



VILA

Abogados | Attorneys at Law

# **SPORT AND ENTERTAINMENT**

# ABOUT US

The world of sports and entertainment has become a world of business. This is true in a small world now ruled by the internet, in which both sports and entertainment industries have become a global reference for economic activity, competitiveness and innovation. Many companies have looked into these industries as a reference and opportunity to advertise their products and services through millionaire agreements.

As the complexity and specialization of the business of sports and entertainment continue to grow, in Vila® we have the strong conviction that so does the need for sophisticated counsel with a deep understanding of our client´s issues, the experience necessary to effectively and efficiently help them achieve their goals, with a track record of delivering results for our clients on the matters that mean the most to them. always offer services of the utmost quality and efficiency.



Having dealt with very important cases in these industries, Vila has developed a strong reputation in international sports and entertainment law with specialists in the area. We regularly advise clients on several areas such as football, boxing, acting, etc.

With multi-lingual lawyers who are experienced in the field of sports and entertainment Vila ® is pleased to assist our clients within these fields.

Whether it is advising about the acquisition or disposal of professional sports franchises or development, growth and infrastructure sites, or working with individual athletes, coaches, managers and executives in their career associations, including all aspects of corporate law, public finance and regulatory law, we have the experience and qualified professionals needed to advise our clients.

Our service to this industry is designed to meet the needs of each client, and may be offered on an ongoing basis, in relation to the clients, day-to-day activities, or in relation to special engagements. In Both cases, fielding the right professional team allows Vila ®, to always offer services of the utmost quality and efficiency.



# AREAS OF SERVICES

**Sports encompasses** a multitude of areas of law brought together in unique legal compliance.

**Entertainment law** involves the application of contract, commercial, employment and intellectual property law principles.

**Brand and Intellectual Property** Protection Worldwide

**Merchandising and Distribution** preserves marketing investments by assisting customer trust and revenues.

**Anti-counterfeit** legal strategies.

**Litigation and dispute resolution.**



# SUCCESSFUL CASES

Some of Vila® relevant cases of 2015 include **representation** in all negotiations for agreements, sponsorship, brand protection, licensing business and other commercial activities of **one of the most important figures in boxing**, current champion of the WBC and WBA.

**Representation of two Foot Ball Teams of Mexico's Premier League** working as their legal department, handling all contracts and agreements, brand protection, licensing, regulatory, anticounterfeit, sponsorships and other commercial activities.

We have **represented** one of Mexico's **most important actors** as well as one of Great Britain's most important theater companies on performance licensing agreements when it comes to negotiations and brand protection.

We were **designated counsels** of the Mexican Government for an arbitration process against International Swimming Federation regarding to the 2017 FINA World Championship.



# OUR EXPERTS



**ELIAS  
RIOS**

Having 25 years of experience, Elias Rios is ranked in different international guides as a remarkable IP lawyer.

He is responsible for assisting top universities, pharmaceutical companies and other entities engaged in several industries with proficiency and sharp advice in terms of commercial and litigation strategies.

His expertise includes also a wide spectrum of matters going from patent freedom-to-operate opinions to full scale litigation proceedings as well as the negotiation and drafting of transactional agreements. He is the key player on the firm's patent litigation practice.

Elias has successfully undertaken competition/antitrust consultation. Copyrights and franchising issues are also a common practice for him having ample experience in enforcement for Software Industry. With studies on IP in Japan, he is actively involved in consulting, planning and implement strategies for the protection of technological developments.

Elias has been lecturer in various national and international universities, lecturer on business forums in Mexico and abroad as well as co-author in IP specialized books.



**VICTOR  
VILA**

Mr. Vila is proficient on trademark prosecution, litigation and transactional work; he also manages global IP portfolios as well as often first chairs litigation and other enforcement efforts in fields such as consumer goods, fashion industry and sports and entertainment. He has an outstanding understanding of the Mexican IP Law and related International Treaties thus; he can undertake a wide array of legal and technical work for the clients for which he is appraised by clients and peers.

Master Degree in Public Law, Postgraduate Degree in Business Law and Postgraduate Degree in Public-Private Partnerships as well as in Constitutional Law, and over more than 15 years of experience with worldwide clients in all kinds of commercial and major administrative matters.

Legal counsel for Mexico presidency office for (former period) in matters of technology and innovation. Consultor in transactions, operations and strategy design.



**CITLALI  
CARLOS**

Rendering services to national and international clients, she had has practices in Spain and Turkey related to executing business legal agreements. From her position, she supervises all aspects of trademark practice and is heavily involved in prosecuting international trademarks applications making her a key asset on the trademark division structure.





# SPORTS AND ENTERTAINMENT

## HEADS OF DEPARTMENT

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