



JORGE MONDRAGÓN

Partner

Franchising, licensing, distribution and corporate core

jmondragon@gcsc.com.mx

Areas of Practice

Corporate
Franchising & Licensing

About

Jorge is co-managing partner of the firm, and currently heads the firm's corporate practice group. He brings over 30 years of experience, where he has developed a legal and commercial business-oriented practice with focus on corporate, commercial, franchising, licensing, distribution and technology and business retail matters.

“Extremely well-regarded practitioner in the field who stands out for his first-rate expertise advising on contracts, corporate structures and the implementation of franchise systems”, Who's Who Legal

His experience includes advising Mexican and foreign clients on the full spectrum of transactions – from start-ups mechanisms to the correct management and operation of their business. His practice also entails compliance, regulatory, corporate and intellectual property aspects required for the implementation of franchise systems and distribution schemes.

Jorge also has vast knowledge of complex corporate and commercial matters, including mergers and acquisitions, corporate reorganizations, strategic alliances and joint ventures, corporate controversies, foreign investments and labor consulting.

In October 2023 Jorge was named Chairman of Multilaw, one of the world's largest international

professional services network of independent law firms. Established in 1990, Multilaw covers over 90 firms across 100 countries. These firms are made up of more than 11 thousand lawyers.

Experience

- Advised several highly regarded franchise systems (franchisors) for their start-up and expansion in Mexico; from diverse industries including clothing, education, hospitality, fast food, restaurant, medical, oil & gas, real estate, technological, among others

Awards & Recognitions

Franchising Global-wide ranked lawyer, Chambers and Partners Global Guide

Recognized lawyer in Data, technology and privacy law, Latin Lawyer 250

Recognized lawyer in Labour, Latin Lawyer 250

Thought Leader Global Elite in Franchise, Who's Who Legal

Thought Leader Mexico in Franchise, Who's Who Legal

Global Leader in Franchise, Who's Who Legal

National Leader Mexico in Franchise, Who's Who Legal

Franchise law recognized lawyer, Best Lawyers

Corporate and Mergers and Acquisitions law recognized lawyer, Best Lawyers

Privacy and Data Security law recognized lawyer, Best Lawyers

Academia

Former Professor of the Negotiation course at the School of Law of the Universidad Panamericana, Mexico City, Mexico

Education

Structural Issues in Law Management Program, Fordham University, The School of Law, New York, United States

Postgraduate degree in Corporate law, Instituto Tecnológico Autónomo de México (ITAM), Mexico City, Mexico

Law degree (J.D. equivalent) with honors, Universidad Nacional Autónoma de México (UNAM), Mexico City, Mexico

Memberships

International Franchise Association (IFA)

Multilaw

Privacy Rules, global alliance of privacy experts

International Bar Association (IBA), former senior vice chair of the international franchising committee

American Bar Association (ABA), Forum on Franchising

National Corporate Counsel Association (ANADE)

Publications & Collaborations

Thought Leader Global Elite - Franchise 2022, Q&A Edition, Who's Who Legal [Download](#)

Franchise Guide 2023, Mexico Chapter, published by Lexology Getting the Deal Through [Download](#)

Global Business Entities Guide, edition 2021, Mexico Chapter, published by Multilaw [Download](#)

Franchise Guide 2022, Mexico Chapter, published by Lexology Getting the Deal Through [Download](#)

Consumer Protection Guide 2021, Mexico Chapter, published by International Comparative Legal Guides (ICLG) [Download](#)

The Employment Law Review, Mexico Chapter, 12 Edition, published by The Law Review [Download](#)

Franchise Guide 2021, Mexico Chapter, 15 Edition, published by Lexology Getting the Deal Through [Download](#)

Consumer Protection Guide 2020, Mexico Chapter, published by International Comparative Legal Guides (ICLG) [Download](#)

Franchise Practice Guide 2020: Sub-franchising, master franchising and development agents, Mexican Chapter, published by Getting the Deal Through/Lexology

The Employment Law Review, Mexico Chapter, 11 Edition, published by The Law Review [Download](#)

Franchise & Licensing Comparative Guide 2019, Mexican Chapter, published by The Legal 500 [Download](#)

Franchise Practice Guide 2019: Selecting the appropriate vehicle for international expansion, published by Getting the Deal Through/Lexology [Download](#)

Franchise Guides 2008-2019, Mexico Chapter, published by Getting the Deal Through, a Law Business Research publication

Continuously participates as speaker in several local and international forums, as a Franchise

expert, including the Annual IFA Legal Symposium

The Franchise Law Review, Mexico Chapter, Third Edition, published by the Law Business Research (2016)

ABA Covenants Against Competition in Franchise Agreement, Third Edition, published by ABA Forum on Franchising (2012)

Alternative Corporate Re-Engineering (Building businesses through third party relationships and expansion into new markets), published by The European Lawyer, Thomson Reuters (2011)

International Franchise Sales Laws, Mexico Chapter, Second Edition, published by the ABA's Forum on Franchising (2015)

Privilege and Confidentiality: An International Handbook, Mexico Chapter, published by the IBA (2006)

Amendments to the Industrial Property Law on Franchising Matters, Franchise Lawyer, published by the ABA (2005)

Languages

Spanish

English