

The logo for VILA, featuring the word "VILA" in a white, serif, all-caps font, centered within a solid red rectangular background.

VILA

Abogados | Attorneys at Law

# INTELLECTUAL PROPERTY

+ 1,000 Litigation  
proceedings.

+ 300 Patent  
files

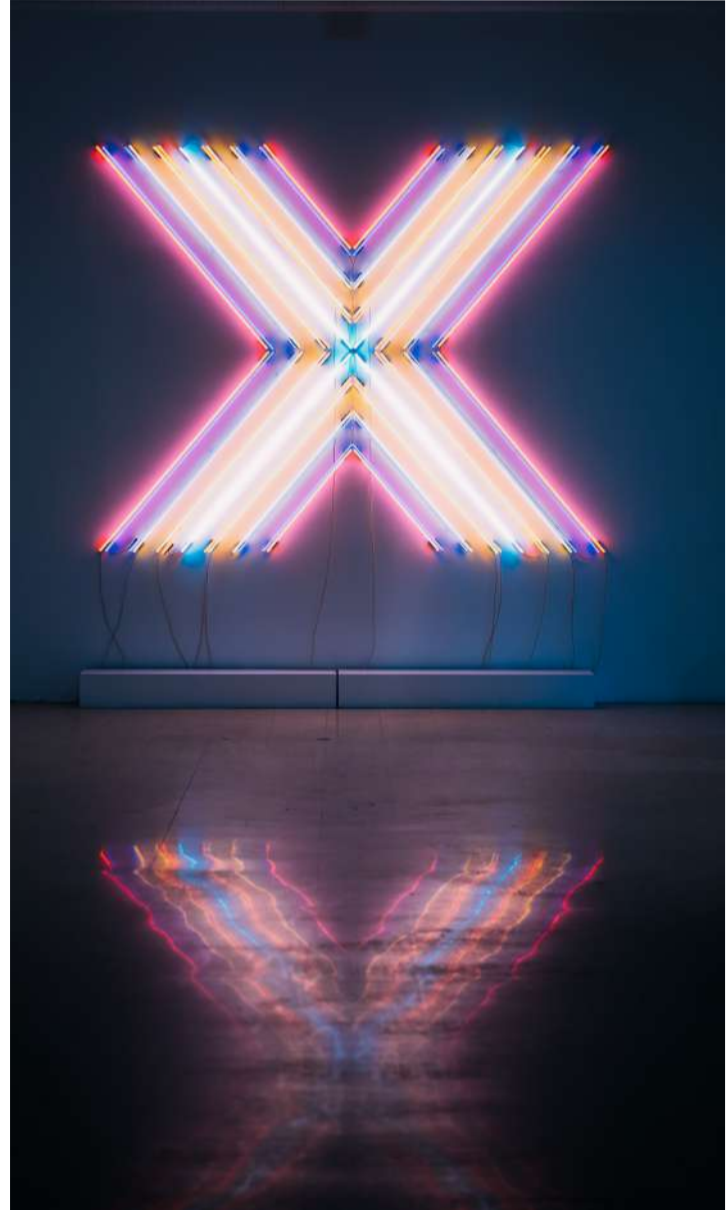
+ 8,000  
Trademark prosecuted  
files

# INTELLECTUAL PROPERTY EXPERTS

As the *main IP Boutique* in Mexico's West-Side, we play a remarkable role as a leading high specialized Intellectual Property law firm. Our capacities, culture, infrastructure and skills have been recognized by our clients, companies engaged in several *industries such as communications, pharmaceutical, automotive, confectionary, alcoholic beverages, textile, jewelry, manufacture, lighting, tools, sports and entertainment*, among others.

Our motivation and passion for service, guides our working schemes to preventive, strategic and integrated cost- benefit services. Constant and effective communication with our clients, in efficient time frame is one of our core policies.

Being active members of the main national and international associations, our team frequently contribute with publications and literary art work, as well as lectures at universities and professional forums.



# IMPROVING PROTECTION

## MANAGEMENT

- o Management and protection of IP portfolios

## LITIGATION

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

## FILING AND PROSECUTION

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

- o Designations of origin
- o Copyright
- o Plants varieties

## BUSINESS

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

# LEADING COMPANIES

AMONG OTHERS, WE ARE HONORED TO REPRESENT THE FOLLOWING TRADEMARKS AND CLIENTS



**BOSCH**



THOMSON REUTERS  
FOUNDATION

Gulfstream  
A GENERAL DYNAMICS COMPANY



**WESTJET**



**PETRONAS**



**SANSUI**

**uBiome**



**Electrolit**  
¡HIDRATACIÓN TOTAL!

 **Stephen Gould**  
Within Reach.



**US MOTOR  
WORKS**

*All the trademarks shown are exclusive property of ur clients displayed only for the graphic intended purpose, as they appeae in the public data base of the Mexican Institute of Industrial Property*

# OUR EXPERTISE IP PORTFOLIOS

## MANAGEMENT

Legal standing of IP goes beyond filing and prosecution.

Our business oriented focus, allow 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 foreseen co-lateral relevant issues, namely tax and finance.

public  
recognition 

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

*Chambers and Partners.*



# OUR EXPERTISE DISPUTE RESOLUTION

## LITIGATION

Vila is proud of a lenght 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.

clients  
from 5 continents.





# SIGNIFICANT CASES

public recognition 

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

**- PISA Pharmaceuticals**

- Representing an important international pharmaceutical company on prosecution process against competitor for **unauthorized use of registered trademarks**.
- Representing a world famous aircraft manufacturer on a trademark dispute against a world leader car manufacture, obtaining favorable resolutions on 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).

- 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**.



# IP EXPERTS



**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. Consultant in transactions, operations and strategy design.



**CESAR  
RAMIREZ**

With more than 10 years of experience in such area, he is an author of a specialized blog in IP matters. Cesar is heavily involved on the firm's trademark prosecution and enforcement efforts and supervises the firm litigation team. Criminal actions, border measures and unfair competition remedies are part of his specialization.



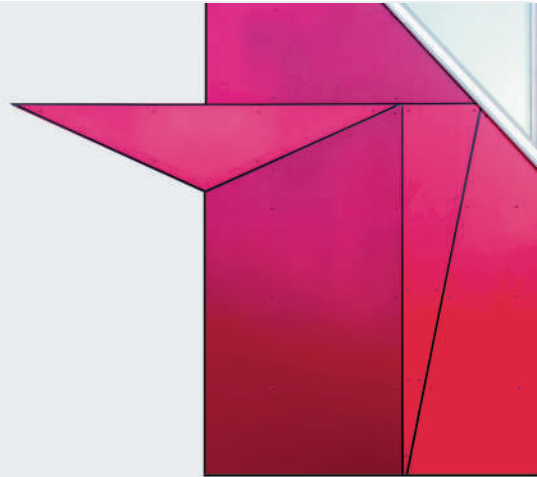
## ELIAS RIOS

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. Elías 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.

Elías 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.



## 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.

# VILA TEAM

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