

**FRANCHISING/LICENSING/DISTRIBUTION**  
**INTELLECTUAL PROPERTY PRACTICES**

González Calvillo, S.C. offers active franchising/licensing/intellectual property practices within a full-service firm. We strive to provide our clients around the world with personalized, comprehensive services in all aspects of those areas and commercial law. Hence, more national and multinational firms are continuously finding in González Calvillo, S.C. the personalized and efficient services they seek, inserting said firm's practices into a pattern of continuous growth.

**Comprehensive Services**

Our franchising/licensing/intellectual property practices range from offering expert counsel related to legal, contractual and corporate structure for the implementation of franchises and licensing, and assisting with registrations and prosecution to representing clients in litigation and dispute resolution proceedings. In this sense, the firm's expertise includes patents, trademarks, copyrights, other intellectual property-related rights and trade secrets as well as unfair competition.

**Counseling**

González Calvillo, S.C. provides expert counsel to clients in Mexico and abroad. In this sense, the firm advises clients as to the identification, protection and/or enforcement of their intellectual property rights locally and internationally, including advice in business structure and commercial related matters, providing also the necessary tax expert counsel.

We advise clients on planning and managing a complete franchise/license business and the intellectual property portfolio, reporting on the laws, regulations, treaties, requirements, processes, renewals and other issues that constitute effective protection. In this regard, the firm's professional staff works closely with clients to efficiently assess their needs and thereafter provide tailored advice.

Our expertise also includes providing opinions on patent validity and infringement, advising on trademark selection and enforcement, counseling on labeling, packaging and advertising to comply with Mexican Official Norms and providing advice regarding copyright protection.

The fact that González Calvillo, S.C. is a full-service firm benefits our clients since we are able to provide expert and accurate advise on the franchising/licensing/intellectual property related aspects of matters involving mergers, acquisitions, leveraged buyouts and joint ventures, as well as in the field of distribution. Additionally, the firm's ample experience in

financial dealings allows us to accurately advise our clients on the recording and enforcement of security interests in intellectual property portfolios used for collateral.

González Calvillo, S.C. is internationally recognized as the leading Mexican firm in the franchising/licensing area. In this regard, we counsel national and multinational corporations in the structuring and establishing of franchise networks and master franchises, as well as in area development and unit franchise agreements.

### **Registration and Prosecution and Maintenance**

González Calvillo, S.C. is active in assisting our clients with preparation and prosecution of patent, trademark and copyright applications in Mexico. Additionally, through our network of foreign agents, we are actively involved in managing and coordinating registrations around the world.

In all matters pertaining to patent and trademark matters in Mexico, since our firm's advanced computer system is connected to the Mexican Institute of Industrial Property's database, we are able to provide clients with timely information without time-consuming visits to the Institute.

Our Mexican intellectual property practice includes drafting patent specifications, conducting patent searches and conducting appeals, as well as re-examination and reissue proceedings. We also file priority claims under various international treaties on behalf of our clients. With regard to trademarks, our services include conducting trademark searches and registrations, filing priority claims and preparing responses to official actions as well as to nullity, cancellation and caducity actions. The firm is also experienced in prosecuting copyright recognition on behalf of our clients.

Our firm also assists clients in promptly recording any assignments, mergers and/or changes of company names or addresses which they may request in order to establish proof of current ownership or to protect the validity of their patents, trademarks or copyrights.

In franchising/licensing/intellectual property dealings outside of Mexico, the firm works closely with our foreign agent network, composed of the leading agents abroad in said areas, to provide accurate counsel on applicable laws and regulations in different countries, as well as on the proceedings required to obtain the most effective protection.

González Calvillo, S.C. is also involved in the maintenance and renewal of our clients' intellectual property rights in Mexico and abroad. In this sense, we keep ourselves updated as to any changes in laws affecting our clients' rights. Also, we maintain orderly in-house records to detect when a mark is due for renewal or a patent annuity due for payment.

### **Litigation**

González Calvillo, S.C. represents clients who wish to protect their intellectual property rights from infringement, counterfeiting, misappropriation and unfair competition. In this

regard, we have successfully been involved in litigation proceedings before the Mexican Institute of Industrial Property as well as before the Mexican courts.

Our firm's policy of minimizing client costs often leads us to initially provide our clients alternate methods of dispute resolution, such as mediation and arbitration proceedings. In this sense, our Firm is able to represent clients in arbitration proceedings as well as in other alternate methods of dispute resolution.

### **Memberships**

International Franchise Association  
International Trademark Association  
International Bar Association (members of the Franchising Committee)  
Mexican Association for the Protection of Industrial Property  
Mexican Bar Association

## **REPRESENTATIVE CLIENTS**

### **Automotive Services**

AirBag Services International, LLC  
Grease Monkey International  
Maaco (Praxis, S.A. de C.V.)  
Merlin (Seguros Comercial America, S.A.)  
Midas (Interamericana de Talleres, S.A. de C.V.)  
Precision Tune, S.A. de C.V.  
Speedee Oil System, Inc.

### **Car Rentals**

Alamo Rent-A-Car  
National Car Rental System, Inc.  
Payless Car Rental Corporation  
Thrifty Rent-a-Car Systems, Inc.

### **Convenience Stores**

Cadena Comercial Oxxo, S.A. de C.V.  
Dairy Mart Convenience Stores, Inc.  
Express Mart Franchising Corporation  
Quix Systems (Strasburger Enterprises)  
Southland Corporation/Seven Eleven

### **Dryclean Services**

Dryclean-USA, Inc.  
Duraclean International, Inc.  
Ecoclean, S.A. de C.V.

## **Education**

Crestcom International, Ltd.  
FasTracKids International, Ltd  
Gymboree Play Programs  
Kumon Institute of Education

## **Fast Food/Restaurants**

Biga Bakery & Café, Inc.  
Carl Karcher Enterprises, Inc. (Carl's Jr.)  
Cinnabon  
El Charco de las Ranas (Grupo Fomisa, S.A. de C.V.)  
Figaro's Italian Pizza  
Fuddruckers (Grupo Gastronómico Jocúa, S.A. de C.V.)  
Jack-in-the-Box (Latinoamericana de Franquicias, S.A.)  
Lancers (Empresarios en Gastronomía, S.A. de C.V.)  
McDonald's Corporation  
Miami Subs International  
Pizza Pizza Limited  
El Pollo Loco, Inc.  
Popeye's (Franchises de las Americas, Inc.)  
Porcao (Empresarios en Gastronomía, S.A. de C.V.)  
ShowBiz Pizza Time, Inc.  
Subway International, Inc.  
Taco Palenque (Empresarios en Gastronomía, S.A. de C.V.)  
Texas Fried Chicken (Holdimex, S.A. de C.V.)  
White Castle International, Inc.  
Wingstop

## **Hotels**

Choice Hotels International  
Country Hospitality Corporation  
Days Inns of America, Inc.  
Embassy Suites, Inc.  
Forte Hotels, Inc.  
Hampton Inns, Inc.  
Holiday Inn (Six Continents Hotels, Inc.)  
Howard Johnson Franchise Systems, Inc.  
La Quinta Inns, Inc.  
Ramada International Corporation  
Super 8 Motels, Inc.

## **Ice Cream/Yogurt**

I Can't Believe its Yogurt, L.T.D.  
TCBY Enterprises, Inc.  
Tasti D-Light

Yogurtland, Inc.

**Language Schools**

Berlitz Franchising Corporation  
CCLS Center for Language Studies  
Fisk  
Wall Street Institute  
Yago School

**Optical Aids and Services**

Lenscrafters International, Inc.  
Opticas Devlin, S.A. de C.V.

**Photocopying Services**

Alphagraphics, Inc.  
Kwik-Kopy Corporation

**Package Preparation, Shipment and Post Office Services**

Mail Boxes Etc (Mail Boxes Etc de Mexico, S.A. de C.V.)  
Money Mailer, Inc.  
Pak Mail Centers of America, Inc.  
Rapid Pak Corporation  
Unishippers Global Logistics

**Restaurants**

Applebee's International, Inc.  
Boston Pizza International  
Chili's, Inc.  
Grupo Orraca Restauranteros  
Red Robin International, Inc.  
Rainforest Café  
Roma Systems, Inc. (Tony Roma's)  
TGI Friday's (Todos los Viernes, S.A. de C.V.)  
The Melting Pot Restaurants, Inc.  
The Palm Restaurants (Grupo Embotellador de Mexico, S.A. de C.V.)

**Real Estate Services**

Prudential Insurance Company of America  
Prudential Relocation, S. de R.L. de C.V.  
Re/Max (Comercializadora Inmobiliaria Mexicana, S.A. de C.V.)

**Other Services**

Action International Pty

Athlete's Foot de México, S.A. de C.V.  
 Bally Fitness Franchising, Inc.  
 Blockbuster Entertainment Corporation  
 Callanetics Franchise Corp.  
 DaimlerChrysler Corporation  
 Chrysler de México, S.A.  
 California Closet Company, Inc.  
 Club de Precios, S.A. de C.V.  
 Compañía Mercantil el Refugio, S.A. de C.V.  
 Cookie Bouquet Franchising Corporation  
 DirecTV Latinamerica  
 Fast Signs (Fast Signs de Mexico, S.A. de C.V.)  
 Gloria Jean's Coffee Bean Franchising Corporation  
 Gold's Gym Franchising, Inc.  
 Grupo Empresarial Ambar, S.A. de C.V. (Farmabasto)  
 Grupo Minsa, S.A. de C.V.  
 Heel Quik Corporation  
 Joss Claude Diffusión, S.A. de C.V.  
 Lazartigue  
 McDonald's Corporation  
 Merle Norman (Indecom, Inc.)  
 Mondo (Arefer, S.A. de C.V.)  
 MVS Multivision, S.A. de C.V.  
 Petroleos Mexicanos (PEMEX)  
 Platinum (Grupo Embotellador de Mexico, S.A. de C.V.)  
 Playboy Enterprises International  
 Roto-Rooter Corporation  
 Sega Gameworks (Juegos y Maquinitas de México, S.A. de C.V.)  
 Shoe Fixers (JV Corporacion de Empresas, S.A. de C.V.)  
 Snap Fitness  
 Sweet Sweet Way (SanDiego Societ a a Responsabilit a Limitata)  
 The Maids International (Lavatap, S.A. de C.V.)  
 The Poster Limited Company  
 The Sharper Image (Sonabend, Patargo y Asociados, S.A. de C.V.)  
 The Signery Corporation  
 Vida Farmacias, S.A. de C.V.

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