



Alberto Pliego Beguerisse

Contact

alberto.pliego@perezllorca.com
Montes Urales 632, Lomas de
Chapultepec, Miguel Hidalgo
11000 Ciudad de México

Practices and Sectors

- Franchising and Licensing
- Intellectual Property

Profile

Alberto has over 16 years of experience as an Intellectual Property attorney, providing legal counsel to domestic and foreign companies, as well as to individuals, mainly on trademarks, copyrights, litigation, franchising, licensing, and distribution.

Studies:

- Master of Laws (L.L.M.) in Intellectual Property Law, The John Marshall Law School, Chicago, Illinois, United States of America
- Postgraduate Degree in Intellectual Property, Universidad Panamericana, Mexico City, Mexico
- Certificate in Civil, Family and Criminal Law, Universidad Nacional Autónoma de México, Mexico City, Mexico
- Law degree (J.D. equivalent), Universidad Nacional Autónoma de México (UNAM) Mexico City, Mexico

His working languages are Spanish and English.

Experience

His experience includes advising clients from different industries in both consulting and litigation matters related to the protection and defence of intellectual property rights, as well as the negotiation, drafting and execution of franchise agreements, licenses, distribution and, more broadly, different types of intellectual property contracts.

Alberto represents clients from a myriad of industries such as retail, advertising agencies, hospitality and military industries, construction companies, telecom, technology, consumer goods, among others. He also provides corporate intellectual property advice in transactional matters

including IP due diligence, IP protection clause drafting, as well as other types of agreements.

Academic and Publishing collaborations

- Article: "Legal implications when using ChatGPT", published by Legal Industry Reviews
- Article: "Nft's: The blockchain as a means of authenticity of digital artistic works", published by Legal Industry Reviews, April 2023
- Article: "Cannabis and Industrial Property", co-author, published by Legal Industry Reviews, November 2022
- Article: "Intellectual Property, Regulations Pending", published by Legal Industry Reviews, September 2022
- Article: "Metaverso and Intellectual Property", co-author, published by Legal Industry Reviews, July 2022
- Advertising and Marketing Guide 2020, Mexico Chapter, published by Chambers and Partners
- Doing Business Guide 2019, Mexico Chapter published by Chambers and Partners

Professional Organisations

- Asociación Nacional de Abogados de Empresa, Colegio de Abogados (ANADE - Mexican Association of Business Lawyers)
- Mexican Association for the Protection of Intellectual Property (AMPPI)

Recognition

- Chambers and Partners Global: Intellectual Property (Up and coming)
- Chambers and Partners LATAM: Intellectual Property (Up and coming)
- Legal 500: Intellectual Property (Next Generation Partner)
- Latin Lawyer 250: Intellectual Property
- Best Lawyers: Intellectual Property
- World IP Review: Intellectual Property, Trademark (Leader), Patent (Leader)
- World Trademark Review: Prosecution and Strategy (Bronze)