

Edgar Mata Mancera

Associate

Mexico City

Biography

Edgar Mata actively advises clients on the best strategies to secure and protect their intellectual property rights.

His practice covers any and all matters involving trademarks, trade names and slogans, patents, industrial designs and models, plant breeders' rights, and protection of confidential information. Edgar also works with copyrights and reserve of rights, including the protection and defense in trials and anti-counterfeiting practices. He has collaborated with counsel abroad in handling international trademark portfolios.

He assists clients in a wide variety of industry sectors, from consumer goods, beauty and cosmetics, and technology to food and beverage, financial institutions, and sports and entertainment.

Edgar began his intellectual property practice in the in-house legal department at Universal Music Mexico, handling diverse agreements involving copyrights and complex licenses over such rights. He joined Hogan Lovells BSTL (then Barrera, Siqueiros y Torres Landa, S.C.) in 2011.

Representative experience

Representation of DS International Mexico in design



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Languages

Spanish
English

Practices

Intellectual Property

Latin America Regional Practice

Education and admissions

Education

Law Degree, Universidad La Salle,
2012

patent infringement proceedings involving mining tools.

Representation of The Gillette Company in numerous trademark infringement proceedings involving three-dimensional trademark rights and trade dress.

Represented various Mexican and foreign companies on the maintenance of their trademark and intellectual property portfolios.

Awards and rankings

- Tier 2 - Intellectual Property, *Legal 500*, 2016

Latest thinking and events

- Insights
 - Mexico: New Federal Law for the Protection of Industrial Property becomes effective November 5, 2020
- News
 - Mexico: New Federal Law for Protection of Industrial Property & amended Federal Copyright Law & Criminal Code
- News
 - Mexico: New electronic trademarks tool
- Hogan Lovells Publications
 - Mexico | New Electronic Trademarks Registry
- Hogan Lovells Publications
 - Mexico Intellectual Property Update | COVID-19
- Hogan Lovells Publications
 - COVID-19 | The Mexican Institute of Industrial Property (IMPI) has suspended terms

Bar admissions and qualifications

Mexico
