

Bernardo Herrerías Franco

Partner

Mexico City

Biography

Bernardo Herrerías has steered our Mexico IP practice since 2007. Clients rely on him for patents, trademarks, copyrights, and litigation. He navigates complex IP issues, working closely with Customs, the Patent and Trademark Office, the Attorney General, and other key authorities to protect and enforce IP rights.

With over 40 years at the firm, Bernardo has a deep connection to both Mexican and international clients, ensuring their IP portfolios are secure and robust. He's played a crucial role in shaping IP law, advising on reforms before Congress and representing clients as a member of leading IP associations. His tenure as President of the Mexican Association for the Protection of Intellectual Property during the 2014-2016 triennium reflects his commitment to the field.

Bernardo's reputation extends across industries—pharmaceuticals, consumer goods, technology, music, and more. Known for his strategic insight and decisive litigation, he's a trusted voice in IP law. His work hasn't gone unnoticed; clients, peers, and rankings like Chambers and Patners and WTR 1000 consistently highlight his practical approach. Most recently, Legal 500 named him Intellectual Property Lawyer of the Year at the 2024 Mexico Awards, underscoring his continued leadership in the field.

Representative experience



Phone

+52 55 5091 0163

Fax

+52 55 5091 0123

Email

bernardo.herrerias@hoganlovells.com

Languages

English
Spanish

Practices

Copyright
Designs
Domain Names
Intellectual Property
Patents
Trade Secrets and Confidential Know-how
Trademarks and Brands
Technology Litigation
IP Litigation, Arbitration, and Alternative Dispute Resolution

Representing a U.S. multinational retail corporation (supermarkets) for trademark prosecution, management portfolio, and litigation in Mexico.

Representing a global information technology company handling and implementing the anti-counterfeiting actions related to ink and toner cartridges.

Representing a U.S. multinational pharmaceutical company in a name dispute, infringement, well-known and famous lawsuits.

Representing a U.S. multinational sound recording and music publishing company in a dispute and acquisition of Copyrights.

Advised one of the largest confectionery companies in the world in the acquisition of a portfolio of brands from a Mexican company for more than US\$1 billion.

Representing a French media group in the protection of trademarks and a dispute to recover their famous trademark in Mexico.

Representing two major U.S. multinational pharmaceutical companies in patent infringement and annulment actions for an analgesic product.

Handling anti-counterfeiting program for a U.S. multinational company regarding razors, with more than twelve million products seized.

Handling the trademark portfolio and litigation of a Mexican cosmetic company.

Representing a U.S. company manufacturer of storage containers in the protection of the trademark portfolio, litigation, and protection of their famous brand.

Handling anti-counterfeiting program for a U.S. multinational company manufacturer of batteries.

Representing a British multinational automobile manufacturer in a car design dispute.

Representing a Japanese multinational electronics company in litigation related to the annulment of a prior registration under well-known grounds.

Our legal work in Latin America

Industries

Automotive and Mobility

Consumer

Financial Institutions

Insurance

Real Estate

Technology and Telecoms

Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

Post-Grant Proceedings

Retail and Consumer Goods

Food and Beverages

Media and Entertainment

Education and admissions

Education

Postgraduate Studies, Universidad Panamericana, Constitutional Appeals Law, 1993; Economic and Corporate Law, 1994; Civil and Commercial Procedural Law, 1995, 1995

LL.M., London School of Economics and Political Science, Chevening Scholarship granted by the British Council, 1992

Law Degree, Universidad Nacional Autónoma de México, Graduated with honors., 1991

Representing a Canadian multinational company and its subsidiary in a trademark litigation and transaction for recovering rights over a trademark.

Representing a multinational mining technology company and its Mexican subsidiary in a patent infringement and a number of nullity actions.

Representing a U.S. multinational technology company in patent prosecution for network technology.

Representing a global multinational alcoholic beverage company in a 3D dispute over the bottle shape, trademark portfolio management in Mexico and abroad.

Assisting a global multinational alcoholic beverage company in the authorizations for the use and exploitation of Tequila Appellation of Origin.

Advising and handling for a multinational food company its trademark portfolio and litigation.

Awards and rankings

- Intellectual Property Lawyer of the Year, *The Legal 500*, 2024
- Ranked individuals: Enforcement and litigation, *World Trademark Review 1000*, 2024
- Ranked individuals: Prosecution and strategy, *World Trademark Review 1000*, 2024
- Intellectual Property, *Latin Lawyer National*, 2020
- Intellectual Property (Mexico), *Chambers Latin America*, 2010-2025
- Intellectual Property (Mexico), *Chambers Global*, 2015-2022
- Intellectual Property, *The Legal 500*, 2018-2023
- Intellectual Property, *Latin Lawyer 250*, 2018-2023
- Trademark Star, *IP STARS*, 2021-2024
- World Trademark Review 1000 (Mexico), *World Trademark Review*, 2011-2017
- IAM Patent 1000 (Mexico), *IAM Patent*, 2013-2017

Memberships

President, Mexican Association for the Protection of Intellectual Property (Asociación Mexicana para la Protección de la Propiedad Intelectual), 2014-2016

Member, Communications Committee and Standing Committee Piracy and Counterfeiting, International Association for the Protection of Intellectual Property

Member, Latin America and Caribbean Sub-Committee of the Anti-counterfeiting Committee, International Trademark Association

Member, Intellectual Property Committee, International Chamber of Commerce

Member, Mexican Bar Association (Barra Mexicana Colegio de Abogados)

Bar admissions and qualifications

Mexico

Accolades

"Bernardo Herrerías Franco 'is someone to keep an eye on.' He is a proficient litigator in fields as disparate as mechanics, energy and pharmaceuticals."

IAM Patent 1000

"Bernardo Herrerías-Franco is the lead IP lawyer at the firm, noted for

Latest thinking and events

- Awards & rankings
 - Hogan Lovells puts in strong performance in 2024 Chambers Latin America Mexico rankings
- Press releases
 - Hogan Lovells advises Mondelēz International in landmark transaction with Grupo Bimbo
- News
 - Protection of the Cultural Heritage of Indigenous and Afro-Mexican People and Communities
- Insights and Analysis
 - Mexico: New Federal Law for the Protection of Industrial Property becomes effective November 5, 2020
- News
 - Mexico's new intellectual property laws: Upcoming changes for famous and well-known trademarks
- News
 - COVID-19 IP update: Intellectual Property Office developments (UK & EPO updated)

this sound legal skills, burgeoning prestige and agreeable manner."

Chambers & Partners

"Group head Bernardo Herrerías Franco is widely extolled. He is the current president of the Mexican Association for the Protection of Intellectual Property — a role which puts him at the heart of IP developments in the nation."

World Trademark Review, WTR
1000
