



**SPECIFIC** | **IP**  
MEXICO

# EXPERTS IN INTELLECTUAL PROPERTY

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All professional services at our firm are performed by the managing partners and overseen by a team of specialized associates.

# experience

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## OUR FIRM

**SPECIFIC IP** marks its tenth anniversary as a distinguished and forward-looking law firm specializing in Intellectual Property. Since our establishment, we have been committed to delivering comprehensive legal counsel in all aspects of Intellectual Property, both domestically and in key international jurisdictions.

With over twenty years of combined experience among our partners, **SPECIFIC IP** has earned a reputation as the firm of choice for clients seeking effective legal strategies, proactive compliance guidance, and dedicated support in an increasingly globalized market.

All matters are handled directly by our partners or under their close supervision, ensuring the highest standards of legal service, strict client confidentiality, and tailored attention to each engagement.

Furthermore, **SPECIFIC IP** continually expands its global network of strategic alliances with leading IP firms across Europe, Asia, Oceania, Africa, the United States, Canada, and Latin America, thereby enhancing our capacity to deliver cross-border services and defend our clients' rights before any competent authority.



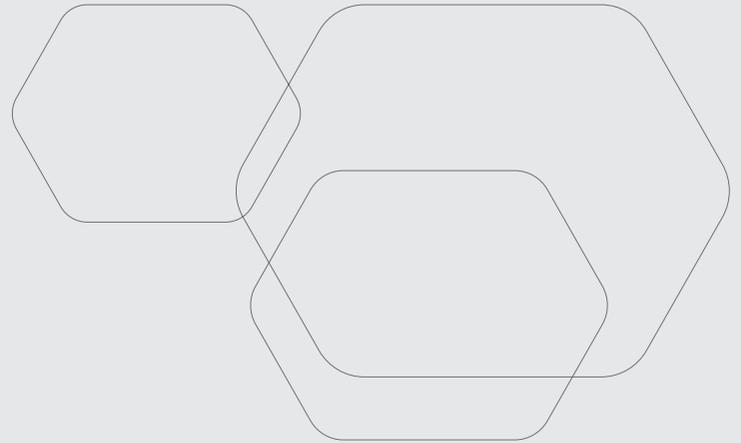
# RECOGNITIONS

We are proud to have been acknowledged in prominent industry rankings and directories for Intellectual Property.



All matters are handled directly by the partners or under their close supervision, ensuring the **highest standards of legal service and personalized attention.**





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## PRACTICE AREAS

### INDUSTRIAL PROPERTY

At **SPECIFIC IP**, we understand the strategic importance of Industrial Property rights across various industries and for individual creators. Our team leverages its **deep expertise to secure robust protection** for trademarks, patents, trade names, commercial slogans, and other intangible assets.

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#### TRADEMARKS

We provide end-to-end trademark services, including the protection of distinctive signs such as trademarks, trade names, commercial slogans, and collective marks. Our proven **track record of success** and ability to develop **tailored legal strategies** ensure our clients' assets are protected and their expectations consistently exceeded.

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#### PATENTS

**SPECIFIC IP** delivers **comprehensive patent services**, including the protection of inventions through patents, utility models, industrial designs, and drawings. Our legal and technical proficiency fosters trust among inventors and corporations alike.

#### COPYRIGHTS

We safeguard our clients' copyrights in literary and artistic works, relying on our **legal acumen and experience in copyright law** to secure and enforce their creative rights.

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#### LITIGATION

Our litigation team consists of seasoned attorneys specializing in IP disputes. We advise and represent clients in all stages of litigation to **defend and enforce intellectual property rights effectively**.



expertise

## INDUSTRIES & CLIENTS SERVED

- Independent creators, entrepreneurs, and professionals
- Automotive
- Banking & Finance
- Non-Profit Organizations
- Chemical & Petrochemical
- Professional Services
- Construction & Infrastructure
- Energy & Utilities
- Food & Beverage
- Healthcare & Pharmaceuticals
- Industrial Engineering
- Insurance & Surety
- Media & Entertainment
- Life Sciences



The logo consists of the letters 'SIP' in a stylized font. The 'S' is white, and the 'IP' is orange. There are small white dots above the 'I' and below the 'P'. The logo is enclosed in a white rounded square border.

SIP



### GILBERTO SÁNCHEZ | MANAGING PARTNER

Gilberto Sánchez brings over 20 years of specialized experience in IP law. His extensive background includes a tenure at the **Mexican Institute of Industrial Property (IMPI)**, where he gained valuable regulatory insight. He later transitioned to private practice, advising both domestic and international clients. He is a member of the **International Chamber of Commerce (ICC)**.



### EDUARDO VÁZQUEZ | PARTNER

Eduardo Vázquez holds a Law Degree and a specialization in Intellectual Property Law from the **National Autonomous University of Mexico (UNAM)**. With over 20 years of experience, he has held multiple roles at IMPI and served as a speaker at numerous IP-related seminars and forums. He is also a tutor for the **General Course on Intellectual Property** administered by the **World Intellectual Property Organization (WIPO)**.

our team



### LUIS JOSÉ COTO

**Luis José Coto holds a Law degree from Escuela Libre de Derecho and an LL.M. from Universidad Panamericana.** With over two decades of professional experience, he has built a solid track record representing both domestic and international clients in commercial, administrative, and constitutional litigation in Mexico.

He is highly skilled in public procurement and government contracting, advising clients through all stages of public tenders, direct awards, and contracting procedures for goods, services, leases, and public works at federal and state levels. His legal counsel plays a strategic role in supporting clients' operations by ensuring compliance with applicable administrative and regulatory frameworks.

**Languages:** Spanish and English.



### DANIEL NÚÑEZ

**LL.B., Centro Universitario México (CUM). Over 25 years of focused practice in Intellectual Property and Labor Law. Of Counsel and Board Member at SPECIFIC IP.**

Advises companies, authors, composers, performers, publishers, and other rights-owners on the full spectrum of IP and industrial-property rights. His practice covers anti-counterfeiting litigation, product seizures, border-enforcement actions, and amparo proceedings.

**Post-graduate studies in Intellectual Property, University of Brighton, England; Amparo Litigation Diploma, Casas de la Cultura Jurídica, Supreme Court of Justice of the Nation (SCJN).**



### OSCAR OCHOA

Agro-Industrial Engineer from the **Chapingo Autonomous University**, with an MBA in **International Food Industry Management** from IGIA, France, and a Certificate in Industrial Property Law from the **Universidad Panamericana**.

He was recognized as an **Expert in Industrial Property by the Federal Tax Court** in 2000 and has over 30 years of experience in the field.



## MARÍA FERNANDA ARAUJO SALGADO

María Fernanda holds a **Law degree from the National Autonomous University of Mexico (UNAM)** and has developed national and international experience in the field of Intellectual Property. During her tenure at the Mexican Institute of Industrial Property (IMPI), she gained practical knowledge of registration procedures, official actions, and administrative appeals. She also acquired litigation experience in civil, commercial, and family matters at the law firm Fernández Noriega, S.C.

Her academic background includes specialized training through courses offered by **WIPO, IMPI, and ASIPI, as well as a Postgraduate Degree in Intellectual Property from UNAM**. Since 2022, she has been a member of **SPECIFIC IP**, where she manages portfolios related to industrial property rights, copyrights, and administrative litigation. She advises both domestic and international clients in English and Spanish, maintaining a practice rooted in ethics, client service, and strategic legal insight.



## CLAUDIA STEPHANY GONZÁLEZ TRUJANO

Claudia is a senior attorney with over 15 years of experience in IP litigation, trademark prosecution, copyright, and contract negotiation. She has represented clients before both administrative and judicial authorities, especially in the construction, **pharmaceutical, and consumer goods sectors**.

She holds a Law Degree from UNAM with postgraduate studies in Mexico and Spain. Claudia is **recognized for her strategic approach and commitment to high-value legal counsel**. She is an active member of AMPPI and a regular participant in international IP forums.



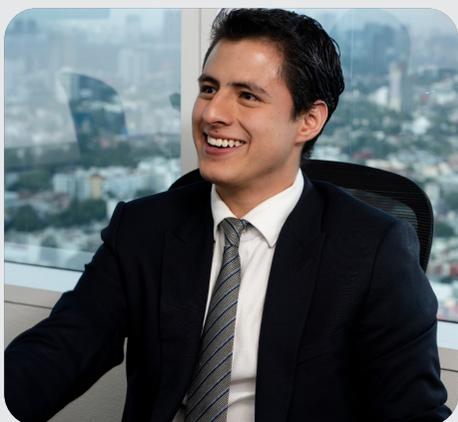
## BÁRBARA VANESSA ROJAS SALAZAR

A graduate of the **Metropolitan Autonomous University (UAM)**, she has focused her professional development on intellectual property, specializing through national and international courses in areas such as trademarks, patents, copyrights, and related fields like human rights and jurisprudence. Her career includes experience in specialized law firms, where **she has participated in trademark, patent, and copyright procedures**, as well as in legal protection strategies for intangible assets. She stands out for her discipline, analytical ability, and problem-solving approach, along with strong teamwork skills and personalized client service.



### FRIDA SOFIA CUEVAS CASTILLO

A graduate of the Faculty of Law at the **National Autonomous University of Mexico (UNAM)**, she has developed her expertise in the field of intellectual property through her training at the **Mexican Institute of Industrial Property (IMPI)**, where she deepened her understanding of Mexico's industrial property protection system. She has worked with law firms specializing in the field, giving her a strong theoretical and practical foundation in trademarks, patents, copyrights, and litigation. Her professional development has been enhanced by participating in courses and trainings that keep her updated in a dynamic legal environment. Her legal practice is guided by a strong commitment to the protection of innovation and creativity.



### CHRISTOPHER DEL ANGEL SANCHEZ VALADEZ

Christopher Sánchez is a Law student with a special interest in intellectual property. He has complemented his education with courses from institutions such as IMPI, WIPO, and private entities. He currently collaborates with **SPECIFIC IP**, a law firm specialized in intellectual property, where he has strengthened his practical experience in areas such as copyrights, patents, and trademarks. He is known for his perseverance, professional ethics, and teamwork skills, always showing a willingness to learn and take on new challenges.

## CONTACT

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