

IP BOUTIQUES JOIN FORCES IN MEXICO

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Agency Firma SC and patent boutique PIIN have announced they have merged under the Firma brand.

Agency Firma SC was founded in 2014 by Julian Vadillo, an IP attorney and Francisco Rueda, a graphic designer, publicist and art director. The firm handles intellectual property protection as well as graphic design and visual communication strategies.

PIIN launched in 2016 and it focused on patents. The team at PIIN, including Esther Lopez and Juan Pablo Alonso, will front the patent practice group at the newly merged boutique. Lopez holds a degree in chemical engineering as well as a master's degree in Intellectual Property from the Universidad de Alicante. Alonso has a degree in Electronic Engineering from Universidad Iberoamericana in Mexico, and an MBA from Hult International Business School in San Francisco.

"The ability to service clients is a priority, and our continued growth demonstrates that commitment. Our established practice coupled with the substantial, focused experience that Juan Pablo and

Esther bring to the team will make Firma one of the most solid shops in the industry and we cannot be more thrilled.", said Julian Vadillo, founding partner of Firma.