Pérez-Llorca



Jorge Mondragón

Contact.

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Practices and Sectors

- Consumer Protection
- Corporate
- · Franchising and Licensing

Profile

Jorge is partner of the corporate practice. He brings over 31 years of experience, where he has developed a legal and commercial business-oriented practice with a focus on corporate, commercial, franchising, licensing, distribution, technology, and business retail matters.

Studies:

- Structural Issues in Law Management Program, Fordham University, The School of Law, New York
- Postgraduate degree in Corporate law, Instituto Tecnológico Autónomo de México (ITAM), Mexico City
- Law degree (J.D. equivalent) with honors, Universidad Nacional Autónoma de México (UNAM), Mexico City

His working languages are Spanish and English.

Experience

His experience includes advising Mexican and foreign clients on the full spectrum of transactions – from start-ups mechanisms to the correct management and operation of their business. His practice also entails compliance, regulatory, corporate and intellectual property aspects required for the implementation of franchise systems and distribution schemes.

Jorge also has vast knowledge of complex corporate and commercial matters, including mergers and acquisitions, corporate reorganizations, strategic alliances and joint ventures, corporate controversies and foreign investments.

In October 2023 Jorge was named Chairman of Multilaw, one of the world's largest international professional services network of independent law firms. Established in 1990, Multilaw covers over

90 firms across 100 countries. These firms are made up of more than 11 thousand lawyers.

Advised several highly regarded franchise systems (franchisors) for their start-up and expansion in Mexico; from diverse industries including clothing, education, hospitality, fast food, restaurant, medical, oil & gas,

Academic and Publishing collaborations

Former professor of the Negotiation course at the Law School of Universidad Panamericana, Mexico City. He was also involved in the following publications:

- Thought Leader Global Elite Franchises 2022, Q&A Edition, Who's Who Legal
- Franchise Guide 2023, Mexico Chapter, published by Lexology Getting the Deal Through
- Global Business Entities Guide, 2021 Edition, Mexico Chapter, published by Multilaw
- Franchise Guide 2022, Mexico Chapter, published by Lexology Getting the Deal Through
- Consumer Protection Guide 2021, Mexico Chapter, published by International Comparative Legal Guides (ICLG)
- The Employment Law Review, Mexico Chapter, 12th Edition, published by The Law Review
- Franchise Guide 2021, Mexico Chapter, 15th Edition, published by Lexology Getting the Deal Through
- Consumer Protection Guide 2020, Mexico Chapter, published by International Comparative Legal Guides (ICLG)
- Franchise Practice Guide 2020: Sub-franchising, Master Franchising, and Development Agents, Mexico Chapter, published by Getting the Deal Through/Lexology
- The Employment Law Review, Mexico Chapter, 11th Edition, published by The Law Review
- Franchise & Licensing Comparative Guide 2019, Mexico Chapter, published by The Legal 500
- Franchise Practice Guide 2019: Selecting the Appropriate Vehicle for International Expansion, published by Getting the Deal Through/Lexology
- Franchise Guides 2009-2018, Mexico Chapter, published by Getting the Deal Through, a publication of Law Business Research
- Continuously participates as a speaker at various national and international forums as a specialist in Franchises, including the IFA Annual Legal Symposium
- The Franchise Law Review, Mexico Chapter, 3rd Edition, published by Law Business Review
- ABA Covenants Against Competition in Franchise Agreements, 3rd Edition, published by the ABA Franchise Forum (2012)
- Alternative Corporate Re-Engineering: Building Businesses Through Third-Party Relationships and Expansion into New Markets, published by The European Lawyer, Thomson Reuters (2011)
- International Franchise Sales Laws, Mexico Chapter, 2nd Edition, published by the ABA Franchise Forum (2015)
- Privilege and Confidentiality: An International Handbook, Mexico Chapter, published by the IBA (2006)
- Amendments to the Industrial Property Law on Franchising Matters, Franchise Lawyer, published by the ABA (2005)

Professional Organisations

- Privacy Rules, global alliance of privacy experts.
- International Bar Association (IBA), former senior vice chair of the international franchising committee.
- American Bar Association (ABA), Forum on Franchising.

Recognition

- Chambers and Partners Global: Franchising Global-wide (Band 4)
- Latin Lawyer 250: Data, Technology and Privacy Law, Labour
- Who's Who Mexico: Franchise (Thought Leader Most Highly Regarded)
- Whos Who Global Franchising (Global Elite Thought Leader)
- Leaders League: Corporate and M&A (Leading)
- Best Lawyers: Franchise, Corporate/M&A