

Bernardo Herrerías Franco

Partner

Mexico City

Biography

Bernardo Herrerías has been leading the firm's Mexico Intellectual Property (IP) practice group since 2007. Clients look to Bernardo for help with patents, trademarks, copyrights, litigation, and other IP-related matters, including confidential information. He provides counseling and enforcement of IP rights for clients, leveraging an active synergy with Customs, the Patent and Trademark Office, the Office of the Attorney General, and other IP-related authorities.

Bernardo, who joined the firm over 34 years ago, represents Mexican and foreign clients in the maintenance of their IP portfolios. He has participated in the revision and amendments of draft reforms to IP law before the Mexican Congress, and IP authorities, both representing clients, and as a member of IP associations. For the past six years, Bernardo has served on the board of the Mexican Association for the Protection of Intellectual Property, and he has been president since 2014. Some of the markets he serves include pharmaceuticals, consumer goods, beauty, technology, computer, music, publishing, and food and beverage.

Applauded for "his sound legal skills, burgeoning prestige, and agreeable manner," Bernardo is recognized by clients, competitors, and colleagues as a respected and notable litigator and counsel. He is also consistently ranked by *Chambers Latin America*, *Latin America's Leading Lawyers for Business*, and *WTR 1000 World Trademark Review*. *IAM Patent 1000* 2013



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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

called him an "all-around IP master," who is the key to the group's success, and who wins plaudits from peers and clients alike for his "conscientious and practical" approach to contentious litigation matters.

Bernardo holds degrees from the London School of Economics and Political Science and the Universidad Nacional Autonoma de Mexico.

Representative experience

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 batteries and razors, with more than nine million products seized.

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

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 retail corporation (supermarkets) for trademark prosecution and trademark management portfolio in Mexico.

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

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.

Advising a multinational food company in its trademark portfolio and litigation.

Awards and rankings

Latin America Regional Practice

Industries

Automotive

Consumer

Financial Institutions

Insurance

Real Estate

Technology and Telecoms

Areas of focus

Advertising and Copy Clearance

IP Rights in Transactions

Strategic Counseling and Portfolio Development

IP Licensing, Commercialization, and Technology Transfer

Post-Grant Proceedings

Retail and Consumer Goods

Food and Beverages

Media and Entertainment

Education and admissions

Education

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

Postgraduate Studies, Universidad Panamericana, Postgraduate in Economic and Corporate Law, Universidad Panamericana, 1994, 1994

- Intellectual Property, *Latin Lawyer National*, 2020
- Intellectual Property (Mexico), *Chambers Latin America*, 2010-2023
- Intellectual Property (Mexico), *Chambers Global*, 2015-2022
- Intellectual Property, *The Legal 500*, 2018-2022
- Intellectual Property, *Latin Lawyer 250*, 2018-2021
- World Trademark Review 1000 (Mexico), *World Trademark Review*, 2011-2017
- IAM Patent 1000 (Mexico), *IAM Patent*, 2013-2017

Latest thinking and events

- 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
 - 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)
- Insights
 - Mexico's government publishes new intellectual property laws

Postgraduate Studies, Universidad Panamericana, Postgraduate in Constitutional Law_ Universidad Panamericana -1993, 1993

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

Law Degree, Universidad Nacional Autónoma de México, 1991

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)
