



ALBERTO PLIEGO BEGUERISSE

Partner

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Areas of Practice

Franchising & Licensing
Intellectual Property
Advertising & Marketing

About

Alberto has over 15 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.

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.

Awards & Recognitions

Intellectual Property recommended, The Legal 500

Recognized lawyer in Intellectual Property, Latin Lawyer 250

Recognized in Intellectual Property, World IP Review

Recognized lawyer as Trademark Leader, World IP Review

Recognized lawyer as Patent Leader, World IP Review

Recognized prosecution and strategy individual, World Trademark Review

Education

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

Memberships

Mackrell International

Asociación Nacional de Abogados de Empresa, Colegio de Abogados (ANADE – Mexican Association of Business Lawyers)

Mexican Association for the Protection of Intellectual Property (AMPPI)

Publications & Collaborations

Article: "Legal implications when using ChatGPT", published by Legal Industry Reviews [Download](#)

Article: "Nft's: The blockchain as a means of authenticity of digital artistic works", published by Legal Industry Reviews, April 2023 [Download](#)

Article: "Cannabis and Industrial Property", co-author, published by Legal Industry Reviews, November 2022 [Download](#)

Article: "Intellectual Property, Regulations Pending", published by Legal Industry Reviews, September 2022 [Download](#)

Article: "Metaverso and Intellectual Property", co-author, published by Legal Industry Reviews, July 2022 [Download](#)

Advertising and Marketing Guide 2020, Mexico Chapter, published by Chambers and Partners [Download](#)

Doing Business Guide 2019, Mexico Chapter published by Chambers and Partners [Download](#)

Languages

Spanish

English