SPECIFIC IP

EXPERTS IN INTELLECTUAL PROPERTY

All professional services at our firm are performed by our partners and a team of specialised associates, under their supervision.

experience

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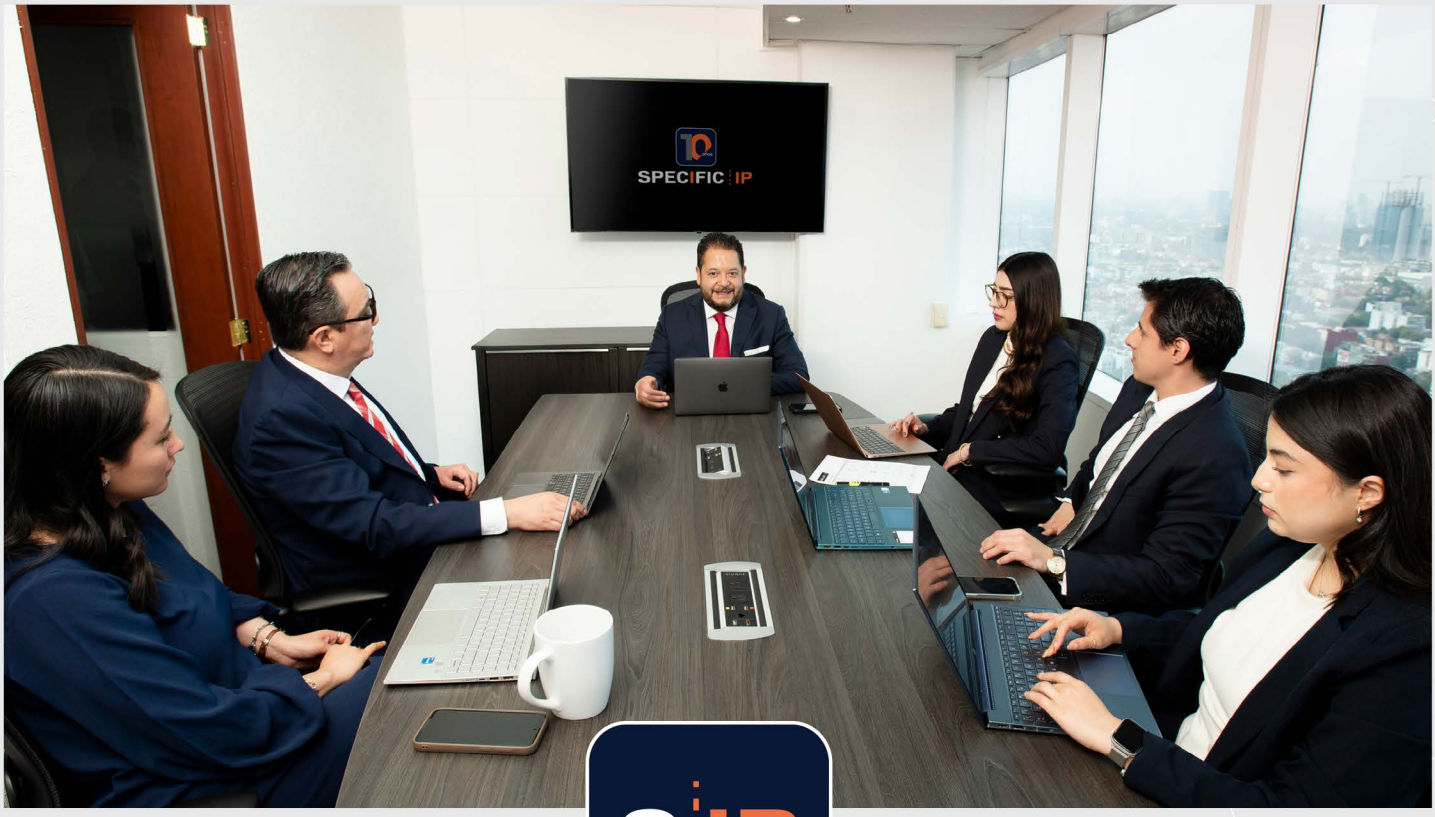


specialized

OUR FIRM

SPECIFIC IP marks its tenth anniversary as a distinguished and forward-looking law firm specialising 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, a visionary approach, proactive compliance guidance, and dedicated support in an increasingly globalised 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 strengthening our international reach and global capacity to act.

INTA International Trademark Association | APAA | ECTA | ASIPI | AIPLA American Intellectual Property Law Association

RECOGNITIONS

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

RECOMMENDED
Recognised by LEXOLOGY INDEX

RECOMMENDED
LEXOLOGY INDEX
Mexico 2025

LEADING FIRM
Legal500
LATIN AMERICA
2025

RANKED FIRM 2026
LEADERS LEAGUE

Chambers
RANKED IN
Latin America
2027
Specific IP

WTR
1000
RECOMMENDED
FIRM & INDIVIDUALS
2026

2026
IP STARS
from Managing IP
TRUSTED TALENT FIRM

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

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.

BRAND PROTECTION (BRITISH SPELLING)

At **SPECIFIC IP**, we safeguard the value of your brand against counterfeiting and unauthorised use, through an integrated approach that combines market intelligence, legal action, and technology. We conduct market research and identification of counterfeit merchandise, and coordinate raids with administrative and criminal authorities for their seizure. Our practice includes customs actions — such as the recordal of trademarks in the Customs trademark database and training for foreign trade officials in identifying illegal merchandise — as well as the use of proprietary technology platforms to detect intellectual property rights violations across digital environments and the internet.

TRADEMARKS (EXPANDED TO MATCH SPANISH SCOPE)

We provide end-to-end trademark services, including the registration and renewal of trademarks, trade names, commercial slogans, collective marks, and geographical indications. Our practice includes distinctive-sign monitoring, conflict analysis, and the design of preventive strategies, ensuring our clients' assets are protected and their expectations consistently exceeded.

PATENTS (EXPANDED TO MATCH SPANISH SCOPE)

SPECIFIC IP delivers comprehensive patent services, including the protection of inventions through patents, utility models, industrial designs, and drawings, as well as the preparation of specifications and claims. We represent clients before patent offices and provide patent litigation services when required.

COPYRIGHTS (EXPANDED TO MATCH SPANISH SCOPE)

We register and defend literary, artistic, musical, multimedia, and software works. We issue legal opinions on licences, assignments, and exploitation agreements, and represent authors in infringement proceedings.

LITIGATION (EXPANDED TO MATCH SPANISH SCOPE)

Our Intellectual and Industrial Property litigation team has extensive experience in nullity and lapse proceedings, administrative and criminal procedures against piracy and counterfeiting, and international arbitration and mediation. We ensure procedural effectiveness and the protection of our clients' rights before courts and specialised bodies.

expertise

INDUSTRIES & CLIENTS SERVED

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

our team

GILBERTO SÁNCHEZ I MANAGING PARTNER

Gilberto Sánchez brings over 20 years of specialised 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 I PARTNER

Eduardo Vázquez holds a Law Degree and a specialisation 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).**

DANIEL NÚÑEZ

LL.B., **Centro Universitario México (CUM). Over 25 years of focused practice in Intellectual Property and Labour 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).

CRISTIAN AVIÑA I HEAD OF IP ENFORCEMENT

Cristian Aviña is a senior attorney with more than 20 years of experience in intellectual property law. He spent 17 years as an official at the **Mexican Institute of Industrial Property (IMPI)**, where he held several senior positions, including Deputy Director of Trademark Infringement and Unfair Competition and Deputy Director of Patent, Industrial Design, and Unfair Competition Infringement.

During his tenure at IMPI, he participated in the implementation of international instruments, including the United States–Mexico–Canada Agreement (USMCA) and the Mexico–European Union Global Agreement. He was also involved in the analysis and interpretation of Mexico's Federal Law for the Protection of Industrial Property.

In private practice, he has built a strong track record advising domestic and international companies on the protection and enforcement of intellectual property rights. His experience includes developing enforcement strategies, handling infringement proceedings, coordinating anti-counterfeiting actions, and advising on unfair competition matters involving trademarks, patents, and copyrights.

He is also a recognised arbitrator before Mexico's National Copyright Institute (INDAUTOR).

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.

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

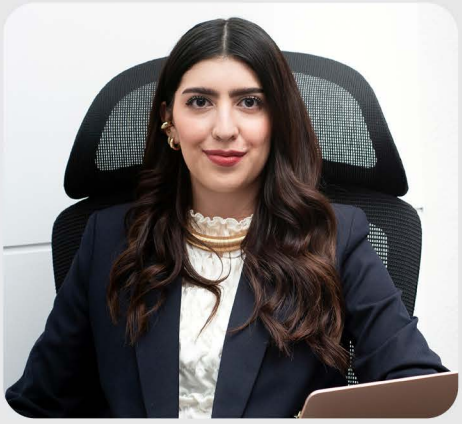
MARÍA FERNANDA ARAUJO SALGADO

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 specialised 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 **recognised 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, specialising 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 specialised 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 personalised 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 specialising 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 specialised 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.

SPECIFIC IP

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protect it

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