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Acquisition International speaks to Ivan Guerrero Sanchez, Partner at Portilla Ruy-Díaz y Aguilar, S.C, about the current Mexican climate and Intellectual Property.

**Please give a brief synopsis of your personal, and your firms experience advising on IP law in Mexico?**

"In the Intellectual Property field our firm provides legal services in regard to trademarks, trade names, slogans, proprietary information, confidential information and copyrights, including, among other services, the following: (i) Preparation, filing, maintenance and protection of trademarks, trade names, slogans and copyright; (ii) Protection of confidential information and proprietary information; (iii) Preparation and negotiation of licensing and assignment agreements; (iv) Preparation and negotiation of technology transfer agreements; and (v) Litigation related to intellectual property matters."

**What area(s) of Intellectual Property law do you specialise in; and what industry sector(s) do you focus on?**

"I specialize in trademark matters, in all sectors. Nonetheless, recently I have been very active in the entertainment sector, with copyrights and trademarks matters for the videogame industry."

**How does your firm stand out from local competitors in terms of the services you offer?**

"The specialization, experience and development of each practice area of the Firm, as well as the coordination and support between those areas and a deep knowledge of reality, as well as the market and industry trends, offer our clients innovative and timely complete solutions, along with a preventive and strategic counseling."

"We have managed to offer benefits of both big and small size firms such as: (i) specialized practitioners; and, (ii) personal and direct attention of our partners."

**Why is intellectual property a company's most valuable asset? And what steps should a company take to protect their IP?**

"Intellectual property is the most valuable asset of a Company since it defines and individualizes each company. IP helps to distinguish each company from its competitor."

"The steps a company should take to protect their IP are many and variable, depending on their IP (patents, trademarks, copyrights, etc.). Nevertheless, the first and main step is to obtain advice of specialized IP attorneys in each jurisdiction in which they want to use their IP, in order to: (i) seek protection of their IP; and (ii) ensure they are not infringing third party rights."

**What are you predictions for IP law in your jurisdiction over the coming 12 months?**

"Although the economic recovery has been slow, Mexican authorities expect to have a considerable increase in foreign investment during 2011; therefore, we believe 2011 will bring interesting cases involving IP matters in Mexico."

**Which sectors are attracting foreign investors?**

"The gaming (casino) sector has attracted foreign investors in Mexico in recent years, especially for manufactures of gaming machines."

"Pharmaceutical and automotive sectors have always been very attractive for foreign investors in Mexico."

**On a lighter note, what is the best piece of advice ever given to you?**

"Understand the business of your client in order to ensure a right protection of its IP".

