

PERSONAL INFORMATION

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Date of birth 29/07/1987

WORK EXPERIENCE

May 2019 - ongoing

Founding Partner

Arte Capital (Legal & Business Consulting) - Zapopan, Jalisco – www.artecapital.com.mx

- Developing and promoting legal services for creative and cultural industries.
- Design of integral products for cultural entrepreneurs.
- Curatorship for cultural project and entrepreneurship.
- Search, evaluation, negotiation and closure of agreements for strategic partnerships with public and private organizations.
- Design of legal strategies for cultural industries in digital environments.
- Drafting and implementation of training courses on legal aspects for cultural projects.
- Mentorship and coaching for curated cultural projects.
- Promotion through podcasts of the importance of an entrepreneurial approach to cultural productions.

[Advisory for Cultural & Creative Industries](#) | Film, music, design, plastic art & video games industries

July 2018 – ongoing

Partner | Legal & Business Consultant

Onthia Abogados | Zapopan, Jalisco | www.onthia.com

To coordinate services with companies & entrepreneurs in the technology, health, media, creative & cultural industries. Directly involved in all the matters related to IP, IT & Data Privacy. within our firm's corporate clients. Main duties:

- Designing IP protection and exploitation strategies nationally & internationally oriented.
- Due diligence of our clients IP portfolio for the detection of legal risks and opportunities.
- Drafting legal documents and constituting legal vehicles to rightfully protect and exploit IP related assets. (digital, commercial, labour and IP-related contracts, licenses, registers, franchises)
- Advice and legal opinions in the registration/protection of their IP portfolio. (trademarks, copyrights, invention-related IP, secrets)
- Advice and legal opinions in the exploitation of their IP portfolio, including digital environments.
- Strategies involving the future incorporation to overseas markets mainly of IP assets, considering digital strategies.
- Coordination of legal services for our strategic clients involving Intellectual Property, Commercial, Corporate & Labour Law services.
- The pursue, follow-up and closure of strategic alliances between our firm and our clients and our allies.
- Instruction, coordination & supervision of our teams on all IP-related issues, including the preparation, filling and follow up of the registration of new IP rights including license agreements, transmission agreements, and other IP related-rights agreements.
- Responsible for professional training programs for our staff and associates.
- Implementation of IP awareness campaigns for our clients and allies adapted to each industry. It includes the drafting of training programs for IP awareness, protection of information and commercial secrets.
- Responsible for the following up of clients in the media, entertainment, technology, artistic and health sectors.
- Developing, drafting, and promoting our portfolio of legal services for IP/IT oriented services.
- Research, evaluation, negotiation and closure of agreements for strategic partnerships with local and international law & professional services firms (for complementary services such as corporate, commercial, labor, civil and administrative substantive and procedural law)

[Business & Legal Advisory](#) | Intellectual Property, IT, Data Privacy & Creative Industries Corporate Law

July 2019* – ongoing

Adjunct Professor

ITESM | Business School | Guadalajara | <https://tec.mx/es/guadalajara>

- For the Business School: **Business Law and Intellectual Property** (in English; Fall 2019).
- Implementation of Digital tools for teaching ^(Canvas LMS, Google classroom)

[Superior Education](#) | Business School

July 2012 – ongoing

Adjunct Professor

Universidad Panamericana | Faculty of Law & Business School | Zapopan | www.up.edu.mx

Leading the following courses:

- For the Faculty of Law: **Introduction to the Study of Law** (Fall 2013 & 2014), **Mexican Law History** (Fall 2014, 2018 & 2019), **Principles of Economic Analysis of Law** (Spring 2015, 2016, 2017, 2018 & 2019; Summer 2015, 2016 & 2017; Fall 2016 & 2017) **Law, Society and State, & Juridical Expression** (Fall 2015, 2016, 2017, 2018 & 2019), **Intellectual Property Law** (Fall 2016, Summer 2017, 2018 & 2019), **Seminar on Intellectual Property Cases** (Spring 2017).
- For the Business School: **Introduction to Law for Business** (in English; Fall 2018 & 2019).
- Implemented digital based systems through the institutions portfolio of tools, including anti-plagiarism software, Moodle, cloud-based platforms, databases, research tools, teamwork use of social networks, among other digital platforms.
- Following the institutional framework of values and excellence, with the implementation of humanitarian and personal approaches with the students, employing a student-based following process to maximize the results of the classes.
- Main Achievements:
 - Promoting updates on each one of the syllabuses of the imparted courses that were adopted by the Faculty of Law.
 - Teaching and guiding more than 700 hundred students.
 - Advisor on 6 theses for JD-equivalent degree on topics related to Intellectual Property, Tech Law and, Economics and Law.

[University Education](#) | Legal & Business

Jun 2017 - Mar 2018

Legal Manager

EY Mexico | Tax & Law | Zapopan Office | www.ey.com/mx/es/home

Promotion and management of the IP/IT services at a national basis ^(mainly for Media, Entertainment & Tech industries).

- Assessment of skills and abilities of the hiring candidates for Senior Attorneys ^(directly for my managed team and jointly with the HR regional team leader as an internal advisor for other legal-related areas).
- Supervision and training of newly joined staff and senior members.
- Training on IP/IT related matters for Corporate Law and Tax-related teams ^(including Managers, Seniors and Staff personnel)
- Communication, Coordination and Negotiation with external and internal parties ^(clients, counterparts, public authorities, external professional services providers, others' EY teams nationally & internationally)
- Litigation Management.
- Devising of efficient protection and defense strategies for several industries on IP/IT related issues.
- Drafting of agreements, contracts, due diligence reports, and other legal documents ^(on IP/IT and digital business-related matters)
- Drafting of legal opinions related with:
 - Legal viability ^{(substantive and procedural), and}
 - Legal compliance ^(on IP / IT domestic and international laws and regulations)
 - Legal risk assessment ^(research and evaluation)
- Drafting of briefs related to the legal implications & business impact on IP/IT related law reforms ^(Mexican Law and European law with international relevance, e.g. data privacy and the GDPR).
- Evaluation of goals and objectives and the devising and implementation of strategies to improve goals' accomplishment.

[Legal](#) | Intellectual Property, Media, Innovation and Sports ^{Corporate Law}

2013 – Sept 2016 **Academic Coordinator**Universidad Panamericana | Faculty of Law | Zapopan | www.up.edu.mx

- Assists in recruiting, hiring, orienting, and training faculty and assigned staff which includes assuring that assigned faculty members hold the appropriate teaching credentials. (currently 6 fulltime professors and 70 adjunct professors)
- Develop and manage comprehensive academic support programs and extracurricular academic activities. (mentoring program, public speaking program, international exchanges advisor)
- Assist in coordinating the student Editorial Committee in the faculty of law. (6 members)
- Coordinate and drafting the mentoring program for first year students. (10 members each semester)
- Provide guidance to students on academic goals and educational issues. (15 assigned students each semester)

University Education

EDUCATION AND TRAINING

Jun 2017 - Feb 2018 **LL.M. in Intellectual Property**

Università Degli Studi Di Torino – OMPI, | Italy

- Scholarship holder by the World Intellectual Property Organization (WIPO).
- Study on the international protection framework for Intellectual Property Rights (IPR), the North American system and the European Union. Studies focused on the current challenges for IPR in the global market and its contrast in various regional markets.

May 2015 - Oct 2016 **Postgraduate studies on Didactic Competences**

GPA 94/100

Universidad Panamericana | Zapopan, Mexico

- Theories of education, methodology of teaching-learning process, usage of technological tools for teaching.
- Training on techniques oriented for adults and university students.

Aug 2014 - May 2015

Postgraduate studies on Anthropology and Ethics

Universidad Panamericana | Zapopan, Mexico

- Studies of humanistic philosophical formation with a critical and philosophical approach on the human being.
- Ethics, Aristotle, St. Thomas Aquinas and humanitarian theories of human essence.

Aug 2010 – July 2012 **MSc In International Economic Relations and Cooperation**

GPA 94.54/100

Universidad de Guadalajara | Mexico

- Study of commercial relations, development economics, international cooperation and the relevance of international treaties, with special focus on Mexico's relations with the European Union and Latin America.

Aug 2005 – Feb 2010 **Law Degree – Abogado**

GPA – 96.79/100

Universidad de Guadalajara | Mexico

- 5-years degree that allow to work as an attorney, legal consultant and lawyer.
- Mariano Otero Award for academic excellence.

PERSONAL SKILLS

Mother tongue(s) Spanish

Other language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	

English	C1	C1	C1	C1	C1
IELTS 7.0					
French	B1	B1	A2	A2	A1
Italian	B1	B1	A2	A1	A1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user

Communication skills

- Good communication skills acquired as public speaker, university teacher and Academic Coordinator being in constant communication with another professors, students and multidisciplinary workgroups at the university developing common projects for the Universidad Panamericana.
- Confidence & Oral Communication (as Master of Ceremony during several public events in charge of the Faculty of Law and teaching public speaking skills to first year students)

Organisational / managerial skills

- Coordination & Management: in academy overseeing an academic staff of 90 professors and 110 groups each semester for 3 years; and as legal project manager of the intellectual property team at an international firm (EY – Ernst & Young)
- Leadership & Organization: leading regional selection process for SWYL 2014, 2016 & 2018 selection process leading a team, each occasion, of 10 staff and 70 candidates, and closing with strategic allies (universities and public sector)
- Planning, meeting deadlines and goals (each semester it is requested to have on advance the project for the following semester, being a need to cover each deadline to being able to start each semester, this includes to make the draft of the courses to offer, the invitation of approximately 75 adjunct professors to cover approximately 700 hundred students of law).

Job-related skills

- Creative thinking (designing new instruments to facilitate and introduce the use of new technologies to law students and professors)
- Information gathering (having to keep updating the contents offered of around 40 general subjects to propose to the professors under my charge and drafting proposals for new lectures)
- Teaching (1 years working as assistant professor and 6 as adjunct professor)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient User	Independent User	Independent User	Proficient User	Proficient User

Levels: Basic user - Independent user - Proficient user

- Excellent command of office suite (word processor, spread sheet, presentation software) using in a daily basis Ms Office since Office 97 up to Office 2016.
- Good command on solving hardware issues and configuring software in windows-based computers^{autodidactic} since windows 95.
- Good command assembling and configuring personal computers. (doing it since high school)

Other skills

- Musical skills, 4 years studying music and 4 years as part of traditional & folk music groups.

ADDITIONAL INFORMATION

Publications
Presentations
Projects
Conferences
Seminars
Honours and awards
Memberships
References
Citations
Courses
Certifications

▪ **Researches:**

- "A Digital Fair Use for a Digital Copyright." Research Project at UNITO-WIPO LL.M. on Intellectual Property.

▪ **Other courses, seminars and certifications:**

- Show Time: Financing, Production and Logistics of Festivals, Concerts and Shows. Imaginaria Cultural Marketing. Guadalajara, Mexico 2018
- Professional Training EY 2017–2018 Courses in project management, organizational management and current issues in business.
- Course Copyright X Harvard Law School 2017: Specialized for the protection of copyright in the United States and the European Union by Professors William Fisher USA and Giancarlo Frosio UE
- Certificate in Intellectual Property Management WIPO 2017: Courses covering aspects of the identification, integration, valuation, commercialization and exploitation of intellectual property rights with a focus on commercial activities in digital environments, creative goods and strategic management of intellectual property.
- Diploma on "*Juicio De Amparo*" (UDG-SCJN, 2010) Theory and application of the "Amparo trial" for the protection of constitutional rights.
- Summer School in Law & Logic, European University Institute – Harvard University. Florence Italy, 2014
- "La propriété intellectuelle dans le domaine de la recherche scientifique" Université de Genève May 31th, 2012
- Symposium "Political & Economic Inequities: Bridging the Gap between Civil Society and the Public & Private Sector. Institute of Cultural Diplomacy. Berlin, Germany. 2012
- Summer school in Intellectual Property. WIPO Academy. Geneva 2011
- Summer school in Global Migration, Cooperation and Development, Graduate Institute of International and Development Studies. Geneva 2011

▪ **Lectures:**

- "Current challenges of the Intellectual Property Laws in México. An inclusive approach for business consultants" Training sessions for legal and business specialists of EY. Guadalajara, Mexico, November 2017
- "La propiedad intelectual en el Derecho Internacional y sus implicaciones en México". Cambio Jurídico Universidad Panamericana campus Guadalajara. Zapopan, April, 29, 2015.
- "The protection of information: databases in Mexico" As panellist during the "The protection of information: copyright and sui generis rights, raw material and scientific data protection (biobanks)" Summer Seminar "Copyright in motion" CERDI. Paris, July 9th to 13th, 2012
- "Developing International Cooperation Projects", XXV Ship for World Youth, Japan. February 2013
- "La propiedad intelectual en el Derecho Internacional y sus implicaciones en México". Cambio Jurídico Ep. 7. 3rd Season, Universidad Panamericana campus Guadalajara, Zapopan. April, 29th, 2015

▪ **Memberships:**

- Mexican Delegate in the XXV Ship for World Youth under the sponsor of the Cabinet Office of Japan. Jan to Mar 2013th.
- Delegate in the Youth Parliament of Guadalajara. Jan to Dec 2011
- Toastmaster International 2009-2011 & 2019

▪ **Volunteering:**

- Academic and professional mentor helping young university students to maximize their potential in global environments;
- Lecturer on issues of youth leadership, creative industries, intellectual property and digital environments.