specialty in: Intellectual and Industrial Property Law, Protection and Civil and Commercial Procedural Law, Universidad Panamericana.

IP Rights Training Course for Lawyers, Japan Institute of Invention and Innovation.

Licensed in Economic Competition, Universidad Iberoamericana.

### EXPERIENCE

- President of the Western Committee of the MEXICAN ASSOCIATION FOR THE PROTECTION OF INTELLECTUAL PROPERTY, A.C. (AMPPI) Period 2021-2023
- Consultant accredited by the Ministry of Economy.
- Honorary member of the Center for International Legal Studies.
- Has been ranked as an outstanding practitioner by the following publications: Chambers, IP Stars, IamPatent 1000, Benchmark Litigation, Latin Lawyer, Legal 500.
- He has participated as a co-author of books such as; "Genesis and legislative evolution of Intellectual Property" (2018) and "Industrial Property Law" (2018)
- Articles made in prestigious magazines; Entrepreneur Magazine and Thermometer Online 2019.
- Teaching Activity: Universidad Panamericana México, Universidad Panamericana Guadalajara, Instituto Tecnológico Autónomo de México, Universidad del Valle de México.
- Lecturer at events sponsored by the following organizations: Japan External Trade Organization JETRO. Washington, United States, Branded Generics, CYPIN. Philadelphia, United States, International Judicial Academy. Washington, D.C. United States, Business Software Alliance. Washington, D.C. United States, Campus Party, Connector by BOSCH, OTT Network, among other organizations.

# IP EXPERTS —



## CITLALI CARLOS

### PROFESSIONAL EXPERIENCE

Citlali has more than five years of experience in the Intellectual Property area, providing advice to both national and international clients, as well as work experience in Spain and Turkey in the corporate area of a Mexican company in the energy sector.

As part of its practice, Citlali collaborates with international associates to provide the best legal advice to Mexican clients who aim to expand their business scope globally, as well as to provide legal assistance to foreign clients who wish to have a presence in Mexico.

Her practice is also focused on the administration of large portfolios of national and foreign clients' brands, keeping their intellectual property assets in full force, being also very involved in contracts of the matter, such as License Contracts, Coexistence Agreements and Agreements Transaction.

Her commitment to the firm, as well as the detail in her work, has made her an important element of the firm, and her talent, vision and legal intuition have allowed her to achieve many goals in her field, being ranked by BENCHMARK LITIGATION as "FUTURE STAR".

### EDUCATION

Bachelor in Law, INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE OCCIDENTE (ITESO) - 2012

Course given by the Mexican Association for the Protection of Intellectual Property (AMPPI), ANALYSIS AND REVIEW OF THE NEW INTELLECTUAL PROPERTY LEGISLATION - 2020

Italian Language Studies in Rome and Milan - 2014, 2015

English Language Studies in Canada - 2006

### AFFILIATIONS

International Trademark Association (INTA) member since 2017

### SUCCESS CASES

- She has successfully expanded the brand portfolio of several clients, overcoming registration obstacles, given his argumentation skills against registration impediments, as well as negotiation, and the creation of legal strategies to obtain the registration of Trademarks.
- Has been ranked by BENCHMARK LITIGATION recognized as "FUTURE STAR" (2020)
- Publications; she elaborated an article for the electronic magazine Your LATAM FlagshIP, under the title "Relevant amendments to the Industrial Property law of Mexico" (2018)
- Publications; Participated in an article for the Mexico 2021 Section "Trends & Developments" of the Patent Litigation Guide of CHAMBERS & PARTNERS, under the title "Patents in Mexico 2020: A New IP Law and Renewed Free Trade Agreements in the COVID -19 Era "(2021)
- Collaborates in the area of patents, and has helped along with other partners of the firm to overcome background trades, resulting in obtaining patents.



# IP EXPERTS

## CÉSAR RAMIREZ



### PROFESSIONAL EXPERIENCE

Partner of the firm's Intellectual Property area, an area in which he has worked professionally for more than 16 years, with a particular focus on the field of trademarks and Intellectual Property Litigation.

His experience includes the defense and recovery of trademarks derived from the design of complex litigation strategies, as well as advising companies in the tequila and mezcal industry in relation to the use of appellations of origin.

His practice also includes advice on Copyright and Industrial Property for software and video game companies.

He manages important Intellectual Property portfolios of national and foreign clients.

### EDUCATION

Bachelor in Law, Universidad Panamericana.

General Course on Intellectual Property by the World Intellectual Property Organization (WIPO)

Advanced Course on Trademarks, Industrial Designs and Geographical Indications taught by the Academy of the World Intellectual Property Organization (WIPO)

Seminar on Community Trademarks, Drawings and Designs organized by the Organization for the Harmonization of the Internal Market (OHIM, European Union), the Mexican Institute of Industrial Property (IMPI) and the Technological Institute of Higher Studies of the West (ITESO).

Seminar on Federal Law for the Protection of Industrial Property Organized by the Mexican Institute of Industrial Property and the Universidad Panamericana.

Seminar on Analysis and Review of the New Legislation on Industrial Property, organized by the Mexican Association for the Protection of Intellectual Property, A.C. (AMPPI)

### AFFILIATIONS

International Trademark Association

### SUCCESS CASES

Member of the International Association of Registered Trademarks (INTA)

Advisor to a company in the beverage industry in a contract with a renowned Hollywood figure to act as its brand ambassador.

Recovery of trademarks in Mexico of an important company listed on NASDAQ, via an Intellectual Property litigation strategy.

Negotiation of an image use contract between a renowned Mexican artist and an important company in the beverage industry.

Recovery of the domain name of an important transport company via arbitration before the Arbitration Center of the World Intellectual Property Organization (WIPO).

Advice to an important tequila company in the sale of some of its brands to an American company.

Member of the Non-Traditional Trademarks Committee of the International Trademark Association (INTA).

He has been ranked as a featured litigator by Benchmark Litigation.

Author of a blog on Intellectual Property.

## **[ Info - Client ]**

*Our firm has developed highly specialized computer programs, the Info-Client system, an effective tool that allows our clients to consult via internet the status of their current and pending matters, reminders, monitoring, progress and in general the legal course of their matters.*

**“Anywhere, at any time our customers are *always informed*”**

# VILA

## IP TEAM

PARTNERS

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Leading a team of **+30**  
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