Pérez-Llorca



Pablo Hooper

Contact
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Practices and Sectors

- Intellectual Property
- Sports

Profile

Pablo Hooper is widely recognized as a leading intellectual property lawyer in Mexico and abroad. Pablo has nearly 31 years of experience advising local and multinational companies in a variety of industries on intellectual property, trademark, copyright, franchising, and entertainment matters. His practice stands out for its legal advice in strategic litigation for the defense and protection of intellectual property and franchises.

Studies:

- Postgraduate degree, Centro de Extensão Universitária in São Paulo, São Paulo
- Postgraduate degree, Universidad Panamericana, Mexico City
- Postgraduate degree, Escuela Libre de Derecho de México, Mexico City
- Postgraduate degree, Franklin Pierce Law Center, New Hampshire
- Law degree (J.D. equivalent), Universidad Panamericana, Mexico City

His working languages are Spanish and English.

Experience

Pablo currently leads Intellectual Property area. He has developed a specialized transactional approach by identifying risks and negotiating contracts that involve a significant component in the licensing of intellectual property rights and franchising in Mexico and Latin America where he has represented clients in complex deals.

He leads programs to promote the rule of law in Mexico, the culture of lawfulness and pro-bono work. His success stories include advising the Bank of Mexico on intellectual property matters, the creation of the Mexican Ministry of Culture, and incorporating ANADE’s first Sports, Entertainment and Culture Committee.

For years Pablo has been a speaker in several national and international events, taking part in more than 100 conferences in Mexico, as well as in over in more than six countries across continents. His practice is regularly awarded and recognized by several rating agencies and publications worldwide.

Academic and Publishing Collaborations

Pablo is a professor of Intellectual Property at the undergraduate and master's levels at Universidad Panamericana and also in the postgraduate program at Escuela Libre de Derecho. Additionally, he has participated in the following publications:

- Speaker in the Promoting Best Practices in Licensing for SMEs in the Creative Industries Conference organized by the Asia-Pacific Economic Cooperation Forum (APEC) at Hong Kong, China (2018)
- He is an active speaker in conferences and seminars around the world organized by among others, the University of Texas, Franchise Expos, IFA, International Bar Association, ABA and APEC, in topics related with his areas of expertise
- He collaborates on a regular basis with articles in publications, most of them related with intellectual property, franchising and entertainment matters

Professional Organisations

- National Corporate Counsel Association (ANADE)
- Mexican Association for the Protection of Intellectual Property (AMPPI)

Recognition

- Chambers Latin America 2027: Intellectual Property (Band 2)
- Chambers Global 2026: Intellectual Property (Band 2)
- Legal 500 Latin America 2026: Intellectual Property (Leading Partner)
- Leaders League 2026: Litigation (Highly Recommended), Intellectual Property Patent prosecution (Recommended), Trademark Prosecution (Recommended)
- Lexology: Mexico Franchise (Thought Leader), Mexico IP (Recommended), Franchising (Recommended)
- Latin Lawyer 250 (2027): Administrative Law, IP
- World Trademark Review 2026: Enforcement and Litigation Individual (Recognized), Prosecution and Strategy individual (Recognized), Silver in Enforcement and Litigation (Recognized), Intellectual Property (Recognized), Trademark Leader (Recognized), Patent Leader (Recognized)
- WTR 100: Recommended Individual (2026)
- I am 1000- Bronze (2026)
- Best Lawyers: Intellectual Property law, Administrative law, Franchise Law (Since 2008)