



JORGE MONDRAGÓN

Partner

Franchising, licensing, distribution and corporate core

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About

Jorge is a partner at the firm since 1998 being active from then in the firm's franchising and distribution practice group.

Throughout, his over 25 years of experience, he has developed a commercial legal practice with focus in corporate, franchising, distribution and data protection matters, advising clients in a wide range of transactions, from their start-ups in Mexico to the management and operation of their business.

“Extremely well-regarded practitioner in the field who stands out for his first-rate expertise advising on contracts, corporate structures and the implementation of franchise systems.” Who's Who Legal

He walks domestic and foreign companies through the compliance, regulatory, corporate and intellectual property aspects required for the implementation of franchise systems and distribution schemes. For such purposes, he designs the appropriate business structure, tailored to the client needs.

Additionally, he has an ample experience in corporate and commercial matters, including mergers and acquisitions, joint ventures, corporate controversies, foreign investments and labor consulting, which strengthens his core practice.

Experience

- Advised several highly regarded franchise systems (franchisors) for their start-up and expansion in Mexico; from diverse industries including clothing, education, hospitality, fast food, restaurant, medical, oil & gas, real estate, technological, among others.

Areas of Practice

Corporate

Franchising and Licensing

Consumer Protection

Data Protection

Information Technology

Awards & Recognitions

Thought Leader in Franchise, Who's Who Legal

M&A & Governance, Who's Who Legal

Corporate and M&A recognized lawyer, Best Lawyers

Franchise recognized lawyer, Best Lawyers

International Bar Association (IBA), former senior vice chair of the international franchising committee

American Bar Association, Forum on Franchising

Asociación Nacional de Abogados de Empresa, Colegio de Abogados (ANADE - National Corporate Counsel Association)

Education

Postgraduate degree in Corporate law, Instituto Tecnológico Autónomo de México, Mexico City, Mexico (1996)

J.D. with honours (law degree equivalent), Universidad Nacional Autónoma de México, Mexico City, Mexico (1993)

Academia

Former Professor of the Negotiation course, at the School of Law of the Universidad Panamericana, Mexico City

Memberships

International Franchise Association (IFA)

Multilaw

Privacy Rules, global alliance of privacy experts

Languages

Spanish - English

Publications & collaborations

Franchise & Licensing Comparative Guide 2019, Mexican Chapter, published by The Legal 500

Continuously participates as speaker in several local and international forums, as a Franchise expert, including the IFA Legal Symposium 2018 at Washington D.C.

Mexico Chapter of the Franchise Guide published by Getting the Deal Through, a Law Business Research publication, editions 2019-2008

The Franchise Law Review, Third Edition, published by the Law Business Research (2016)

ABA Covenants Against Competition in Franchise Agreement, Third Edition published by ABA Forum on Franchising (2012)

Alternative Corporate Re-Engineering (Building businesses through third party relationships and expansion into new markets) published by The European Lawyer, Thomson Reuters (2011)

International Franchise Sales Laws, Mexico
chapter, Second Edition published by the
ABA's Forum on Franchising (2015)

Privilege and Confidentiality: An International
Handbook, Mexico chapter, published by the IBA (2006)

Amendments to the Industrial Property Law on
Franchising Matters, Franchise Lawyer (ABA, 2005)

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