

## Overview

Businesses around the globe value intellectual property and technology services. These services allow maximum efficiency for companies, providing their customers with their own unique services. In perpetual motion, players must create innovative products and services to feed constant and escalating market demand. Everyone from the developer to the user has an enormous amount invested in products. In this high-stakes environment, you need protection for your original work. This requires a partner with extensive knowledge of different solutions who can choose the best legal remedy.

Our team in Mexico understand these requirements and work relentlessly to protect your investment, whether it's a new medical device, company logo or computer software program. Together, we address complex legal questions with advice tailored to your business needs

How we can help you:

- Counseling, protection and litigation involving trademarks, patents and plant variety rights;
- Carrying out enforcement and anti-counterfeiting actions involving trademarks and patents;
- Drafting and negotiating diverse types of intangible rights agreements, including software license agreements;
- Trademark and patent local and foreign portfolio audits and management; etc. • Designing copyright and related rights protection strategies, and enforcing legal actions against infringement of these rights;
- Right of publicity enforcement actions, etc.

## Your Key Contacts

### Latin America and the Caribbean



**Sergio Legorreta**  
Partner, Mexico City  
D +52 55 1010 9843  
[sergio.legorreta@dentons.com](mailto:sergio.legorreta@dentons.com)