



 **ROMEROIP**  
INTELLECTUAL PROPERTY

“We are working hard to provide the highest possible standard of legal service, always delivering opportune and reliable advice, empowering our clients to make the right decisions.”

Roberto Romero  
*FOUNDING PARTNER*



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# WELCOME

## About us



Established in 1980, we are a Mexican law firm specializing in Intellectual Property Law and Litigation, comprised of a selective group of attorneys-at-law and engineers. Together, and closely interlinked across a variety of industries, our mission is to provide the highest possible standard of legal service, always delivering opportune and reliable advice, empowering our clients to make the right decisions.

With trust as our firm's founding ingredient, the general business principles we follow are loyalty, quality, unity and experience; we are dedicated to helping communities all around the world reach their goals.

*Our vision is to serve clients by protecting the creation of meaningful ideas.*

# WHO WE ARE

## The Firm

*We approach the acquisition, protection and commercialization of intellectual property practically; we are committed to securing the broadest possible protection for our clients in the most cost-effective manner.*

Established in 1980, ROMEROIP (formerly Romero, Rodriguez & Co.), is a law firm specializing in Intellectual Property Law and Litigation, providing legal services in Mexico and throughout Latin America.

Internationally recognized and with more than 30 years of experience, we owe our success to a selective group of professionals comprised of specialized attorneys-at-law and high qualified engineers. This group provides effective and valuable solutions for every complex procedure involved in the prosecution, enforcement and defense of patents, industrial designs, trademarks, trade secrets, domain names, copyrights, and other intellectual property rights.

Linked across a variety of industries, our experts work together closely to provide a professional and interdisciplinary client-focused approach.

We help our clients succeed and realize their goals through a wide range of sectors and areas of technology including:

- Chemistry
- Life & Sciences
- Pharmacology
- Biotechnology
- Nanotechnology
- Civil Engineering
- Mechanics
- Electronics
- Software

# PRACTICE AREAS

## What we do

ROMEROIP has the highest ethical standards and always acts in the best interests of clients and the community. Our long-term business relationship with clients is based on our general principles and values. These include loyalty, quality, unity, and experience. Most of all, we value trust—our firm’s founding ingredient.

We provide services to domestic and foreign clients around the world that range in size and sophistication from start-ups to multinational corporations. We offer a single-point contact to clients that ensures service excellence.

We are in continuous movement forward developing innovative ways to better understand and approach our clients; keeping our professionals updated in the field by sending them to courses, seminars and congresses all around the world; listening to our clients’ requests; and observing how the world’s needs constantly change because of new technology.

We are committed to service excellence, delivering immediate and reliable solutions.

### Our Services at a glance:

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·Patents,  
Utility Models & Industrial Designs

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·Trademarks,  
Advertising Slogans, Trade Names  
& Appellatons of Origin

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·Copyrights & Related Rights

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·Domain Names

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·Licensing,  
Transfer of Technology & Franchising

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·Anti-Counterfeiting,  
Anti-Piracy & Enforcement

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·Litigation & Alternative Dispute  
Resolution

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*One of our distinguishing values and goals is to provide our clients with the most cost-effective solutions that minimize their risk and maximize their return.*

ROMEROIP provides legal services throughout all of Latin America. We work in Mexico, the Caribbean, Central and South America. Our main office is located in Mexico City, the hub that connects specialized attorneys and highly qualified engineers with IP professionals in each LATAM country. These interconnected systems of professionals create the ability, at the local level, for staff to deliver first-rate services that meet our clients’ needs and expectations. These partnerships also provide a strong foundation by which we protect, establish, and defend our clients’ IP assets before several authorities along jurisdictions.

This flexible system of consolidated IP services allows ROMEROIP to achieve a wonderful balance between high-quality and cost-efficient IP services, and it enables our clients to record, oversee, and protect assets held in multiple countries through one single agent.

This process is fiscally smart and time-efficient, saving money, time, and staff resources. It also allows for sensitive information to be centralized and adequately controlled.



# PATENTS, UTILITY MODELS & INDUSTRIAL DESIGNS

*Our success is due, in part, to the collaboration of our team of attorneys working closely with our specialized engineers. This partnership provides a strong foundation by which we protect, establish, and defend our clients' inventions before the Mexican Institute of Industrial Property and Federal Courts.*

Based on expertise, experience and technical know-how, our well-trained patent team is able to offer a high level of service in a timely and efficient manner. We provide effective practical and technical advice in numerous areas of science, technology and industry including the pharmaceutical, chemical, biotechnology, nanotechnology, and mechanical and electrical sectors.

Our patent team consists of engineers with strong backgrounds in chemistry, pharmacology, biotechnology, civil and electric engineering, mechanics, electronics and software. Our team diversity allows us to provide an interdisciplinary client-focused approach.

Our attorneys' extensive, hands-on experience in litigation enables them to provide high-quality, effective solutions to our clients.

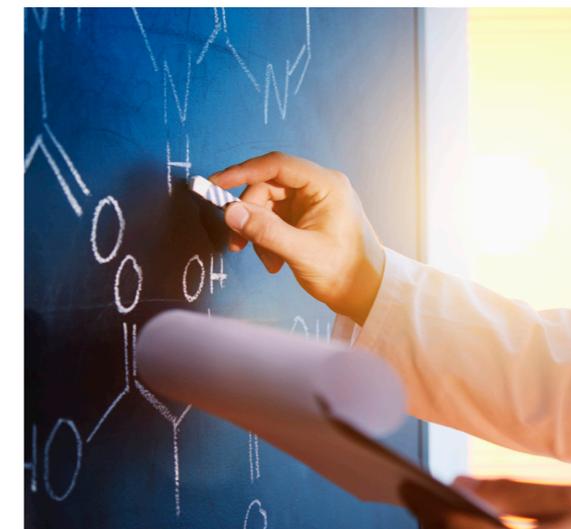
Highly synergistic, our team of engineers, lawyers and skilled translators work for the completion of patent proceedings; namely, clearance, drafting, registration, prosecution, patent portfolio management, mergers and acquisitions, exploitation, maintenance, enforcement and defense of patents, industrial designs and utility models.

## Areas of Experience:

- Biotechnology
- Chemistry
- Civil & Electric Engineering
- Electronics & Software
- Mechanics
- Nanotechnology
- Petrochemistry
- Pharmacology

## Related Services:

- Searches
- Drafting
- Patent prosecution
- Payment of annuity fees
- Patent portofolio management
- Licensing
- Mergers & Acquisitions
- Patent enforcement
- Patent litigation



*Another strength of our work is our worldwide network of associates. These interconnected systems of professionals are able, at the local level, to deliver first-rate services that meets our clients' needs and expectations.*

# TRADEMARKS, ADVERTISING SLOGANS, TRADE NAMES & APPELLATIONS OF ORIGIN

*Because our network of associates spans the globe, we are able to offer our services worldwide, meeting clients' expectations without compromising our high quality standards of service.*

One of ROMEROIP core strengths is our specialized group of attorneys who are ready to provide a high level of service to clients. We deliver, in a timely and efficient manner, reliable and effective solutions for the protection, enforcement and defense of trademarks, service marks, trade names, slogans, and appellations of origin.

Whether representing young emerging companies or multinational corporations, our attorneys are capable of provide practical and legal advice in a wide range of industry sectors; among others, we work in sectors such as pharmaceuticals, chemicals, cosmetics and perfumery, technology, electronics, automotive, food and beverages, clothing, jewelry, household products, banking, insurance, construction, real estate, machinery, oil, gas and energy, telecommunications, education, sports, entertainment, hotels, restaurants and tourism.

Our tailored legal services are comprised of searches, registration, renewals, due diligence, license agreements, franchise agreements, assignment of rights, mergers and acquisitions, trademark portfolio management and litigation.

Equipped with substantial experience in litigation, our highly effective team of attorneys combines their hands-on experience and rich industry insight to establish, protect and defend our clients' trademarks.



## Areas of Experience:

- Automotive
- Banking & Insurance
- Chemicals & Pharmaceuticals
- Construction & Real Estate
- Cosmetics & Perfumery
- Education, Sports & Entertainment
- Food & Beverages
- Hotels, Restaurants & Tourism
- Household Products
- Machinery
- Oil, Gas & Energy
- Technology & Electronics
- Telecommunications

## Related Services:

- Searches
- Filing
- Trademark prosecution
- Renewals
- Trademark portofolio management
- Licensing & Franchising
- Mergers & Acquisitions
- Trademark enforcement
- Trademark litigation

*Another strength of our work is our worldwide network of associates. These interconnected systems of professionals are able, at the local level, to deliver first-rate services that meets our clients' needs and expectations.*

# COPYRIGHTS, AND RELATED RIGHTS

*At ROMEROIP, our committed team of professionals is ready to provide a high level of service, delivering in a timely and efficient manner, reliable and effective solutions for the protection, enforcement and defense of copyrights.*

Our legal services in this area are comprised of searches; registration of literary and artistic works; the so-called legal figure “reservation of rights” used for protection of periodical literature, characters, titles and stage names; and the assignment of ISBN and ISSN numbers, and their maintenance. We also offer drafting, negotiation and counseling of agreements to ensure an evenhanded agreement between creators and copyright holders.

Equipped with substantial experience in litigation, our highly effective team of attorneys combines their hands-on experience and rich industry insight to establish, protect and defend our clients’ copyrights and related rights before the National Institute of Copyright, the Mexican Institute of Industrial Property and Federal Courts.



Because our network of associates spans the globe, we are able to offer our services worldwide, meeting clients’ expectations without compromising our high quality standards of service.

## Related Services:

- Searches
- Registration of Literary & Artistic Works
- Registration of Reservation Rights
- Maintenance
- Copyright portofolio management
- Licensing & Asignments
- Drafting & Negotiation of Agreements
- Copyright Enforcement
- Copyright litigation

# DOMAIN NAMES

*Experienced with Internet-related intellectual property issues, our team of attorneys is committed to assisting our clients in resolving Internet name domain controversies through time- and cost-efficient methods.*

We perform exhaustive research to determine if a domain name is identical or confusingly similar to a trademark, service mark or copyright. We assure whether a domain name infringes upon or otherwise violates the rights of a third party; has been registered for a unlawful purpose; the third party has no rights or legitimate interest; or has been used in bad faith or in violation of any applicable laws or regulations.

Since 1999, through its Arbitration and Mediation Center, the World Intellectual Property Organization (WIPO) has been offering domain name dispute resolution services under the Uniform Domain Name Dispute Resolution Policy (UDRP). Derived from the UDRP, Mexico has its own dispute policy: the Local Domain Dispute Resolution Policy (LDRP) which also applies to the country code Top-Level Domains (ccTLDs) for .mx domains.



Our legal services in this area are comprised of searches, registration and enforcement of domain names, and advising on and conducting domain name disputes in our jurisdiction, or, if necessary, before the Internet Corporation of Assigned Names and Numbers (ICANN) and other administrative tribunals.

## Related Services:

- Searches
- Registration
- Maintenance
- Domain names portofolio management
- Licensing & Asignments
- Drafting & Negotiation of Agreements
- Domain names disputes

## LICENSING, TRANSFER OF TECHNOLOGY & FRANCHISING

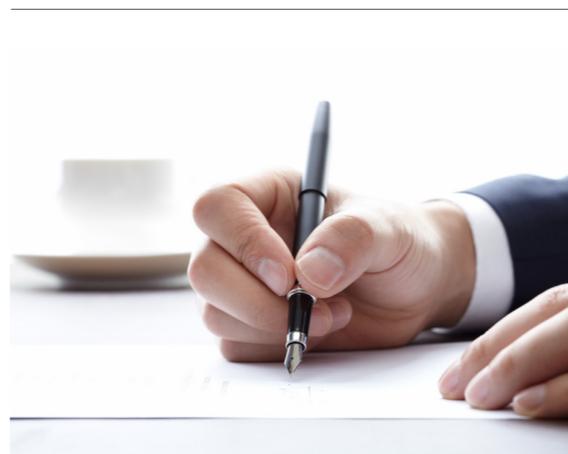
*We provide services to domestic and foreign clients around the world that range in size and sophistication from start-ups to multinational corporations operating in a wide range of sectors and areas of technology.*

Our attorneys partner their hands-on experience and rich industry insight with that of our specialized engineers to help our clients profit from and manage their intellectual property assets through licensing, transfer of technology, franchising and other commercial agreements.

Our tailored legal services are comprised of IP due diligence procedures, drafting, negotiation and counseling for an ample variety of agreements. We provide accurate strategies to gain from and acquire trademarks, patents, copyrights, skills, knowledge, technologies and methods of manufacturing, among other IP assets, in order to attain profitable results for our clients.

### Related Services:

- IP Due Diligences
- Drafting of Agreements
- Negotiation & Counseling
- Recordation of Agreements



## ANTI-COUNTERFEITING, ANTI-PIRACY & ENFORCEMENT

*We deliver, in a timely and efficient manner, reliable and effective solutions for the protection, enforcement and defense of our clients' IP assets from counterfeiting or piracy efforts of infringers.*

Our firm is committed to protecting and upholding the intellectual property rights of our clients from infringers who seek to profit, devalue or violate the exclusive rights of our clients' trademarks, patents, utility models, industrial designs and copyrights.

Due to the versatility of this area, our attorneys are also specialized in the legal fields of administrative, civil and criminal law; therefore, our firm is capable of handling legal procedures in front of several authorities. These include the Mexican Institute of Industrial Property (IMPI), the National Institute of Copyright (INDAUTOR), the General Prosecutor's Office (PGR), the General Customs Administration (AGA), to name a few.

Our attorneys and investigators work closely with authorities on programs battling counterfeiting and piracy.

These programs are delivered to those that help teach law enforcement officers how to differentiate between an original and a counterfeit product, and how to create new and effective strategies against infringers.

### Related Services:

- Anti-Counterfeiting measure
- Anti-Piracy Measures
- Border Measures
- Infringement Actions
- Carrying Inspections & Verifications
- Apply provisional measures
- Drafting & Negotiation of Agreements
- Civil Court Procedures
- Criminal Actions

# LITIGATION, ALTERNATIVE DISPUTE RESOLUTION

*Our clients range in size and sophistication from start-ups to multinational corporations. Our goal is to provide our clients with the most cost-effective solutions that minimize their risk and maximize their return.*

We offer innovative and effective representation in Intellectual Property Law, especially in securing protection for and defending patents, industrial designs, trademarks, domain names and copyrights.

Equipped with substantial experience in litigation, our highly effective team of attorneys partner their hands-on experience and rich industry insight with highly qualified engineers who provide effective and valuable solutions in the establishment, protection and defense of our clients' assets before several authorities. These include the Mexican Institute of Industrial Property (IMPI), the National Institute of Copyright (INDAUTOR), Federal Court of Tax and Administrative Affairs (FCTAA), District Courts, Federal Circuit Courts, and the Mexican Supreme Court, to name a few.

We help our clients succeed and realize their goals through a wide range of sectors and areas of technology including chemistry and life sciences, pharmacology, biotechnology, nanotechnology, civil and electric engineering, mechanics, electronics and software.

## Areas of Experience:

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·Patent Litigation

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·Trademark Litigation

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Chemistry

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·Civil & Electric Engineering

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·Electronics & Software

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·Nanotechnology

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·Pharmacology

## Related Services:

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·Alternative Dispute Resolution

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·Drafting & Negotiation of Agreements

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·Cancellation actions

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·Nullity actions

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·Remedies

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·Amparo suit

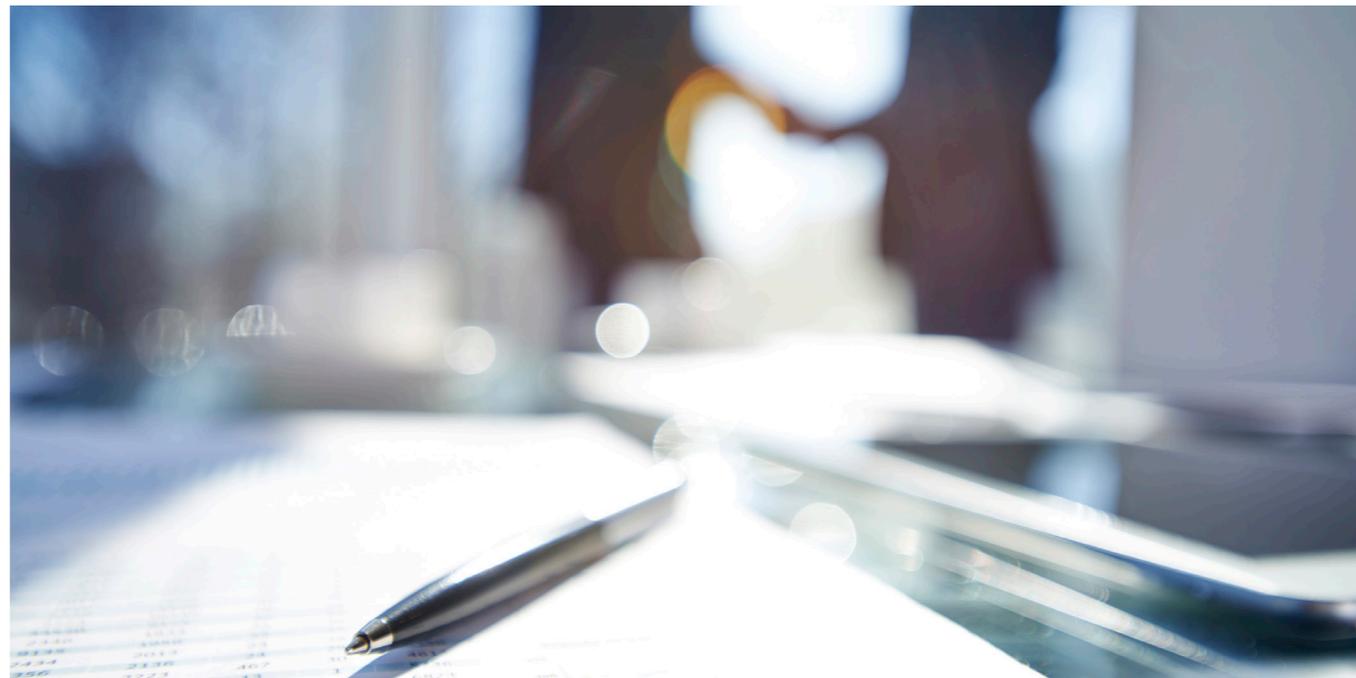
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·Civil Court Pcedures

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·Criminal actions

*Consequently, we thoroughly investigate all alternative means of resolving disputes, including negotiations and mediation, before proceeding with litigation.*



# TEAM

## Our Experts

*Our selective group of experts is committed to service excellence, providing effective and valuable solutions that secure outstanding results.*



**Mr. Roberto Romero, Sr.**  
Attorney at Law | Founding Partner

rr@romeroip.com

A founding partner of ROMEROIP (formerly Romero, Rodriguez & Co.) with over 30 years of experience, Mr. Romero specializes in Intellectual Property Litigation, specially focused on the fields of patents, industrial designs, trademarks, copyrights and unfair competition.

Mr. Romero serves as coordinator of the International Patents Department in which he takes responsibility for all types of patent-related issues including counseling, registration, prosecution, mergers and acquisitions, licensing, exploitation, maintenance, enforcement and defense of patents, industrial designs and utility models.

Mr. Romero employs his vast experience to expertly provide general counseling on IP matters across several industry sectors. Sectors include chemicals, pharmaceuticals, biotechnology, energy, electronics, mechanics, technology and innovation, life sciences and healthcare.



**Mr. Roberto Romero, Jr.**  
Attorney at Law | Partner

rrjr@romeroip.com

Mr. Romero, Jr., with ample experience in Intellectual Property Law, serves as a head and coordinator of the International Trademarks Department in which he takes responsibility for all types of trademark-related issues. He currently coordinates and leads a group of lawyers working to protect and defend trademarks, domain names and copyrights, and argues challenges such as official actions and provisional refusals.

He responds and institutes nullity and cancellation actions before the Mexican Institute of Industrial Property and Federal Courts, anti-counterfeiting/piracy actions and unfair competition; in general, he is involved in all kind of strategies related to IP matters, and diligently counsels clients with quality attention and communication.

**Mr. Pablo Rodriguez**  
QFB Engineer | Partner

pr@romeroip.com



Dedicated to Intellectual Property Law for over 30 years, Mr. Rodriguez has extensive experience in domestic and international aspects of inventions. He plays a key role in our International Patent Department wherein he takes responsibility for all types of patent-related issues including counseling, clearance, drafting, registration, prosecution, mergers and acquisitions, licensing, exploitation, maintenance, enforcement and defense of patents, industrial designs and utility models.

He collaborates with specialized attorneys to create sustainable strategies related to prosecution, litigation and defense of patents, utility models and industrial designs. He provides reliable practical and technical advice in pharmaceutical, chemical, biochemical, mechanical and electronics engineering.



**Ms. Sandra De Mária**  
Attorney at Law | Associate

sm@romeroip.com

With over 15 years of experience in Intellectual Property Law, Ms. De Mária leads the Trademarks and Annuities Department for domestic and Latin American cases, taking responsibility for all types of trademark-related issues including searches, registration, trademark portfolio managing, renewals, prosecution, mergers and acquisitions, agreements of use, licensing, exploitation, enforcement and defense of trademarks, service marks, trade names, slogans and copyrights.

Moreover, Ms. De Mária y Campos collaborates to resolve anti-counterfeiting and unfair competition cases before the Mexican Institute of Industrial Property, the National Institute of Copyright and Federal Courts.

**Mr. Jose Manzo**  
Attorney at Law | Associate

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Mr. Manzo has over 10 years of experience in studying, analyzing and practicing Intellectual Property Law, corporate law, civil law, notarial law, and commercial law. As part of our litigation team, he provides strategic advice to domestic and international clients on such complex issues as nullity and cancellation actions, infringement actions, and anti-counterfeiting actions for the defense of trademarks, patents and copyrights.

He also prepares and files a multitude of actions before several authorities, including the Mexican Institute of Industrial Property, the National Institute of Copyright and Federal Courts.

**Ms. Ana Maria Andrade**

Attorney at Law

**Mr. Carlos Rubio**

QFB Engineer | Translator

**Mr. Ernesto Galvan**

Electrical Engineer | Translator

**Ms. Paula Sanchez**

Client Relations

**Ms. Leslie Soriano**

Legal Assistant

**Ms. Lucero Flores**

Accountant

**Mr. Moises Avendaño**

Accountant

**Mr. Martin Berrios**

Assistant

# MEMBERSHIPS

We are members of



American Intellectual Property Law Association



Asociación Mexicana para la Protección de la Propiedad Intelectual



Asian Patent Attorneys Association



Barra Mexicana de Abogados

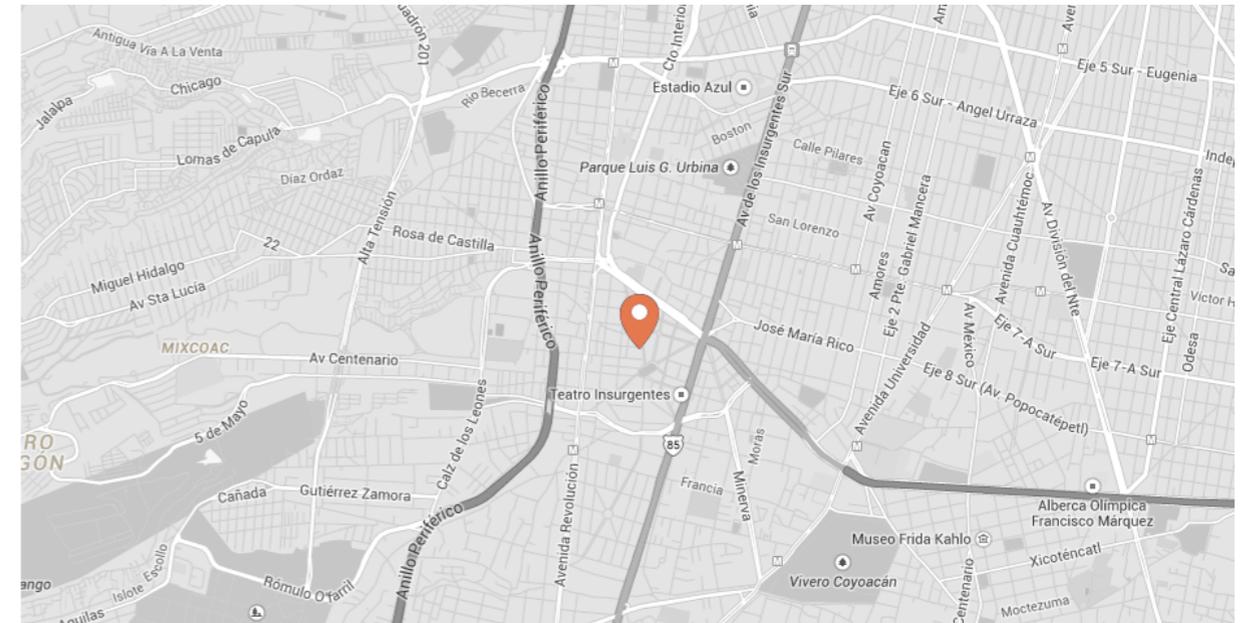


International Trademark Association

# CONTACT

Where we are

## MEXICO



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