

# Sergio Legorreta

## Partner



Partner

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## Overview

Sergio Legorreta heads Dentons' Mexico Venture Technology practice encompassing technology, media, communications, intellectual property and life sciences and co-chairs Dentons' Venture Technology and Intellectual Property in Latin America and the Caribbean. Sergio focuses on representing disruptors, innovators and leading players in the technology, communications, media, entertainment, transportation, fashion, apparel and retail industries on regulatory matters, operations, expansion, brand enforcement and anti-counterfeiting, venture investments and on all strategic aspects of business operations from a legal perspective. Sergio is also heavily involved on entrepreneurship and emerging company advisory with major incubators and accelerators.

Sergio has been recognized by *Chambers & Partners*, *Legal 500*, *Managing IP*, *Media Law International*, *IFLR* and other major directories as a leading practitioner in Mexico and Latin America. He has created and led top-performing teams achieving top-tier recognition by such directories for over a decade. Sergio was recently (2019) named by *Latin Trade* as one of Latin America's top lawyers under 45 years old.

Sergio is a co-founder of Consentimiento Digital, a non-profit combating the non-consensual distribution of sexual content and is known as DJ PS performing in selected venues and events around the world. Sergio is also a member to the investment board of venture capital funds such as MITA Ventures, PGV Ventures and Acacia Capital.

## Experience

- Advised two leading social network operators on privacy, regulatory and legal aspects of their operations in Mexico and Latin America.
- Advised the world's leading Internet platform for peer to peer lodging and experiences on its regulatory and legal aspects of its operations in Mexico and Latin America.
- Advised three major online ride-sharing/car-hailing platforms on their expansion and operations in Mexico.
- Advised Virgin Mobile Latin America on its market entry as an MVNO to Latin America, including regulatory, contractual and operational aspects.
- Counsel to major online streaming platforms, OTTs, content developers, studios, producers, festival and

awards organizers on aspects related to content creation, distribution and merchandising.

- Advised a major global satellite manufacturer on the winning bid to construct, build and launch a constellation of satellites for the Mexican Government.
- Counsel to several online e-retailers on their expansion and operations in Mexico and Latin America.

## Activities and Affiliations

### Memberships

- Member, International Bar Association
- BASCAP Chair, International Chamber of Commerce
- Global Member, Business Action to Stop Counterfeiting and Piracy
- Member, Mexican Association for the Protection of Intellectual Property
- Member, Past Board Member, Mexican Telecommunications Law Institute

### Prior and Present Employment

- Partner, Dentons (2019 - Current)
- Partner, An international law firm (2005 - 2019)
- Partner, Ngo, Miguérès & Associates, Mexico (2002 - 2004)
- CEO, GanaPlata.com (2000-2002)
- Associate, Santamarina & Steta (1992-2000)

## Areas of focus

### Practices

- Intellectual Property and Technology
- Venture Technology and Emerging Growth Companies
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- Privacy and Cybersecurity
- Venture Technology and Emerging Growth Companies

### Industry sectors

- Technology
- Communications
- Life Sciences and Health Care
- Luxury, Fashion and Beauty
- Media, Entertainment and Sports

- Retail
- Transportation
- Communications
- Gaming
- Life Sciences and Health Care
- Media, Entertainment and Sports
- Technology
- FinTech

## Region

- Latin America and the Caribbean

## Education

- Harvard University Law School, Law Firm Management graduate
- Instituto Tecnológico Autónomo de México, Postgraduate degree in telecommunications
- Universidad Iberoamericana, Law Degree

## Languages

- English
- French
- Italian
- Spanish