

SPECIFIC IP

**EXPERTS IN
INTELLECTUAL
AND INDUSTRIAL
PROPERTY**



CONTENT

Our Firm
Recognitions
Practice Areas
Industries
Our Team
Contact

SPECIFIC **IP**

OUR FIRM

The members of **SPECIFIC IP** have over 20 years' specialized experience in the solution of intellectual and industrial property matters, both at national and international levels.

All of the professional work conducted by our Firm is carried out by our partners and a group of expert associates under their supervision.

Our Firm has active alliances with different Law Firms and Offices working on Intellectual Property matters in different parts of Europe, Asia, Oceania, Africa, the United States, Canada and Latin America.

MEMBERSHIPS:



SPECIFIC | IP



RECOGNITIONS

We are ranked:



SPECIFIC | IP

PRACTICE AREAS

SPECIFIC IP

INDUSTRIAL PROPERTY

At **SPECIFIC IP** we understand the importance of Industrial Property in the different industries and/or for individuals; therefore, we apply our expertise and experience to achieve the protection of their trademarks, patents, commercial names and commercial advertisements, among others.



TRADEMARKS

The protection of trademarks, of commercial advertising and names, of collective trademarks, among other products, has characterized us within the area of IP as professionals.

The capabilities acquired through time and the results that we have obtained guarantee that the integral strategies designed by **SPECIFIC IP** cover the needs of our clients and earn their satisfaction.

In this field, the importance of having services in the areas of consulting, the registration process, publication, renewal, authorizations for use, licenses and the transmission of distinctive signs, both within the country and abroad, is essential for the achievement of goals

PATENTS

The **SPECIFIC IP** team's expertise and experience, in addition to integral strategies for the protection of inventions through patents, utility models, industrial designs and models have generated confidence in our clients.

The objective of providing consulting services, patentability and registration procedures, authorizations of use, licenses and the transmission of distinctive signs, both within the country and abroad is to project ourselves as an international Firm.

COPYRIGHTS

The protection of our clients' copyrights in relation to their literary or artistic works is the obtained result, given our team's expertise and experience, always taking care of the most important details relating to their exploitation and licensing, in addition to their specialized management.

Likewise, the specialized management of services in the areas of consulting, registration processing, publication, renovation, authorization of use as well as licenses, transmission and conservation of works in all areas, reservation of rights, periodical publications and dissemination, among others, place us as a Firm with successful results.

LITIGATION

Our litigation team is composed by expert litigation attorneys, whose mission is to advise our clients on any legal action, protecting the intellectual property rights of their company or business.

Given our ample experience, we create integral legal strategies tailored to their needs or requirements, obtaining the best and optimal results.

At **SPECIFIC IP**, the strengths we have built result from the implemented legal actions in relation to intellectual property rights, which include administrative procedures before the competent authorities, IMPI and INDAUTOR, contentious administrative trials before the Federal Court of Administrative Justice and legal procedures before different judicial authorities, including amparo proceedings.



INDUSTRIES

- Automotive
- Banking
- Non-profit corporations
- Chemical
- Commercial and professional services
- Construction
- Energy
- Finance
- Food and beverage manufacturers
- Health Care
- Industrial Engineering
- Insurance and Surety Companies
- Media
- Pharmaceutical and Life Sciences

OUR TEAM

SPECIFIC IP

Gilberto Sánchez | Socio Fundador

Gilberto Sánchez has over 20 years of solid experience as an attorney specializing in Intellectual Property matters. He has a keen knowledge and an integral vision in said matters given that he

had the opportunity of working for many years at the Mexican Institute of Industrial Property (IMPI), becoming independent afterward and working as a consultant and attorney for national and international companies.

He is a member of the ICC (International Chamber of Commerce).



Eduardo Vázquez

Holder of a Bachelor's Degree in Law from the Universidad Nacional Autónoma de México, with Specialized Studies in Intellectual Property Law at the same institution. With over 20 years' experience, he has held different positions at the Mexican Institute of Industrial Property. He has participated as a speaker in several seminars and certificate programs relating to that topic and he has given conferences relating to intellectual property topics in different universities and forums.

He is a tutor in the General Course on Intellectual Property taught by the World Intellectual Property Organization (WIPO).



Oscar Ochoa

Agro-industrial Engineer graduated from the Escuela Nacional de Agricultura de Chapingo.

He has an MBA in Gestion International des Industries Agroalimentaires, by the IGIA, France and Certificate Program Studies in Industrial Property by the Universidad Panamericana. He is an Expert in Industrial Property authorized by the Federal Tax Court in April, 2000.

His ample experience in the field is endorsed by over 30 years of practice.

Xenia Rios Alvarado

A lawyer graduated from the Universidad Nacional Autónoma de México, with 4 years of experience in intellectual property, joined SPECIFIC IP in 2018. Her professional practice is mainly focused on carrying out various procedures aimed at guaranteeing the protection and defense of rights in terms of distinctive signs, inventions and copyright.

Speaks: Spanish, English and French.



María Fernanda Araujo Salgado

Graduated in Law from the Universidad Nacional Autónoma de México. She has done professional internships at the Mexican Institute of Industrial Property (IMPI) and taken several courses at the World Industrial Property Organization (WIPO). It joined SPECIFIC IP in 2022. Her professional practice is mainly focused on the performance and follow-up of procedures in the area of distinctive signs, inventions and copyright.

Speaks: Spanish, English

SPECIFIC IP





SPECIFIC | IP

CONTACT

WTC Montecito 38 Piso 37,

Oficina 34 Col. Nápoles

03810 | Ciudad de México

52 (55) 9001 5400 | 52 (55) 9001 5401

www.specificip.com