



Cirse Paola Cruz Patiño

ASSOCIATE LAWYER

Ms. Cruz specializes in Intellectual Property.

EDUCATION

2018

Institute of Intellectual Property and Competition Law, Professional Certification in Copyright.

2010-2015

National Autonomous University of Mexico, Law Degree - Intellectual Property.

PRACTICE AREAS

- Intellectual Property
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EXPERIENCE

Ms. Cruz's experience includes:

Advising on trademark availability searches, intellectual property prosecution, handling of large trademark portfolios for national and foreign clients and the follow-up of national trademark portfolios registered abroad.

Reading and analyzing applications entered before the IMPI and applying the legal and administrative provisions in the respective resolution procedure in order to ensure they don't infringe an existing registration of the same mark or constituting the generic name of the goods that the mark is associated with.

Participating in the development of trademark protection strategies for various clients in Mexico and the United States, including the drafting and revision of franchise and license agreements and overseeing complex IP due diligence exercises.

Communicating with the applicant or the applicant's trademark agent if their application does not comply with the Industrial Property Law.

Recommending the grant or refusal of a Trademark Registration.

Performing administrative and management functions related to Trademark Law.

MEMBERSHIPS

Ms. Cirse is member of Mexican Association for the Protection of Intellectual Property (AMMPI)

ARTICLES



August 21, 2020

CONTACT

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🌐 Speaks Spanish and English