



Jáuregui y Del Valle



## Martha Ruth Celis Jiménez

ASSOCIATE LAWYER

Ms. Celis specializes in Intellectual Property Litigation

*'Attention, professionalism and outstanding knowledge of both the issues and the options for resolving them are distinguishing features of Martha Ruth Celis.'* Legal 500.

### EDUCATION

---

**2003-2008**

Universidad La Salle, Juris Doctor.

**2015**

Universidad Nacional Autónoma de México, Post-graduate studies in Business Law/Company Law.

---

### PRACTICE AREAS

---

- Intellectual Property Litigation; Consultancy on IP and related matters; prosecution of trademark applications until its conclusion;

opposition procedures; Drafting of different type of commercial agreements related to IP.

---

## EXPERIENCE

---

Ms. Martha is an intellectual property (IP) and administrative litigator, she has more than 10 years of experience in litigation procedures, mainly before the Mexican Institute of Industrial Property, and before other instances, such as the Federal Court for Administrative Affairs and the Federal Circuit and District Courts.

Her work practice is extensive and she has vast experience in lawsuits and litigation in all areas of intellectual property, including copyright, trademarks, patents and unfair competition. Her experience and knowledge allow her to design legal protection strategies with a multidisciplinary approach, and to provide specialized consulting on the protection and defense of the Intellectual Property rights, providing comprehensive assistance during this process.

In addition, she has experience in managing and resolving disputes about domain names according to the Uniform Domain Name Dispute Resolution Policy (UDRP) and Local Dispute Resolution Policy (LDRP), as well as advising clients for the development of websites and the protection of the content hosted on them.

---

## PROFESSIONAL ACTIVITIES

---

Speaker, "Colloquium on Innovation and Technology in Creative Processes", Autonomous University of Queretaro, May 2018.

Speaker, "Traditional Knowledge and Intellectual Property", Mexican Bar Association, November 2017.

Speaker, "Traditional Knowledge from the Intellectual Property perspective", Fifth Forum of Intangible Cultural Heritage, Original Towns and Neighborhoods, November 2016;

"Traditional Cultural Expressions and Traditional Knowledge", Managing Intellectual Property, December 2016;

"Effective use of a trademark", Managing Intellectual Property, October 2015;

"Amendments on IP enforcement", Managing Intellectual Property, May 2012;

Active member of AMPPI and INTA

---

## ARTICLES



## CONTACT

☎ Phone  
+52 55 5267 4526

Mobile Phone  
+52 55 2922 5737

✉ Email Address  
[mcelis@jaureguiydelvalle.com](mailto:mcelis@jaureguiydelvalle.com)

🌐 Languages  
Spanish and English

