

FisherBroyles

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Practice Areas: Compliance Counseling; Copyrights; Cyber-Risk; Education; Entertainment & Sports; Franchising; General Corporate; Health and Pharmacy Law; Intellectual Property; International; International Investment; Internet & eCommerce; Licensing; Media & Communications Law; Privacy & Data Security; Strategic IP Counseling; Technology; Technology Transactions and Data Privacy; Trade Secrets and Restrictive Covenants

Admissions: Mexico

Education: Universidad Nacional Autónoma de México, Licenciado en Derecho with honors (J.D. equivalent), 2003; LL.M., Columbia Law School (New York), 2011

Experience: LAW+DGTAL, S.C.; Jesus Garcia-Moncada's Law Office; Deloitte and Touche

Mr. Garcia assist clients to identify the best business solution for every matter and has a long track counseling clients in avoiding litigation. He guides Intellectual Property (IP) owners on developing and strategically protecting their IP assets. Over the course of his twenty-four-year career, Mr. Garcia has developed broad experience in the protection and enforcement of IP rights, managing IP assets to build valuable IP portfolios for Mexican and global clients. He delivers clients practical legal advice across the entire spectrum of IP areas, from strategic portfolio development, copyright, patent and trademark counseling, and technology licensing, to IP due diligence in M&A transactions and IP litigation support. Mr. Garcia also represents authors, inventors, creators, performers, creatives, corporations, entrepreneurs, innovators, emerging companies, research and development entities and universities. His practice includes legal IP counsel on technology mergers, acquisitions, sales and spinoffs.

Mr. Garcia graduated with honors from Universidad Nacional Autónoma de México (UNAM) Law School and is admitted to practice in Mexico. He earned a LL.M. degree at Columbia Law School (New York) (2011). He is Law Professor at the Pharma Marketing Program of Tecnológico de Monterrey.

Corporate Experience

National Autonomous University of Mexico, UNAM. Head of the Intellectual Property Legal Office.

Representative Transactions

- Legal counsel to a coproduction company in the preparation and negotiation of diverse agreements to secure copyright and other IP rights of a motion picture and to comply with all legal requirements as a nominee to the Oscars Academy Awards.
- IP legal counsel to a top tier Professional Soccer team in Mexico on diverse trademark matters, including the drafting and negotiation of several trademark license agreements with well-known manufacturers of sports clothing.
- IP legal counsel to a major research and development entity in Latin America to negotiate and draft agreements to transfer patents and other inventions to a German based pharmaceutical company.
- IP legal counsel to a US leading online retailer of consumer products in connection with the acquisition of a Mexican business related to mobility and healthcare solutions.
- Legal counsel to the Mexican subsidiaries of a US major transport and logistics business group on IP contractual matters facing its business growth in Mexico.
- IP legal counsel to a major automotive company on adequate forms to acquire a major motorcycles company.
- Legal counsel to an IA US-based company, on developing an IP strategy for its Latin America growth, especially in connection with Mexico.
- Participated in merger and acquisition projects with clients of various industries in connection with various IP matters, including IP due diligence and the preparation and negotiation of IP related provisions in the corresponding agreements.
- Participated in the preparation and revision of IP related agreements for diverse clients from a wide diversity of industries ranging from motion picture companies, to pharmaceutical companies.
- Advised several clients in IP matters.
- Assisted on the draft of legal strategies to protect IP assets in Mexico and abroad.

Presentations & Teaching Experience

TEACHING EXPERIENCE

- Law Professor, Pharma Marketing Program, Tecnológico de Monterrey (2020 – present).
- Law Professor, Universidad Interamericana para el Desarrollo, Intellectual Property Law, International Law, Tax Law, Financial Law, Legal Research Methods and Professional Ethics, Mexico (2020-2024).

- Data Privacy Law Professor, Universidad Nacional Autónoma de México, Ciudad Universitaria, Mexico (2005-2006).

CONFERENCES

- International Seminar “Escenarios 2020”, Session 8, Copyright in the Knowledge Society. Speaker, CUAED, Universidad Nacional Autónoma de México, Mexico City, October 2015.
- Seminars on Contracts, Intellectual Property and Workshop on Intellectual Property. Speaker, Universidad Nacional Autónoma de México, Mexico City, June and August 2009.
- Copyright Law and UNAM’s Copyright Regulation. Speaker; Universidad Nacional Autónoma de México, Mexico City, February 2008.
- The Basics of Intellectual Property. Speaker; Universidad Nacional Autónoma de México, Mexico City, April 2007.
- Meeting of Intellectual Property for Universities in Latin America organized by the World Intellectual Property Organization (WIPO). Representing Universidad Nacional Autónoma de México, Guatemala, November 2005.
- The Intellectual Property Legal Practice in UNAM, A Brief Analysis. Speaker; Universidad Nacional Autónoma de México, Mexico City, September 2004.

Publications

- Co-author, "Intellectual Property Manual", 2006.
- Co-author, Copyright Manual, 2006.

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