



VILA

Abogados | Attorneys at Law

## BUSINESS LAW

+ 5 000 Favorable  
Legal Proceedings

+ 1 000 Satisfied  
Clients

+ 40 Legal  
Professionals

# US

VILA is a leading firm in Mexico, formed by a team of professionals with a special **focus on business generation and added value.**

Our professional trajectory has been recognized by our clients, some of them part of the Fortune 500, the Nasdaq index, Bloomberg, among others, and we have also been recognized by various global publications such as Chambers & Partners, IAM Patent 1000, Benchmark Litigation, Latin Lawyer, Best Lawyer, Managing IP Handbook and Corporate INTL.

For VILA, favorable results for the benefit of the client is the best recognition of our work. Therefore, we carefully analyze the cases from their legal nature and the implications in the environments, for which we **offer integral solutions that adapt to their needs and the specific case of action.**



# AT THE FOREFRONT OF OUR SPECIALTIES

VILA is distinguished by our commitment and institutional loyalty in favor of our clients, our untiring search for excellence and innovation, as well as for always being at the forefront of knowledge in the areas of our specialties.

Our Firm is the result of preparation, **training processes, collective effort, synergies, passion and creation of solid foundations** that seek success, satisfaction and favorable results for our clients.

public  
recognition 

*A VILA' member work "...is impressive [having] a very international approach to his business".*

*Chambers and Partners.*



# BUSINESS LAW

The practice of **Business Law** involves diverse areas of expertise of our firm, combining experience, creativity, ability and skill to **offer our clients commercial legal strategies and solutions under a legal framework of protection and efficiency.**

This practice combines the branches of corporate, commercial, business, contract and commercial arbitration law.





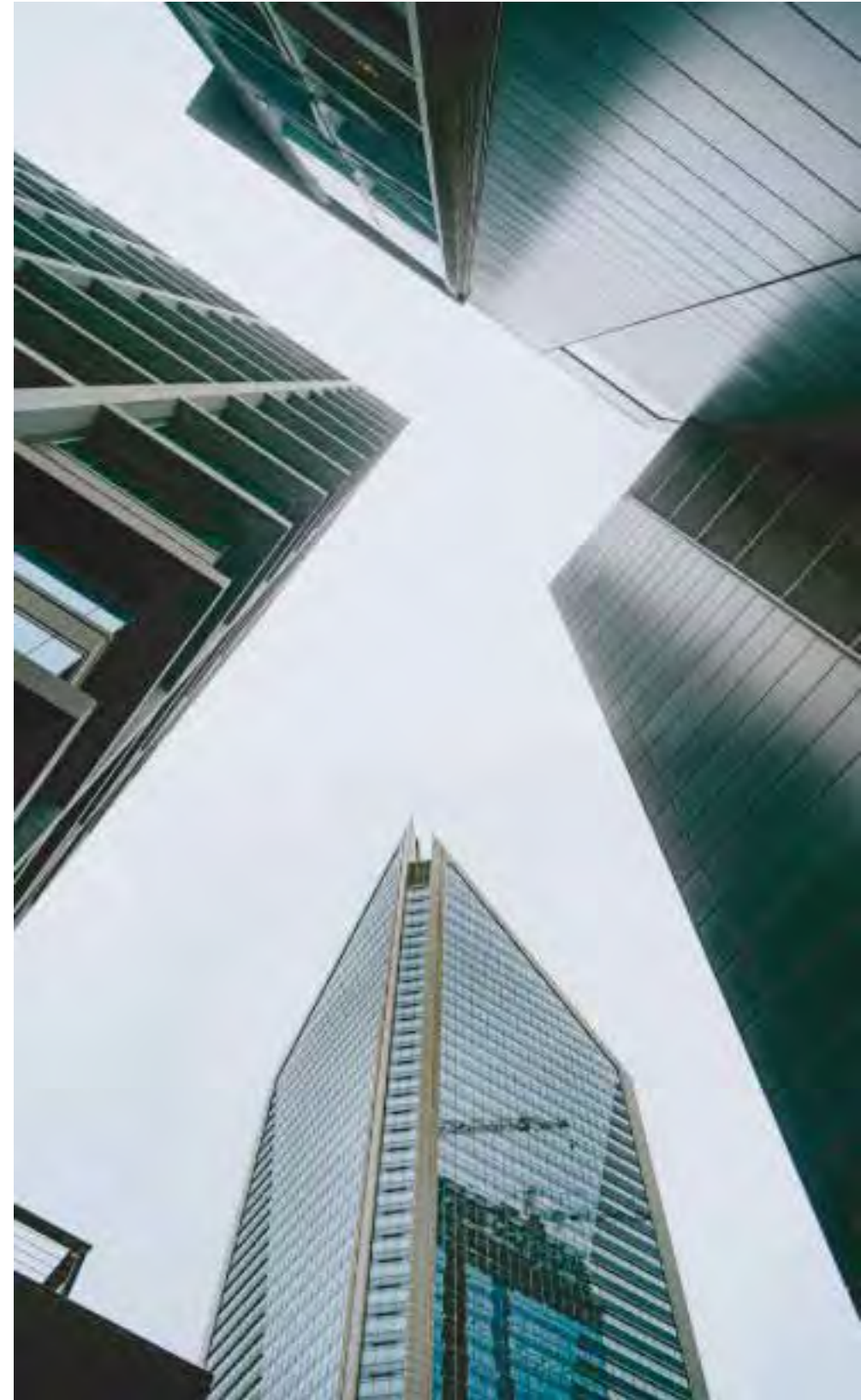
# I. BUSINESS CONSULTING SERVICES

- **Advice, preparation and negotiation of all types of national and international agreements**, in Spanish languages and English.
- **Design of legal structures and schemes for the best operation** of the different businesses of our customers.
- **Drafting and advising about clauses and agreements** in arbitration matters.
- **Drafting, advice and support** in Contracts of trust.
- **Preparation of legal schemes as well as drafting** of Joint Participation and / or Joint Venture Agreements.



# I. BUSINESS CONSULTING SERVICES

- **Design of solutions** in corporate and business transactions.
- **Accompaniment and advice** in negotiation processes.
- **Design and implementation of legal structures** for the efficient operation of our clients' businesses.
- **Elaboration of National and International Commercial Contracts**, as well as the annexed and related instruments necessary for the integral implementation of strategies.
- **Elaboration of Arbitration Clauses** such as Arbitration Agreements.
- **Advice on Commercial Arbitration** and accompaniment in dispute resolution processes through alternative methods.
- **Advice in the structuring and implementation** of Investment Projects and Investment Funds.



## II. ADVICE ON **TRUSTS**

We are committed to **advising and leading the client through the trust process**, whether it is the creation, assignment or cancellation of a trust.

By having direct communication with the fiduciary, as with the notary, the **team is responsible for the collection of information and documents required** by the process of our client, and thus realize the operation in the best way with a reduction in time and efficiently.





### III. PRIVATE AND PUBLIC TRUSTS

Due to the benefits and advantages offered by trusts, they have recently been widely used as vehicles to **diligently manage and make transparent the handling of assets and resources and projects**, to grant guarantees in the fulfillment of obligations, investment funds, as well as in those cases of real estate in restricted zones in accordance with the Foreign Investment Law of our country.

Trusts are also **used by governments, most of which are constituted for the management of funds** in which various public agencies or entities converge, the participation of the public and private sector in the development of projects, as well as to grant guarantees.





## IV. CONSTITUTION OF TRUSTS

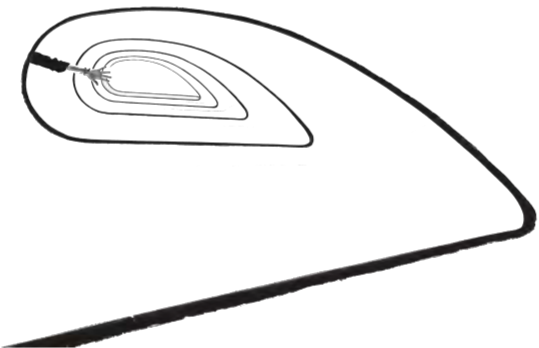
Our firm has extensive **experience in the constitution and operation of trusts**, both public and private, in its various forms, as well as in restructuring and termination processes.

In the area of Trusts, our Firm accompanies our Clients, whether in the **public or private sector**, from the **planning and most convenient strategy** for the constitution of the trust, or in its case, restructuring or extinction, following the procedures established by the Law for the effect, such as the authorizations of the City Council or Congress.

We **legally structure and prepare the trust agreements in coordination with the Trustee chosen by our Client**, as well as we coordinate the process for its formalization with the various actors of the Trust, as well as with the notary before which they are constituted, in those cases where such formality is necessary.

In the Trusts for the administration of real estate in restricted zones in accordance with the Foreign Investment Law, **we carried out the procedures and formalities** before the Ministry of Foreign Affairs, acted as administrators of the Trusts, as well as liaison and follow-up before the Trustee and the Ministry of Foreign Affairs, and acted as liaison and follow-up before the Trustee and the Ministry of Foreign Affairs. Foreign Affairs.

Once the Trust is constituted, our Firm has the structure and capacity to offer our Clients to act as operators of the Trust, as well as to coordinate and liaise with the Trustee for the fulfillment of the purposes of the Trust, coordination and follow-up of the agreements of the Technical Committee, in those trusts that have such governing body, as well as the **follow-up of the fulfillment of the agreements of the Technical Committee**, rendering accounts to the Trustors and/or Committee of the operation and fulfillment of instructions.



## V. RELEVANT CASES

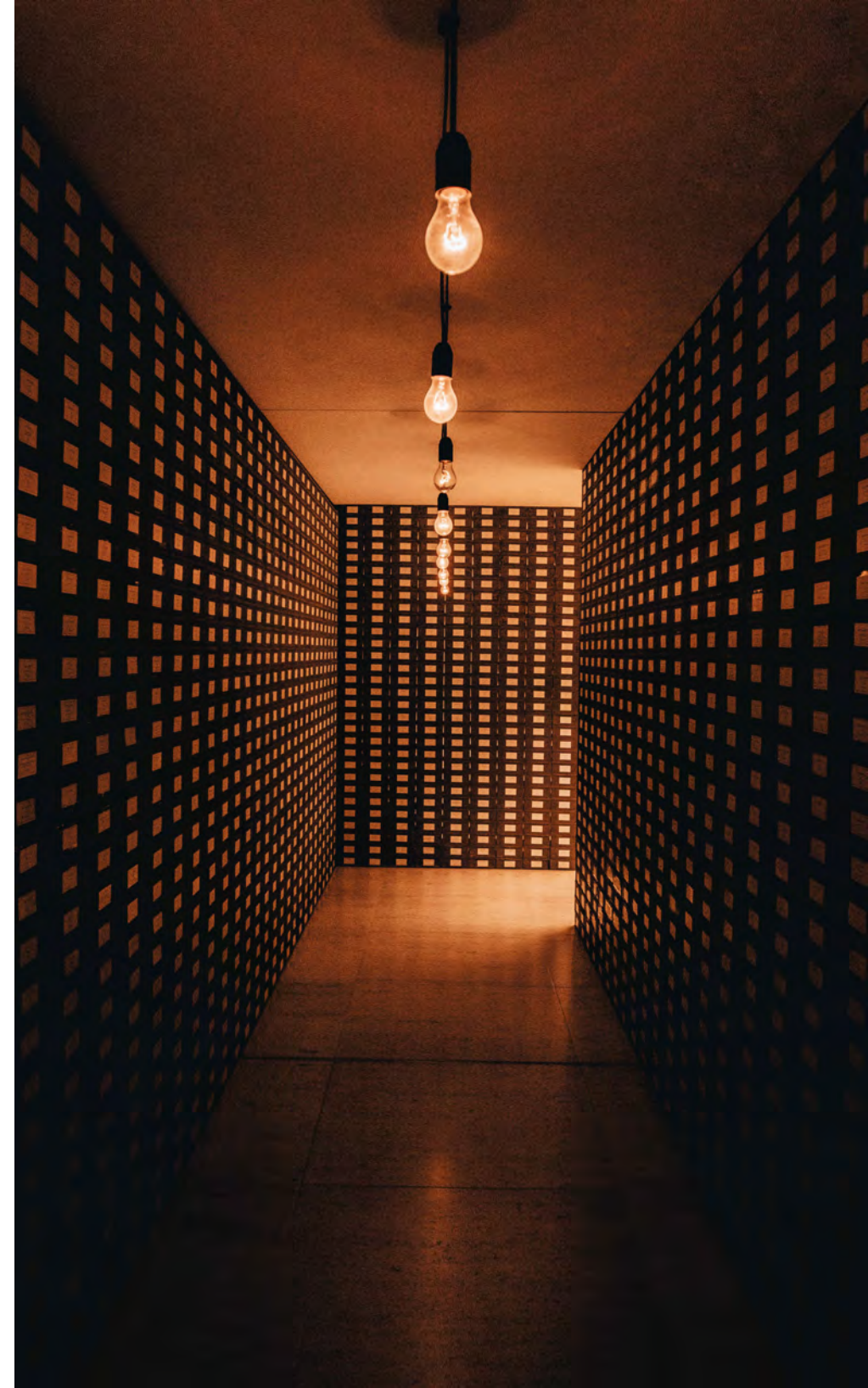
- Legal advice to a **company participating in "Shark Tank Mexico" program**, which was chosen by one of the investors, for the entry of the agreed investment.
- Participation in the expansion project, as well as **legal advice and design of the strategy to follow for the distribution of products worldwide**, particularly in Latin America, of an important national pharmaceutical company;
- Legal advice, review, coordination, and negotiation regarding all legal aspects of a **major national technology event**.
- Design of a legal strategy for a **major National Sports Club** for the creation of an investment fund, thereby expanding the business both nationally and internationally.
- Advice on the creation and operation of the **Master Trust for Digital Creative City** (Master Trust Ciudad Creativa Digital).
- Design and implementation of a legal strategy for the **creation of a patrimonial trust**.





## V. RELEVANT CASES

- Legal advice and representation as counsel to an **important transnational pharmaceutical company** in order to develop the outline of the possible grounds for termination of a distribution agreement, as well as the implementation of the defense strategy in case of resorting to commercial arbitration executed by the International Chamber of Commerce.
- Legal advice to an important international pharmaceutical company in connection with the implementation of a new business model for the positioning of the **product Electrolit in the Dominican Republic**.
- Legal advice and accompaniment in the negotiation of an **important Tequila company to carry out a representation collaboration** as the official global image of the Tequila House Brands, with a Singer considered one of the most successful artists in Latin America due to his wide range of musical styles, including pop, ballads, boleros, tangos, jazz, big band and mariachi.





# PUBLIC RECOGNITION

## & CLIENT TESTIMONIAL EXPERIENCE

VILA has also been recognized by the following international publications:



Some of our clients recognition:



*"VILA Attorneys is our Go-To Law Firm for intellectual property matters. Víctor Vila's strategic planning and sophisticated craftsmanship, invariably provides us with tailor suited solutions to complex situations. I highly recommend.."* - *Juan Pablo Patiño*  
Legal Director



*"The law firm that any world-class corporation would like to have by its side"* - *EdUARdo Pérez*  
Head of Finance and Relations with Government



*"We have found in VILA highly specialized counsel, approached on a very clear and objetctive perspective, that has been very valuable for our company best decisions."* - *Enrique Orendain*  
Mexico CEO

# OUR CLIENTS

SOME OF OUR CLIENTS



All trademarks shown are the **exclusive property** of our clients, shown only for the artwork intended to be proposed as they appear in the public database of the Mexican Institute of Industrial Property.

# OUR EXPERTS

## THAÍS BÉJAR



### PROFESSIONAL EXPERIENCE

Thaís Béjar has been a partner of the firm since 2019, her experience is focused in the field of corporate law, mainly in the areas of corporate, commercial, contractual and real estate law. She advises on legal, corporate and contractual audits as well as real estate audits. She has participated in several private trusts, as well as advising in commercial arbitrations.

She is an adjunct professor of Corporative Law at Universidad Panamericana Campus Guadalajara.

### EDUCATION

Compliance program, Centro de Desarrollo de Alto Potencial Universidad Panamericana.

Master's Degree in Commercial and Business Law from Universidad Panamericana, Campus Guadalajara.

Postgraduate degree in Corporate Law from Universidad Panamericana, Campus Guadalajara.

Diploma in Legal Auditing from the Instituto Tecnológico Autónomo de México.

Postgraduate degree in Contract Law from Universidad Panamericana, Campus Guadalajara.

Law Degree from Universidad Panamericana, Campus Guadalajara.

### EXPERIENCE

- Legal advice to a major international brewery for its daily operations, as well as supervision of compliance with its corporate obligations.
- Negotiation and implementation of a trade secrets manual for an important international company dedicated to the packaging of various products.
- Advice, review, coordination and negotiation, among others, regarding all legal aspects for an important national event in the field of technologies.
- Coordination, negotiation and implementation of all legal requirements for the incorporation and operation of several companies in the restaurant sector in the country.
- Participation as legal advisors in the incorporation of a civil association specialized in the empowerment of women entrepreneurs in the country.
- Preparation, coordination and implementation of a manual for compliance with the Anti-Money Laundering Law in real estate companies in the region.





# OUR EXPERTS

## ALFREDO RENDÓN



### PROFESSIONAL EXPERIENCE

Alfredo de Jesús Rendón Ibarra, born May 23, 1985, is an outstanding professional in the field of real estate and business law. As Founding Partner and Director of Miranda, Rendón y Asociados, he has left a significant mark in the field of advisory, consulting and development of real estate and tourism projects. His experience covers a wide range of areas, including restricted zone trusts, ejido processes, real estate closings, project management, real estate and tourism business model analysis, private investment funds and water concession management (CONAGUA), both in the public and private sectors.

### EDUCATION

Mr. Rendón has a solid academic background that supports his professional experience. He has a Master's Degree in Tax Law and a Master's Degree in Corporate Law. He has obtained several degrees and certifications, including the Senior Management Program at IPADE Business School, the Master's Degree in Corporate Law from Universidad Anáhuac de México, the Diploma in Agrarian Law and the Diploma in Criminal Tax Law.

In addition, he has completed a Master's Degree in Tax Law at the Universidad del Valle de México, Guadalajara, Jalisco.

Throughout his career, Mr. Rendón has demonstrated his sound knowledge in the resolution of claims and representation in administrative and tax lawsuits. He has had an outstanding career as a public servant in CONAGUA, where he has played a crucial role in the management and administration of water concessions. His experience in the public sector has provided him with a unique perspective and a broad knowledge of regulations and policies related to water resources.

In addition, Mr. Rendón has achieved recognition as a successful participant in the Shark Tank program. His ability to identify business opportunities and provide strategic advice has caught the attention of investors and entrepreneurs. His participation in the program has further consolidated his reputation as an expert in consulting and project development.

Outside of work, Mr. Rendón is founding president of ChiloChill, a Glamping resort located in La Ventana, BCS, which offers unique experiences of water activities and breathtaking scenery of the Sea of Cortez. He is also a Founding Partner of Maviri Beach Club, a beach club committed to promoting clean beach culture.

With his experience, knowledge and passion for his field, Alfredo de Jesús Rendón Ibarra continues to make a significant mark in the legal and business world. His strategic approach, commitment to sustainable development and leadership make him a highly respected and valued professional.

## **[ Info - Client ]**

*Our firm has developed highly specialized computer programs, the Info-Client system, an effective tool that allows our clients to consult via internet the status of their current and pending matters, reminders, monitoring, progress and in general the legal course of their matters.*

**“Anywhere, at any time our customers are *always informed*”**

# VILA TEAM PARTNERS

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