

## Jorge Felipe Mendoza Martínez

Associate  
Mexico City

### Biography

Jorge Mendoza has plenty of experience advising clients on the protection of trademarks in the field of industrial property. Jorge also has experience in addressing diverse protection procedures, from the presentation of precautionary measures, border measures, through their process and application to continue with the administrative request for breach and trademarks and design properly registered with the Mexican Institute of Property (Instituto Mexicano de la Propiedad Industrial).

In addition, Jorge works in procedures against piracy, promoting actions over the Specialized Unit for Investigation of Crimes against Copyright and Industrial Property (Unidad Especializada en Investigación de Delitos contra los Derechos de Autor y la Propiedad Industrial) against trademark counterfeiting.

Also, he has experience in litigation matters related to intellectual property rights and is involved in several actions for expiration, nullity, infringement, appeals for review, nullity judgments and uninterposed appeals on the Public Ministry, the Mexican Institute of Industrial Property, the Federal Court of Fiscal and Administrative Justice and the Collegiate Circuit Courts. Jorge began his practice in intellectual property matters at a boutique Intellectual Property firm.



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### Languages

Spanish  
English

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### Practices

Intellectual Property  
IP Litigation, Arbitration, and  
Alternative Dispute Resolution  
Patents  
Our legal work in Latin America

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### Areas of focus

IP Rights in Transactions

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### Education and admissions

## Education

Law Degree, Universidad  
Insurgentes, incorporada a la  
Universidad Nacional Autónoma de  
México, 2010

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## Bar admissions and qualifications

Mexico

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