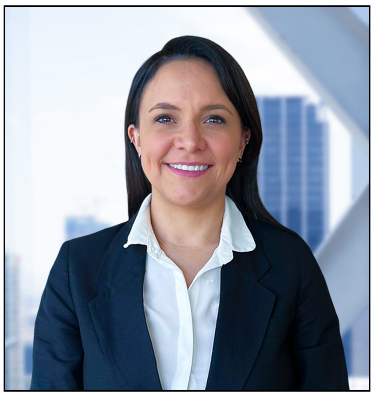
GARRIGUES



Alejandra Badillo Imbert

Senior associate

Mexico City

alejandra.badillo@garrigues.com

Paseo de las Palmas 525, Piso 6

Col. Lomas de Chapultepec

Ciudad de México, 11000 (México)

Tel: +52 55 5029 8500

Intellectual Property
Data Economy, Privacy and Cybersecurity
Sports
Media and Entertainment

Alejandra has experience in the area of trademarks, copyright and related litigation. She offers a wide range of services, including specialized legal consulting, comprehensive client advice on intellectual property issues, management of trademark and copyright registrations, processing of declarations for well-known trademarks, development of strategies for the protection of IP rights and litigation involving distinctive signs, unfair competition, trade dress and misleading advertising.

She has represented clients before various public authorities. She also drafts cease and desist letters, prepares contracts tailored to the specific needs of each client, initiates and answers administrative claims before federal institutions, and also follows up the relevant proceedings.

Experience

Alejandra Badillo Imbert is a senior associate in the IP practice, her successes include restoring the trademark rights of a medical publication with great prestige worldwide to their lawful owner, which set an important precedent in establishing criteria for the correct interpretation of the prohibitions on registration of copyright-related trademarks.

She also restored the trademark rights of a well-known and highly prestigious American clothing company to their lawful owner and following arduous lobbying with the authorities, managed to have the Mexican Supreme Court (Supreme Corte de Justicia de la Nación) establish relevant criteria on the “use of trademarks” and the distinction between the “effective use of a trademark” and “token use”, setting an important precedent in the country’s trademark system. It was also the first time that “token use” of a trademark in Mexico had been penalized.

Alejandra had previously obtained the famous trademarks of a well-known Mexican department store, as well as a well-known trademark for a highly prestigious fashion company in the US. In addition, she successfully defended the IP rights of an important Mexican beer company

Alejandra’s mother tongue is Spanish and she is fluent in English.

Academic background

- Degree in Law, Universidad Panamericana (2009)
- Specialization in Constitutional Protection. Graduated with honors. Universidad Panamericana (2010).

Memberships

- Member of AMPPI (Mexican Association for the Protection of Intellectual Property).

Distinctions

- Best Lawyers 2025

Publications

- Federal Law for the protection of the cultural heritage of indigenous and Afro-Mexican peoples and communities and its impact on intellectual property. 2023
- New case law on the proof of legal status in Mexico, providing an interpretation of article 181 paragraph IV of the former Industrial Property Law. 2022
- “Mexico’s Supreme Court of Justice finally defines “use of a trademark””, published in Managing IP. 2021
- “Mexico: Permissible evidence before the Mexican Institute of Industrial Property”, published in Managing IP. 2019
- “Mexico: Exhaustion of IP rights explained”, published in Managing IP. 2018
- “Mexico: Real and effective use of a trademark”, published in Managing IP. 2017