



VILA

Abogados | Attorneys at Law

LITIGATION

+ 5 000 Favorable
Legal Proceedings

+ 1 000 Satisfied
Clients

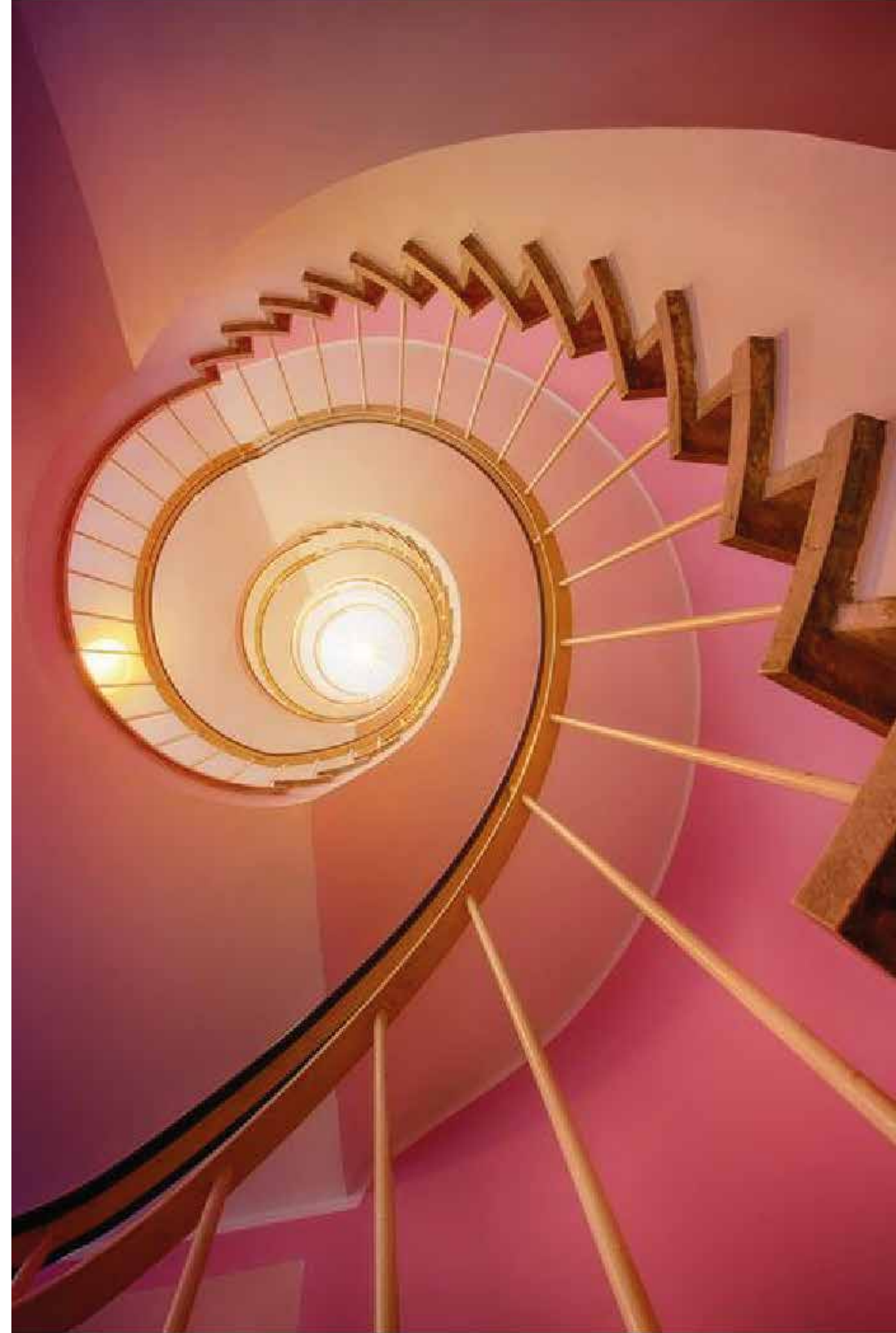
+ 40 Legal
Professionals

US

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

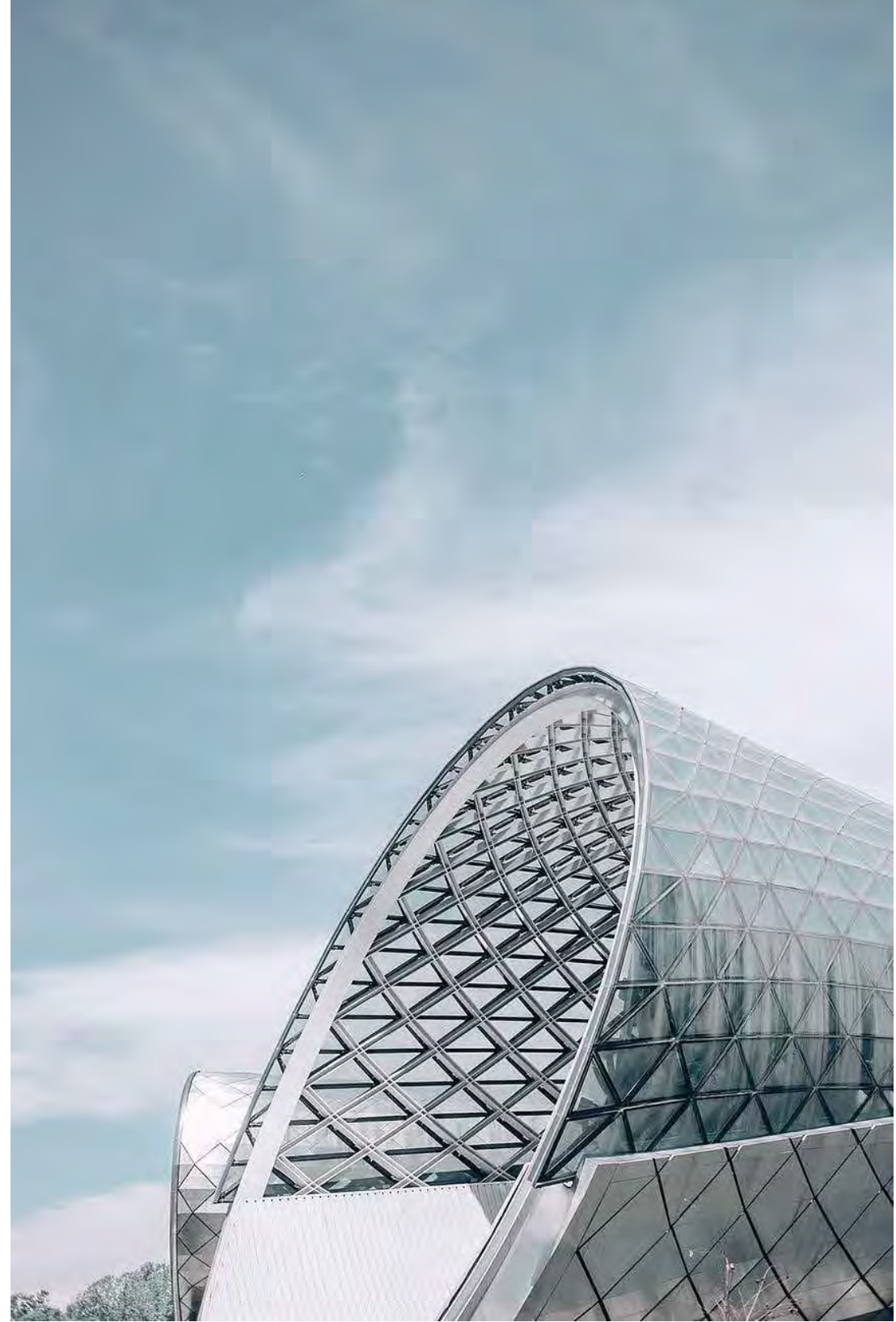
VILA is distinguished by our commitment and institutional loyalty in favor of our clients, our untiring search for excellence and innovation, as well as for always being at the forefront of knowledge in the areas of our specialties.

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.

public
recognition 

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

Chambers and Partners.



SERVICES

Applications for administrative declaration of nullity, expiration or cancellation of patent titles, utility model registrations, industrial design registrations, trademark or commercial notice registrations before the Mexican Institute of Industrial Property.

Requests for administrative declaration of infringement for unauthorized use or exploitation of patents, utility models, industrial designs, trademarks or commercial notices, before the Mexican Institute of Industrial Property.

Requests for the adoption of precautionary measures and border measures for the violation of provisions of the Industrial Property Law, processed before the Mexican Institute of Industrial Property.

Nullity proceedings before the Specialized Intellectual Property Chamber of the Federal Court of Tax and Administrative Justice, against acts of the Mexican Institute of Industrial Property and the National Copyright Institute.

Direct and Indirect Amparo Proceedings related to Intellectual Property Rights.

Celebration of settlement agreements for the solution of conflicts in Intellectual Property matters.

Handling of domain name dispute procedures.



I. INTELLECTUAL PROPERTY LITIGATION

VILA has an **Intellectual Property litigation** and enforcement team with an important history of success, which allows us to apply this experience to the matters entrusted to us. Since we are aware of the importance that Intellectual Property assets represent for companies nowadays, and given that sometimes it is not enough to obtain registrations before the respective authorities, **it is important to be prepared to enforce the rights arising from such registrations** in case of invasions or violations by unauthorized third parties. Our firm has highly specialized lawyers who are constantly updating their knowledge on the subject, and with a strong commitment to customer service, so **we are characterized by the timely follow-up and monitoring** of each of the lawsuits in our care and the adequate and timely reporting of the same to our clients.



II. ADMINISTRATIVE LITIGATION

Administrative appeals before the authorities themselves for acts of the three levels of government.

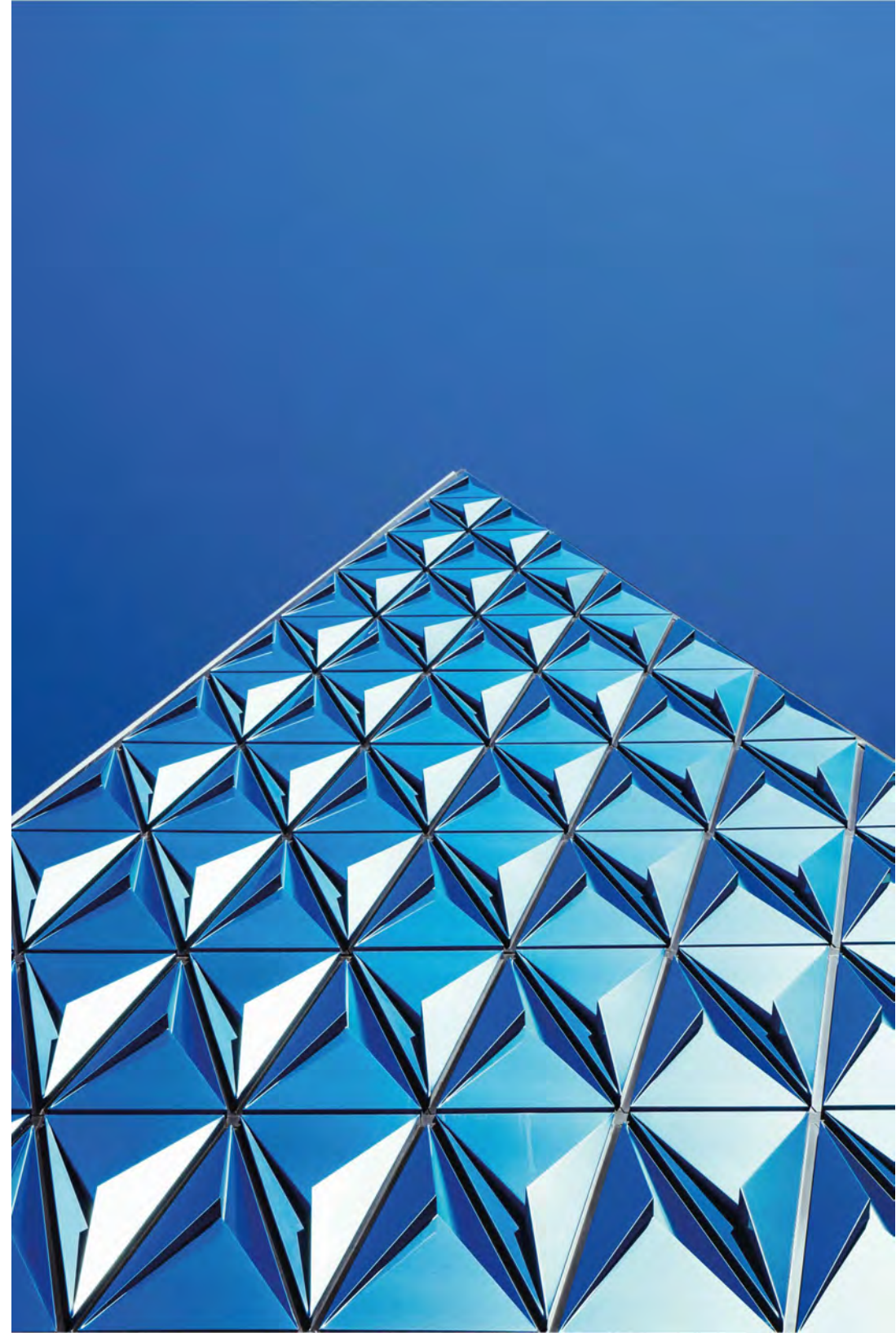
Contentious lawsuits derived from Acts of Authority.

Nullity trials against administrative acts.

Amparo Proceedings in Administrative Matters.

Constitutional Controversies before the Supreme Court of Justice of the Nation.

Unconstitutionality Actions before the Supreme Court of Justice of the Nation.



III. LAND AND PROPERTY LITIGATION

Similarly, support is provided to litigants in agrarian matters from a substantive perspective; however, the procedural aspects in agrarian trials before Unitario Agrario Courts and the Agrarian Superior Court, as well as in direct and indirect amparo trials in agrarian matters, are handled by teams of external associates.

We offer as a professional service the **preparation of certificates of possession recognition concerning lands within the ejidal nucleus, certified by the representatives of the ejido**, ejidal maps, delimitation of lands within the agrarian nucleus, topographic surveys, management of procedures, and corresponding assemblies within the ejido.

Necessary support is **provided to ejidos for the management and celebration of ejidal assemblies to facilitate agrarian processes**, ensuring that the processing of these processes is carried out appropriately in accordance with agrarian legislation.



IV. TAX LITIGATION

Filing of claims, follow-up, obtaining resolutions and **defense** of contentious-administrative proceedings in tax matters.

Promotion of **precautionary measures**.

Proceedings for **injunctive relief in tax matters**, including against the application of tax laws.

Presentation of contentious appeals foreseen in the Tax Regulations of our country, against **administrative resolutions** issued by the tax authorities.

Accompaniment during **auditing procedures**.

Challenging of visit reports and resolutions of **determination of tax credit**.

Requests by the tax authorities and the **resolution** of the same.

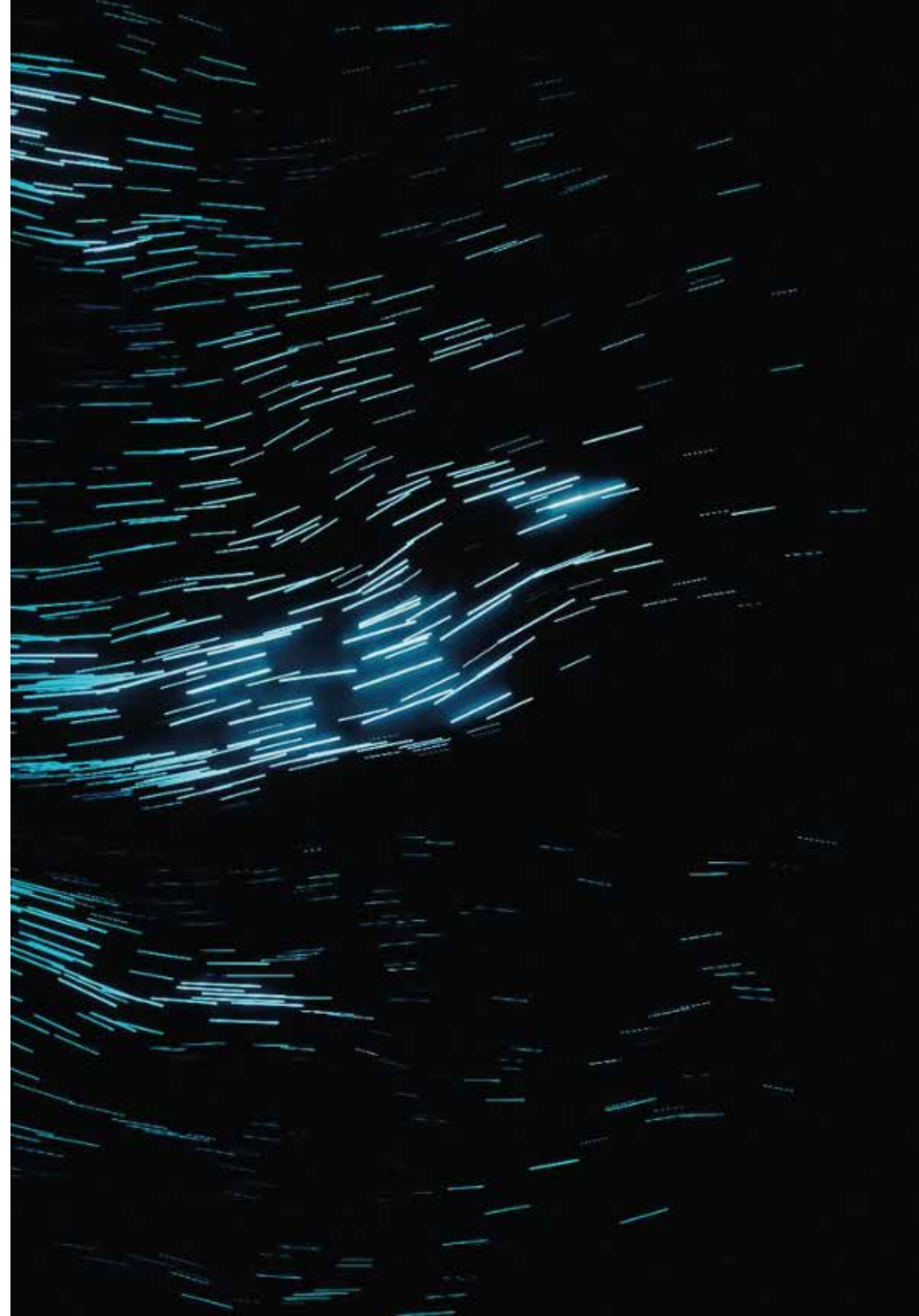


V. CIVIL AND COMMERCIAL LITIGATION

1. Advice and generation of legal bases in the conception, instrumentation, implementation and operation of parastatal entities as auxiliary organisms of the public administration in the federal, state and municipal spheres, with broad experience in the constitution and operation of Public Trusts.

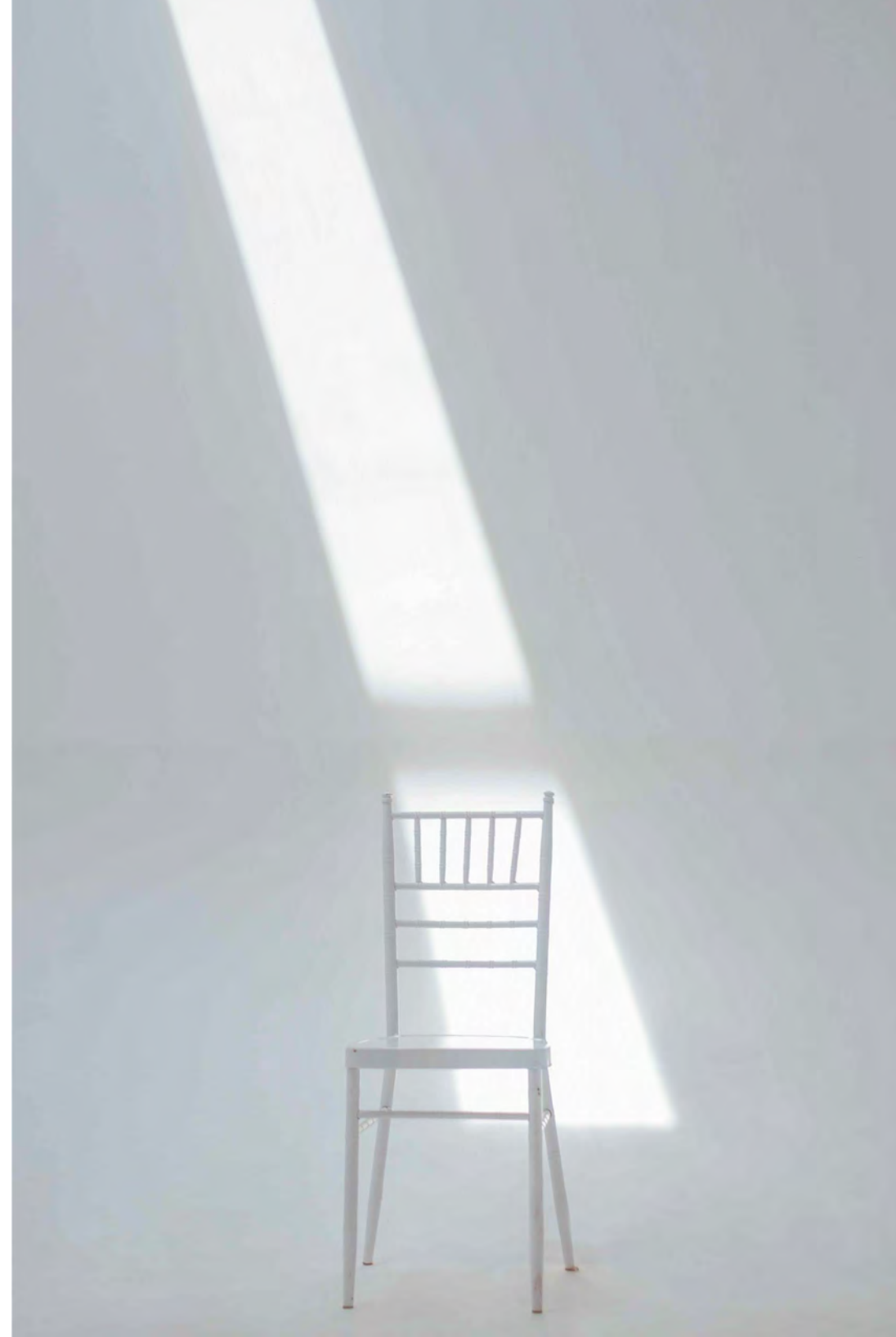
2. Study, elaboration, advice and accompaniment of law initiatives, regulations and norms in general, for their presentation before the legislative assemblies of their competence; as well as comparative studies of the same and their harmonization with other normative bodies.

3. Accompaniment in the structuring, advisory and accompaniment in awarding procedures in its different modalities, tenders, bids and direct awards.



V. CIVIL AND COMMERCIAL LITIGATION

4. Advice on strategic planning of government programs and projects.
5. Legal audits of procedures, contracts and projects executed by governmental agencies or by private parties on behalf of those agencies.
6. Legal advice and coordination in the conception, feasibility, instrumentation, implementation and start-up of Public-Private Partnership projects, in their different modalities.
7. Legal structuring and implementation of projects and contracts in which any government agency participates.
8. Study and assessment of the legal framework of specific branches or matters of the municipal public administration.



RELEVANT CASES

- Recovery via litigation of a leading brand in the fashion industry.
- Recovery of trademarks of cosmeceutical products for their legitimate owners through litigation strategy.
- Recovery of the domain name of a leading passenger transportation company through arbitration proceedings before the World Intellectual Property Organization (WIPO).
- Obtaining favorable resolutions in several contentious proceedings for unauthorized use of trademarks for an important company in the textile industry.
- Representation of a leading company in the pharmaceutical industry in simultaneous operations of seizure of merchandise in various cities of the republic for the unauthorized reproduction of three-dimensional trademarks and designs.



PUBLIC RECOGNITION & CLIENT TESTIMONIAL EXPERIENCE

VILA has also been recognized by the following international publications:



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 OUR CLIENTS



OUR EXPERTS

ADMINISTRATIVE LITIGATION

IP LITIGATION

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.

Law degree 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.

OUR EXPERTS

ADMINISTRATIVE LITIGATION

TAX LITIGATION

ALMA HINOJOSA



PROFESSIONAL EXPERIENCE

- Integrator and coordinator of Private Investment Projects.
- Legal auditor of strategic projects, as well as in the implementation of strategies and legal solutions.
- Legal advisor to the Senator of the LXIV Legislature in legislative initiatives and processes.
- Legal auditor of the awarding processes and contracts of the Presidency of the Republic in the field of Information and Communication Technologies and National Security.
- Legal structuring to obtain authorization from the federal government for the use of María Cleofas Island, as well as structuring and implementation of the Cleofas Initiative Project, for the preservation of ecosystems, biodiversity and environmental goods and services of said protected natural area.
- Student of normative and referential frameworks in different subjects.
- Advisor on structuring Public Trusts and their operation.
- Member of the team responsible for the preparation of the Draft Law of Investment Projects and Provision of Services of the State of Jalisco (APP) and its Regulations.

- Giver of advice and support in delivery-reception procedures of the Public Administration.
- Advice on the restructuring process of the Intermunicipal Potable Water and Sewerage System, and reforms to the Water Law for the State of Jalisco and its Municipalities.
- Advisor to the Municipality of Zapopan in the legal instrumentation of the Comprehensive Services for the Equipment, Advice and Training of Information and Communication Technologies of the New Public Security Building and C2.
- Legal instrumentation of the contract for the services for Updating the Municipal Cartographic Base with LIDAR Technology of the Municipality of Zapopan.

EDUCATION

- Diploma in Health Regulation in the Pharmaceutical Industry. By Instituto de Educación y Asesoría en Ciencias Farmacéuticas y Farmacológicas, S.C /Universidad Intercontinental.
- Diploma in International Commercial Arbitration. By Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO)
- Seminar Federal Law for the Protection of Industrial Property, IMPI-Universidad Panamericana
- Diploma Law training course- Public/ Private partnerships. Tecnológico de Monterrey, Banco Interamericano de Desarrollo and Universidad Politécnica de Madrid
- Master in Public Law at Panamericana University in Guadalajara.
- Diploma: "Municipal Public Management" at College of Jalisco, A.C. and University of Catalonia, Spain.
- Diploma: "Municipal Regulations" at Institute of Technology and Higher Studies, (ITESO from its Spanish Acronym).
- Course: "Mediation as a way of resolving conflicts", at Pepperdine University in Malibu, California, U.S.A., imparted at Panamericana University in Guadalajara.
- Diploma in Municipal Administration at Cuauhtémoc University.
- Law degree, at Western Institute of Technology and Higher Education (ITESO).

OUR EXPERTS

IP LITIGATION



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.

OUR EXPERTS

IP LITIGATION

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 OrganizationJETRO. 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.

OUR EXPERTS

IP LITIGATION



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.

OUR EXPERTS

LAND AND PROPERTY LITIGATION

ALFREDO RENDÓN



PROFESSIONAL EXPERIENCE

Alfredo de Jesús Rendón Ibarra, born May 23, 1985, is an outstanding professional in the field of real estate and business law. As Founding Partner and Director of Miranda, Rendón y Asociados, he has left a significant mark in the field of advisory, consulting and development of real estate and tourism projects. His experience covers a wide range of areas, including restricted zone trusts, ejido processes, real estate closings, project management, real estate and tourism business model analysis, private investment funds and water concession management (CONAGUA), both in the public and private sectors.

Mr. Rendón has a solid academic background that supports his professional experience. He has a Master's Degree in Tax Law and a Master's Degree in Corporate Law. He has obtained several degrees and certifications, including the Senior Management Program at IPADE Business School, the Master's Degree in Corporate Law from Universidad Anáhuac de México, the Diploma in Agrarian Law and the Diploma in Criminal Tax Law.

In addition, he has completed a Master's Degree in Tax Law at the Universidad del Valle de México, Guadalajara, Jalisco.

Throughout his career, Mr. Rendón has demonstrated his experience and knowledge in the resolution of claims and representation in administrative and tax lawsuits. He has had an outstanding career as a public servant in

CONAGUA, where he has played a crucial role in the management and administration of water concessions. His experience in the public sector has provided him with a unique perspective and a broad knowledge of regulations and policies related to water resources.

In addition, Mr. Rendón has achieved recognition as a successful participant in the Shark Tank program. His ability to identify business opportunities and provide strategic advice has caught the attention of investors and entrepreneurs. His participation in the program has further consolidated his reputation as an expert in consulting and project development.

Outside of work, Mr. Rendón is founding president of ChiloChill, a Glamping resort located in La Ventana, BCS, which offers unique experiences of water activities and breathtaking scenery of the Sea of Cortez. He is also a Founding Partner of Maviri Beach Club, a beach club committed to promoting clean beach culture.

With his experience, knowledge and passion for his field, Alfredo de Jesús Rendón Ibarra continues to make a significant mark in the legal and business world. His strategic approach, commitment to sustainable development and leadership make him a highly respected and valued professional.

[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 TEAM PARTNERS

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