

## press release

Mexico City, Mexico, October 20, 2022

# ECIJA, among the best Intellectual Property and Technology firms in Mexico by Legal 500

**The British directory has positioned ECIJA in a total of 42 categories in its new Latin American edition.**

Legal 500, one of the leading international legal directories, has recently published its Latin America 2023 edition, placing **ECIJA Mexico in 2 outstanding practice areas: intellectual property and technology, & media and telecommunications (TMT)**. In addition, the directory mentions **Ricardo Chacón and Joaquín Rodríguez, as well as Georgina García** as distinguished lawyers in their respective practices. At the international level, **ECIJA adds a total of 42 outstanding categories in Latin America**, thus improving the results obtained in previous editions.

Regarding Mexico, the directory places ECIJA in the category of "Firms to watch" in **technology, media and telecommunications (TMT)**, a special mention that recognizes the best firms or emerging practices in the legal market. In this regard, the ranking highlights that "Ricardo Chacón and Joaquín Rodríguez co-lead the TMT department of ECIJA Mexico, which focuses especially on advising clients on media, **sports and e-sports, information technology, telecommunications, data protection and outsourcing.**"

In addition, according to Legal 500, **ECIJA's IP practice "stands out for the quality of its service, is proactive and agile in its response times."** Also, the directory notes that "in addition to advising clients on negotiating technology transfers and franchise agreements, and handling copyright, patent infringement and litigation, the practice is **best known and highly regarded for its expertise in trademark matters in relation to the IT, media and telecoms, sports, e-sports, fashion and drinks industries.** The team is led by Georgina Garcia, who has experience in licensing agreements, transfers, renewals, oppositions and copyright and trade secret defense."

Finally, the board has valued the *feedback* received by clients, who highlight ECIJA for its "**personalized attention with a deep knowledge of intellectual property and corporate law issues**", as well as for "its determination to find solutions to its clients' needs". "In addition, as part of an international firm, **they have the capacity to handle matters in several jurisdictions and in different languages.**"

According to Ricardo Chacón, managing partner of ECIJA Mexico: "These results reinforce our commitment to the areas of intellectual property, technology and media in Mexico. They also confirm the Firm's track record in these practice areas, where we have recently been recognized by the Financial Times as the best innovation firm in continental Europe."

For more than 30 years, Legal 500 has been analyzing the capabilities of law firms around the world, with an annual research program to provide the most up-to-date view of the legal market globally. In doing so, the directory assesses the strengths of law firms in more than 150 jurisdictions,



highlighting the practice area teams that provide the most cutting-edge and innovative advice to corporate counsel.

### **About ECIJA**

ECIJA, with more than 25 years of professional experience, is one of the leading firms in the international market, as recognized by international directories such as *Chambers & Partners* and *The Legal 500*, among others. It has been recognized by *The Lawyer* as the *best TMT firm in Europe* and by the *Financial Times* as the most innovative firm in continental Europe 2022. ECIJA currently has a team of 181 partners and more than 950 professionals globally, being the Iberian American firm with the largest presence in Latin America. It has offices in Spain, Portugal, Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Puerto Rico and Dominican Republic.

---

### **Communication and Marketing**

[jcolladol@ecija.com](mailto:jcolladol@ecija.com)