



# Representative Legal Matters

Sergio Legorreta

## Information Technology and Communications

- Assists Twitter on its operations and strategy in Latin America.
- Coordinates legal advice and strategy for Airbnb in Latin America and the Caribbean.
- Counsel to Facebook on legal aspects of its operations in Mexico.
- Advises Google on regulatory and technology aspects in Mexico.
- Assists DiDi Chuxing on its operations in Latin America.
- Advises Mobike with its operations in Mexico.
- Advised Uber on its expansion in Mexico.
- Counsel to Amazon Web Services on its operations in Mexico.
- Advised Amazon on the set-up of its e-commerce operations in Mexico.
- Assists Spotify on its operations in Mexico.
- Counsel to eBay with its business in Mexico.
- Advises Virgin Mobile Latin America with its expansion and operation in Latin America.
- Counsel to a leading satellite manufacturer on the successful bid to build and launch communications satellites for the Mexican government.
- Represents Digital Globe on its space imagery operations in Mexico, including government procurement.
- Assists Société Internationale des Télécommunications Aeronautiques (SITA) with its operations in Mexico.
- Advises OsiSoft on technology and business aspects in several continents.
- Assists Porsche and General Motors on smart-car technology matters.
- Advises Tesla with its operations in Mexico.

# Baker McKenzie.

- Represented a Jasper Wireless in connection with Mexico's first M2M platform.
- Advises one of the world's leading manufacturers of smartphones, computers and digital content with its products in Mexico.

## Media, Intellectual Property and Brand Expansion

- Advised Grupo Imagen on contractual matters related to its launch as Mexico's third national TV chain, including talent, production and distribution.
- Counsel to Sony Playstation on regulatory and content matters around videogames in Mexico.
- Counsel to a major U.S. movie studio on aspects related to rights acquisitions, production and distribution in Mexico.
- Advised in the creation of the movie academy Cinema 23 and the Iberoamerican movie award Premio de Cine Iberoamericano Fénix.
- Counsel to a major US television studio on the creation, production and distribution of television series in Mexico.
- Advised Facebook on collective society aspects in Mexico.
- Counsel to Spotify on copyright and collective societies in Mexico.
- Advised one of the world's leading manufacturers of smartphones, computers and digital content with digital content copyright and collective societies in Mexico.
- Counsel to Hasbro with anti-counterfeiting strategies in Latin America.
- Represented talent in licensing, image rights, damages and tabloid litigation in Mexico.
- Advised Prada, Forever 21, Costco.com, KidZania, Walmart.com, Abercrombie & Fitch, Victoria's Secret, General Motors, Unilever, Procter & Gamble, G-Star, Brooks Brothers, Hollister, Gap, Banana Republic, among others, on Brand expansion and/or intellectual property in Mexico and Latin America.