

# Fisher Broyles

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**Practice Areas:** Commercial Transactions; Contests & Sweepstakes; Copyrights; Cyber-Risk; Entertainment & Sports; FinTech and Blockchain; Franchising; Hospitality; Intellectual Property; Intellectual Property Litigation; International Investment; Internet & eCommerce; Licensing; Media & Communications Law; Outsourcing; Patent Prosecution; Patent Trial & Appeal Board; Privacy & Data Security; Strategic IP Counseling; Technology; Technology Transactions and Data Privacy; Trademark Prosecution; Trademark Trial & Appeal Board; Trade Secrets; Trade Secrets & Restrictive Covenants

**Bar Admissions:** Mexico

**Education:** Universidad Iberoamericana, Juris Doctor, 1998; Postgraduate degree in technology and telecommunications, Instituto Tecnológico Autónomo De México, Mexico City; Postgraduate degree in Law Firm Management, Harvard University School of Law; Senior Executive Leadership Program: Leadership at the Peak, The Center for Creative Leadership; The Power MBA Executive Management Program, The Power MBA, Spain; Master of Science in Digital Law, Artificial Intelligence and Blockchain, Equis Business School | Universidad Vitoria-Gasteiz-, Spain

**Experience:** Dentons Venture Tech; Baker & McKenzie; Ngo Miguérès (today Miguérès Moulin); Santamarina & Steta

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A seasoned specialist and pioneer of technology law in Latin America, he has been part of the market entry and operation of several of the most successful and disruptive technology companies operating in the region, including crypto-related businesses and financial technology companies.

He has created and led some of Mexico's largest intellectual property practices, including highly sophisticated trademark and patent prosecution teams and some of the most successful brand enforcement teams in Latin America. He was part of the global IP services team that manages some of the world's largest trademark portfolios.

His work has also included substantial advice on fashion and luxury matters, physical retail and brand expansion.

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Sergio is a technologist. He was a pioneer in the creation of Internet- related and videogame businesses as an entrepreneur in the early 1990's, including one of the first Internet Service Providers in Mexico, a leading electronic bulletin board service and a novel fax-over-IP gateway operator. He also has acted as mentor and investor of several successful technology start-ups in Latin America.

As part of his legal development and having a computer programming background, Sergio became one of the first technology and internet lawyers in Latin America, which became his passion and practice for all his legal career.

He has been an associate of large local law firms, partner of global firms and in-house counsel for companies in the consumer product and technology sectors. With a computer programming background and profound devotion to all-things electronic, he has become a leading voice on technology law in the region and beyond.

In his free time, Sergio enjoys racing cars, mentoring entrepreneurs, admiring contemporary art, amateur DJ'ing and reading and writing poetry. He is a published poet.

### Representative Transactions

- Assistance in the creation of the first advanced electronic signature processes in Mexico with SeguriData Privada.
- Launch and securing of the Solidaridad 1 and Solidaridad 2 communications satellite with Hughes Aircraft.
- Launch and operation of the MexSat satellite system for Boeing and Orbital Sciences.
- Creation of the first Mobile Virtual Network Operator in Mexico and Latin America with Virgin Mobile, as well as lobbying and negotiation for the creation of rules for such mobile virtual network operators.
- Launch and operation of the Starbucks Card for Starbucks.
- Launch and operation of the iTunes Card and various devices and products for Apple.
- Successful litigation of one of the largest trademark sequestration lawsuits (with 100% recovery of rights) in Mexico for G-Star.
- Annual record for the seizure of counterfeit and pirated merchandise in Mexico for Hasbro.
- Launch and operation in Mexico of the mobility platforms Uber, DiDi and Beat.
- Launch and operation in Mexico of Facebook, Twitter and TikTok.
- Launch and operation in Mexico of Walmart.com, Costco.com, Amazon, eBay

- Market entry of physical retail in Mexico through direct entry, franchising or distribution models of GAP/Banana Republic, PRADA, Victoria's Secret, Playboy, Brooks' Brothers and Abercrombie & Fitch.
- Managed large sophisticated trademark and patent portfolios on global, regional and local levels for major brand owners such as Unilever, Procter & Gamble, Hasbro, Church & Dwight, Salesforce, KidZania, Pfizer

### Awards and Recognitions

- Chambers & Partners, Band 1, TMT, Mexico
- Legal 500, Leading Lawyer, TMT, Mexico
- Managing IP, IP Stars, Trademark Star
- Media Law International, Leading Lawyer, Mexico
- Latin Lawyer, LACCA Approved

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