



PABLO HOOPER

Partner

Expert in intellectual property and franchising matters

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Areas of Practice

Franchising & Licensing
Intellectual Property

About

Pablo Hooper is partner of GC and member of the firm's Executive Committee. He's widely recognized as a leading intellectual property lawyer in Mexico and abroad. Pablo has nearly 30 years of experience advising local and multinational companies in a variety of industries on intellectual property, trademark, copyright, franchising, and entertainment matters. His practice stands out for its legal advice in strategic litigation for the defense and protection of intellectual property and franchises.

"Pablo works excellently in conjunction with companies, allowing him to form a very solid team. He is a professional who has been dedicated to this area for many years"

Pablo founded and currently leads GC's Intellectual Property area. He has developed a specialized transactional approach by identifying risks and negotiating contracts that involve a significant component in the licensing of intellectual property rights and franchising in Mexico and Latin America where he has represented clients in complex deals.

He's also founding member and former president of Fundación Gonzalez Calvillo, leading programs to promote the rule of law in Mexico, the culture of lawfulness and pro-bono work. His success stories include advising the Bank of Mexico on intellectual property matters, the creation

of the Mexican Ministry of Culture, and incorporating ANADE's first Sports, Entertainment and Culture Committee.

For years Pablo has been a speaker in several national and international events, taking part in more than 100 conferences in Mexico, as well as in over in more than six countries across continents. His practice is regularly awarded and recognized by several rating agencies and publications worldwide.

Awards & Recognitions

Intellectual Property ranked lawyer, Chambers and Partners

Intellectual Property leading individual, The Legal 500

Intellectual Property recommended, The Legal 500

Recognized lawyer in Intellectual Property, Latin Lawyer 250

Recognized enforcement and litigation individual, World Trademark Review

Recognized prosecution and strategy individual, World Trademark Review

Recommended in Franchising, Who's Who Legal

Recommended in Intellectual Property, Who's Who Legal

Franchise thought leader and recommended, Who's Who Legal

Recognized as Silver in Enforcement and Litigation, World Trademark Review

Recognized in Intellectual Property, World Trademark Review

Recognized lawyer as Trademark Leader, World Trademark Review

Recognized lawyer as Patent Leader, World Trademark Review

Approved Lawyer in Intellectual Property, Latin America Corporate Counsel Association

Recommended in Administrative Litigation, Leaders League

Intellectual Property: IP Litigation Valuable Practice, Leaders League

Intellectual Property law recognized lawyer, Best Lawyers

Administrative law recognized lawyer, Best Lawyers

Academia

Pablo is also Professor of Intellectual Property for both Undergraduate and Post-graduate levels



at Universidad Panamericana as well as at Post-graduate level at Escuela Libre de Derecho.

Education

A graduate from Universidad Panamericana in Mexico City, Pablo has relevant postgraduate studies in Mexico and abroad focused on Intellectual Property, Franchising, Licensing, Mediation and Entertainment Law at Franklin Pierce Law Center (Concord New Hampshire), Escuela Libre de Derecho de Mexico, Universidad Panamericana and the Centro de Extensão Universitaria in São Paulo, Brazil.

Memberships

Fundación Gonzalez Calvillo

Publications & Collaborations

Speaker in the Promoting Best Practices in Licensing for SMEs in the Creative Industries Conference organized by the Asia-Pacific Economic Cooperation Forum (APEC) at Hong Kong, China (2018)

He is an active speaker in conferences and seminars around the world organized by among others, the University of Texas, Franchise Expos, IFA, International Bar Association, ABA and APEC, in topics related with his areas of expertise

He collaborates on a regular basis with articles in publications, most of them related with intellectual property, franchising and entertainment matters

Languages

Spanish

English