



PROPIEDAD
INTELECTUAL
BUFETE SORIANO®

PATENTS AND INDUSTRIAL DESIGNS



BUFETE SORIANO®
ABOGADOS

www.bufetesoriano.com/propiedadintelectual

BUFETE SORIANO®
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BRIEF PRESENTATION OF OUR SERVICES

If your company has developed a new or improved **technology** enabling you to solve a technical problem or if your products have a particular **aesthetic or appearance**, you should know you might be able to obtain exclusive rights to them.

We at **Bufete Soriano®** have experience and a successful track record in the field of **patents and industrial designs**; we are aware that protection and defense of innovations constitute an essential ingredient of a company's success.

If you still have not approached us for advisory services in this field, we would like to reiterate our complete willingness to offer you a wide range of services, including a search and protection of inventions and designs as well as legal defense as listed below:

FIRST STEP: TECHNICAL SEARCH

Information is vital to learning about the status of things and for decision-making. This is why a technical search is very useful to show us **what to do with the technology your company has or that you intend to use and/or want to protect**. A technical search in particular helps us with the following:

- To determine whether the technology developed by your company has a probability or not of being protected and under what legal mechanism (patent, utility model or industrial design).
- To modify or improve existing technology and have as a result a technological advance that may even be subject to protection.
- To avoid the risk of infringement of technology already protected by a third party. We explore the alternative of applying for a license or confirm that the use of said technology comes under "free usage" with no legal jeopardy.
- To find technology useful for solving technical problems that might occur at your company.
- To look for prospective customers for licensing or selling the technology developed by your company.

Once the search has been made, we will advise you on your legal choices and if applicable, on the probability of obtaining exclusive rights under the proper legal mechanism.



PATENTS

A patent granted in Mexico gives the holder exclusive rights to exploit the protected invention for 20 non-renewable years, a right that, when properly managed, may give your company a significant competitive edge.

We at **Bufete Soriano®** can advise you on the probability of receiving a patent for technology developed by your company, or if not, on the possibility of protecting it under alternative legal mechanisms such as a "utility model".

Our participation in the process is comprehensive, consisting of drafting the application (procuring at all times the broadest scope of protection) and preparing and making the formal drawings, filing them with the Mexican Industrial Property Institute (IMPI), responding to official actions as well as handling any procedural eventuality that might occur during the administrative process.



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PROTECTION ABROAD

Also, in order to further the commercial interests and/or needs of our clients to expand internationally, we design tailored strategies for obtaining patents in other countries, whether under the Paris Convention or the Patent Cooperation Treaty (PCT). Towards this end we have a support network of reliable correspondents abroad.

ACCELERATION STRATEGIES

We know that time is of essence for businesses, so we have the experience and a successful track record in cases where we have accelerated the patent procedure in Mexico as well as abroad. We use tailored strategies and legal shortcuts; one such alternative (among others) is the possible use of the Patent Prosecution Highway (PPH).

Our services in the area of industrial designs encompass preparing and making drawings and figures according to requirements set forth by IMPI (at all times procuring the broadest scope of protection), filing the application with IMPI, responding to official actions as well as handling any procedural eventuality that might occur during the administrative process.



INDUSTRIAL DESIGNS

The aesthetics, shape, color and general appearance of a product play an important role in commercial success; all these issues may be subject to protection under the concept of industrial design where you may obtain exclusive rights to use them.

We at **Bufete Soriano**® have the experience to advise you on protection alternatives for these features under the mechanism of industrial model (3D) or industrial drawing (2D) or even under other possibilities recently incorporated into Mexican law, such as a registration known as “trade dress”.

LEGAL DEFENSE

Just like any other kind of asset, patents and industrial designs require a vigorous and strategic defense if infringed upon by any third party.

We at **Bufete Soriano**® prepare for and tackle every kind of litigation in which these rights are in jeopardy with a completely serious and in-depth approach. Proof is in the success we have had in delicate issues of this kind.

Likewise (although we will never discard the option of a friendly settlement of disputes), we have the ability to obtain legal measures against unfair competition or patent and design infringement. We will advise our clients and bring a conclusive defense if they are subjected to these kinds of claims by third parties.

We will be grateful for having the opportunity to provide further information about our services and principles in the area of **patents and industrial designs**, and hope to earn your trust and work with you in pursuit of your goals by offering services that exceed your expectations.



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BUFETE SORIANO®

FORMOSA 1930 INT 4 COL. LOMAS DEL COUNTRY
GUADALAJARA, JAL. MX. 44610
TEL. +52 (33) 3854.1123

sasoriano@bufetesoriano.com
bufetesoriano.com/propiedadintelectual

@bufetesoriano

