

INTELLECTUAL PROPERTY PRACTICE GROUP

The Intellectual Property Practice Group of González Calvillo, S.C. ranks among the top in Mexico. We have represented and advised numerous national and foreign clients in the areas of patents, domain names disputes, trademarks, technology transfer, franchising and licensing, unfair competition and litigation. Many of our clients are in the entertainment, food, banking, hi-tech, bio-technology, energy and personal and consumer services industries, among others. The cases we handled are complex and many are in the cutting edge of Mexico's changing intellectual property laws and regulations. González Calvillo's Intellectual Property Practice Group focuses on providing diligent and high quality services in all areas of specialization and has been able to work hand in hand with associates around the world providing global services to our clients. Furthermore, González Calvillo's expertise in franchising and licensing is recognized worldwide.

Our firm, offers an active intellectual property practice within a full-service law firm. The firm also offers global services by drawing upon its expertise in diverse fields of the law to counsel clients on all kinds of corporate, M&A, financing and transactional issues within and beyond intellectual property law. Therefore, when our clients not only require specialty services from our intellectual property area, but also additional counseling in other fields, such as corporate and financial law, we are able to efficiently provide expert advice through close coordination among our different departments. The firm's overall goal is to provide our clients around the world with personalized, comprehensive services in all aspects of intellectual property law and beyond. As a result, more national and multinational firms are continuously finding in González Calvillo, the expert, global service they seek.

Comprehensive Services

Our intellectual property practice ranges from offering expert counsel in a diversity of intellectual property issues ranging from assisting with registrations, prosecution and maintenance to representing clients in litigation and dispute resolution proceedings. The firm's broad-ranging practice includes patents, trademarks, domain names, copyrights, IT-related rights, trade secrets and unfair competition, as well as licensing and franchising.

Counseling

González Calvillo counsels clients as to the identification, protection and enforcement of their intellectual property rights, locally and internationally.

We advise on planning and managing a complete intellectual property portfolio, taking into consideration the laws, treaties, requirements, processes, renewals and other issues that constitute effective protection. Our expertise includes providing opinions on patent validity

and infringement, advising on trademark selection and enforcement, counseling on labeling, packaging and advertising, to comply with laws and regulations and providing advise regarding copyright protection.

Related Commercial Law / Security Interests in Intellectual Property

González Calvillo has an important commercial practice. Thus, the firm is capable of providing expert advise on the intellectual property related aspects of corporate and commercial matters involving mergers, acquisitions, leveraged buyouts and joint ventures. Also, the firm's ample experience in financial transactions dealings allows us to accurately advise our intellectual property clients on the recording and enforcement of security interests in intellectual property portfolios used for collateral.

Licensing and Franchising / Trade Dress and Layout

González Calvillo provides counsel and also represents clients in the fields of licensing and distribution of intellectual property rights. In this sense, we are internationally recognized as the leading Mexican firm in the franchising area. We counsel national and multinational corporations in structuring and establishing franchise networks and master franchises, as well as in area development and unit franchise agreements.

González Calvillo was also the first Mexican firm to become actively involved in trade-dress and layout issues, thus becoming the leading Mexican firm in these areas.

Registration, Prosecution and Maintenance

González Calvillo 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 registrations in more than 84 countries around the world.

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

Our practice further 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, 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 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.

As part of our international practice, the firm works closely with our foreign agent network, composed of leading IP agents abroad, to provide accurate counsel on IP laws and regulations in different countries, as well as on the proceedings required to obtain the most effective protection.

González Calvillo is also involved in the maintenance and renewal of our clients' intellectual property rights in Mexico and abroad. In this sense, we keep 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 evidence of effective use or renewal and when a patent annuity is due for payment.

Litigation

González Calvillo further represents clients who wish to defend 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 Mexican courts. Our firm also assists clients in mediation, arbitration and other alternate methods of dispute resolution proceedings.

We work closely with clients in order to evaluate the strengths and weaknesses of their position, determine the relevant issues in a case and develop an appropriate litigation strategy. In doing so, we draw from the expertise and capabilities generated from being a full-service firm to provide clients with an effective litigation strategy combined with ample trial experience and legal knowledge.

Below, we are pleased to share with you a brief list of the most relevant matters recently attended to by the Intellectual Property Practice Group:

Domain Name Disputes & Trademark E-Commerce Matters

AMPM, British Petroleum (convenience stores)
Cinopolis (cinemas)
Figaro's Pizza (restaurants)
InterContinental Hotels Group, Holiday Inn (hospitality)

Unfair Competition, Litigation & Controversies

Altos Hornos de México (AHMSA) (mining)
Banorte (banking)
Blue Fish Mexico (clothes)
Carlo Corinto, Skin Essentials (beauty & care products)
Castrol, British Petroleum (oil)
Central Parking Systems (parking)
Compañía de Servicios Urbanos (industrial designers)

El Dorado (mining)
El Pollo Loco (restaurants)
Grupo Mágico, subsidiary of CIE (entertainment)
Hidrosina (gas stations)
International Coffee Beans (coffee)
Lago de los Cisnes (restaurants)
Petroleos Mexicanos (PEMEX) (Mexican National Oil Company)
Tony Roma's (restaurants)

Franchising, Licensing, Transfer Technology & Related Matters

AB Calsa, subsidiary of American British Foods (yeast and bread)
Allied Domecq (wines and spirits)
Altos Hornos de México (AHMSA) (mining)
Brasil Sul, Mexico (clothes)
Circle K (convenience stores)
Cut Fitness For Men (health)
Daimler Chrysler (automotives)
Fast Fix (jewelry repair)
Ferrioni (clothes)
Golf USA (golf courses)
The Italian Coffee Company (coffee)
WineStyles (wines and spirits)

International Trademark Counseling & Registration

AB Calsa, subsidiary of American British Foods (yeast and bread)
Banorte (banking)
Carlo Corinto, Skin Essentials (beauty & care products)
Chilchota (cheese and milk)
Conficorp (candies & food)
Grupo Mágico, subsidiary of CIE (entertainment)
Lineas Areas Azteca (airline)

Lobbying

Mexican Industrial Property Law
Representation of several clients at the Mexican Congress
Well-Known - Famous Marks & Franchising

Patent Counseling & Registration

Altos Hornos de México (AHMSA) (mining)
Easy Test (systems)
Ecopia Bisociences (bio-technology)

KH Chemical (chemistry)
Muebles Urbanos de Oaxaca (industrial designers)
Research in Motion (systems)
Scott Paper (paper)
Tecnicas Reunidas (chemistry)
The Pugliese Company (systems)
Weatherford (energy exploration)

Trademark Counseling & Registration

Aldo Group (shoes)
American British Foods (yeast and bread)
Amgen, Inc. (bio-technology and pharmaceutical products)
Caesar's, subsidiary of Harrah's (entertainment)
DIRECTV (satellite communications)
InterContinental Hotels Group, Holiday Inn (hospitality)
Laboratorios Genericos Farmaceuticos (pharmaceutical)
Medicor (health services)
PMMI, Pack Expo (packaging trade show)
Realty World (real state)
Toni & Guy (beauty parlors & products)
Yoplait (yogurt)

Copyright Counseling & Registration

British Council
Sports World (gyms)
Aqua Sol (health)
The Step 2 Company (toys)
Jesco Solutions (systems)

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