

Pérez-Llorca



Rodrigo Guerrero Díaz

Contact

rodrigo.guerrero@perezllorca.com

Montes Urales 632, Lomas de
Chapultepec, Miguel Hidalgo
11000 Ciudad de México

Profile

Rodrigo has been an associate in the Intellectual Property practice since joining the firm in 2024. With over 4 years of experience in the field, he provides legal counsel to a wide range of companies, specializing in litigation related to trademark protection, as well as in the registration and maintenance of trademarks. Additionally, he advises on the drafting of contracts within the field and supports the development and implementation of strategies for companies in Mexico, with a particular focus on managing anti-counterfeiting programs in the region.

Studies:

- Law degree (J.D. equivalent), Universidad Iberoamericana, Mexico City

His working languages are Spanish and English.

Experience

Rodrigo is experienced in the protection and defence of trademark rights, providing legal counsel in this area and drafting contracts related to intellectual property. His work spans both dispute resolution and preventive advisory, ensuring that his clients' trademarks are effectively protected and enforced.

Additionally, Rodrigo is involved in preparing provisional measures in administrative proceedings, implementing successful strategies for the seizure and destruction of thousands of counterfeit products. These actions have not only safeguarded the integrity of the trademarks but also delivered a significant return on investment for the companies, protecting their assets and enhancing their market position.