



<https://avafirm.com/>



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ONE STEP BEYOND

# AWARDS & RECOGNITIONS

We are honored to share with you the achievements and recognitions that our Firm and the companies that make up the LawTech Fund (ACRI, BETER + Legalify, BEYONDLife, and TMKonnnect) have received in the last 3 years.

These Awards and Recognitions are the result of the great efforts and dedication of the entire team. We are extremely proud to have been recognized by important institutions.

We thank everyone who has been part of our journey and look forward to continuing working together, to reach new horizons and achievements.



# Recognitions 2022

# May, 2022

PATENT LEADERS

## MEXICO



wipr 2022  
leaders



**Name:** Tomás Arankowsky  
**Position:** Partner  
**Law firm:** AVA Firm



**Name:** José Antonio Romero  
**Position:** Counsel  
**Law firm:** AVA Firm



**Name:** Ricardo Alarcón  
**Position:** Associate  
**Law firm:** AVA Firm

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TRADEMARK LEADERS

**MEXICO**



**wipr 2022**  
**leaders**



**Name:** Agustín Velázquez  
**Position:** Managing Partner  
**Law firm:** AVA Firm

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July, 2022

# Intellectual Property Patent Prosecution



**Highly Recommended:**

Tomás Arankowsky



**August,  
2022**

## **RECOGNITION**

Our firm has been ranked in the categories: **Trade mark contentious, Trade mark prosecution, Patent contentious** and **Patent prosecution** at **IP STARS 2022 RANKINGS**.



# IP STARS

from Managing IP

**Agustín Velázquez**

AVA - Mexico

**Rating:**

Trade mark star 2022 🏆

**Jurisdictions:**

Mexico



# IP STARS

from Managing IP

**Tomás Arankowsky**

AVA - Mexico

**Rating:**

Patent star 2022 🏆

Trade mark star 2022 🏆

**Jurisdictions:**

Mexico





# Conferences 2022

# September publications, 2022

We are delighted to inform that our Co-managing partners **Tomás Arankowsky** and **Agustín Velázquez** will attend the **IPO Annual Meeting**, in Los Angeles (Sep 18-20) and the **MARQUES Annual Conference**, in Madrid (Sep 20th - 23rd)



**Tomás Arankowsky**



**IPO Annual Meeting**  
September 18 to 20, 2022, Los Ángeles, USA



**Agustín Velázquez**



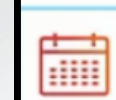
**MARQUES ANNUAL CONFERENCE**  
20th - 23rd September 2022 / Madrid, Spain



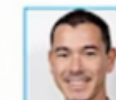
We are delighted to inform that our Co-managing partner **Agustín Velázquez** will attend the event "**Legaltech in the Americas**" on Tuesday, 27 September from 6pm- 7pm (CST) and Wednesday, 28 September 2022 from 9am - 10am (AEST)

LEGALTECH AROUND THE WORLD SERIES

## Legaltech in The Americas



**28 September 2022**  
9am – 10am AEST  
(Sydney time)

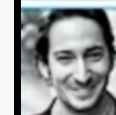


**Facilitator**  
**David Bushby**  
Managing Director,  
InCounsel

### Panellists



**Bibiana Martinez Camelo (Colombia)**  
Head of Legal Operations, Bancolombia



**Maxime Troubat (Brazil)**  
CEO, Juridoc



**Agustin Velazquez G.L (Mexico)**  
Managing Partner, AVA Firm



INCOUNSEL



# October publications, 2022

We are delighted to inform that our Co-managing partners **Agustín Velázquez** and **Tomás Arankowsky** will attend the **PTMG Annual Conference**, in Lisbon, Portugal (Oct 5th - 8th), the **AIPLA Annual Meeting**, in National Harbor, MD, USA (Oct 27-29) and **APAA 73rd Council Meeting**, in Busan, South Korea (Oct 15-18)



**Agustín Velázquez**



**PTMG Annual Conference**

October 5th-8th, 2022 / Lisbon, Portugal



**APAA 73rd Council Meeting**

October 15-18, 2022 / Busan, South Korea



**AIPLA Annual Meeting**

October 27 to 29, 2022, National Harbor, MD, USA



**Tomás Arankowsky**

**José Antonio Romero** has been invited to participate as a speaker in the lecture on "**Technology Transfer, the true value of Industrial Property**", organized by the Center for Economic, Administrative and Social Research (CIECAS-IPN).



**José Antonio Romero**



**"Technology Transfer, the true value of Industrial Property"**

**Date: Monday, October 24 at 13:00 hrs / CIECAS Auditorium, CDMX**



# October publications, 2022

We are delighted to inform that TMKconnect will attend the **IPLA Annual Conference 20th Edition**, on Oct 10-14 in Las Vegas.



**IPLA Annual Conference**  
October 10 -14 , 2022, Las Vegas, USA

TMKconnect

We are delighted to inform that our CEO, **Agustín Velázquez** will attend the **KINPA Conference**, in Seoul, South Korea October 20-21, 2022



**Agustín Velázquez**



**KINPA Conference**  
October 20-21, 2022 / Seoul, South Korea

TMKconnect

We are delighted to inform that TMKconnect will attend the **AIPLA Annual Meeting**, in National Harbor, MD, USA (Oct 27-28)



**AIPLA Annual Meeting**  
October 27 - 28, 2022 / National Harbor,  
MD, USA

TMKconnect

TMKconnect

# December publication, 2022

We are delighted to inform you that our COO **Elia Sampayo** will attend the **XXIII ASIFI Workshop and Board of Directors Meeting**, on Dec 3rd - 7 2022 in Medellín, Colombia.



**Elia Sampayo**

 [elia@tmkonnnect.com](mailto:elia@tmkonnnect.com)



**XXIII ASIFI ANNUAL MEETING**  
December 3rd - 7, 2022 / Medellín,  
Colombia.

TMKonnnect

# **Interviews, Conferences & Rankings 2023**

# February, 2023



**RADIO MUNDO**  
89.3 FM

**EN ENTREVISTA**

**JUEVES 6:00 PM**



**Lic. Agustín Velázquez García López**  
**BETER LAWTECH FUND**  
Co- Managing partner de AVA Firm

**MUNDO EMPRESARIAL**

# March, 2023



**Talking IP**  
PODCAST

WITH JUSTIN SIMPSON

Billtrader

**LATEST EPISODE:**

**Agustin Velazquez**  
*"Technology will eventually take over many of the tasks that humans do every day"*



# March, 2023

 **WTR**  
1000 The World's  
Leading Trademark  
Professionals  
2023

**Recognized,  
Enforcement and Litigation:**

Tomás Arankowsky

*"At AVA Tomás Arankowsky is a well-rounded trademark expert with contentious and non-contentious skills and a keen strategic vision. He is an excellent fit for brand owners seeking a sound, efficient, and streamlined service." - WTR*

  
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 **WTR**  
1000 The World's  
Leading Trademark  
Professionals  
2023

**Recognized,  
Enforcement and Litigation:**

Agustín Velázquez

*"Operating in AVA, Agustín Velázquez is a high-functioning litigator and negotiator who draws on the firms locations across the country to provide rich and enhanced enforcement advice." - WTR*

  
ONE STEP BEYOND





# INTA: May, 2023



**2023**  
**ANNUAL MEETING**  
**LIVE+**  
MAY 16-20, 2023  
**SINGAPORE**



**2023**  
**ANNUAL MEETING**  
**LIVE+**  
MAY 16-20, 2023  
**SINGAPORE**



**Agustín Velázquez**

Co- Managing Partner at AVA Firm

✉ agustin@avafirm.com

☎ +52 1 55 4365 7561



**Tomás Arankowsky**

Co- Managing Partner at AVA Firm

✉ tomas@avafirm.com

☎ +52 1 55 5407 2303



**Elia Sampayo**

COO at TMKonnnect

✉ elia@tmkonnnect.com

☎ +52 55 8409 6095

TMKonnnect

June, 2023

2023  
RECOGNIZED BY  
**Best Lawyers®**

**AVA**  
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July, 2023

**WIPR LEADERS  
DIRECTORY 2023**

 #WIPRLeaders

**wipr 2023  
leaders**



**Agustín Velázquez**

Co- Managing Partner  
AVA Firm  
Mexico



**Tomás Arankowsky**

Co- Managing Partner  
AVA Firm  
Mexico



**Ricardo Alarcón**

Associate  
AVA Firm  
Mexico



**José Antonio  
Romero**

Counsel  
AVA Firm  
Mexico



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# IP STARS

from Managing IP

AVA  
Mexico



### Patent prosecution (2023)



### Trade mark disputes (2023)



### Patent disputes (2023)



### Trade mark prosecution (2023)



# RANKINGS 2023



**Agustín Velázquez**

Recommended  
Individuals: Litigation  
AVA Firm - Mexico



**AVA FIRM**  
Bronze Firms  
Prosecution &  
Litigation  
Mexico



**Tomás Arankowsky**

Recommended  
Individuals:  
Prosecution  
AVA Firm - Mexico



**José Antonio  
Romero**

Recommended  
Individuals:  
Prosecution  
AVA Firm - Mexico



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# September, 2023

**Tomás Arankowsky**

AVA - Mexico

**IP STARS**  
*from Managing IP*



**Rating:**

Patent star 2023 🏆

Trade mark star 2023 🏆

**Jurisdictions:**

Mexico

**Agustín Velázquez**

AVA - Mexico

**IP STARS**  
*from Managing IP*



**Rating:**

Trade mark star 2023 🏆

**Jurisdictions:**

Mexico

# Co - Sponsored by



**20 SEP**  
2023

## **Tech M&A Bootcamp** Live in Mexico City



**Wednesday, 20 September, 10:00am-2:00pm CST**  
Register at [www.corumgroup.com/events](http://www.corumgroup.com/events)

# Yucatán i6, September 2023

**YUCATÁN I6 Y LAWTECH FUND  
PRESENTS:**

## **FRONTIER TECHNOLOGIES**

**PLATFORMS:  
DO IT YOURSELF (DIY).**



**September 26, 27 & 28**



**Centro de Convenciones Siglo XXI**

**Free Admission**



**YUCATÁN  
i6**



# Women AWS October, 2023



**Silvana Stochetti**  
CEO Legalify Latam

**BETER**   Legalify

**aws** startups

**AWS Elevate 2023**  
LATAM Edition – Women Founders



# Finalists in **Santander X**

## Mexico Connects | Startup Building 2023

Program focused on acceleration, online training and connection with investment funds to boost Startups.

1,481 participating companies from which only 39 semi-finalists were chosen. This means that we represent 2.6% of the participating Startups that were selected.

**BETER** ⊕  Legalify

**BeyondLife**

 **ACRI**  
CORPORATIVA

# Awards 2023



# Las CienPro by Google Cloud





**POSICIONAMIENTO  
GLOBAL**



**TMKconnect**  
de TMKconnect



SoPlataforma Law Tech de uso gratuito en línea, que ofrece soluciones de marcas con fácil acceso desde cualquier computadora y/o teléfono inteligente, cubre más de 124 países (con 162 despachos aliados), abarcando más del 99% del mercado global de protección de marcas, con la red más grande de propiedad intelectual para simplificar el proceso de registro de marcas, reducir el papeleo, y garantizar el cumplimiento de las regulaciones locales de marcas.

# Articles

2021 - 2023

**Volaris, first Mexican  
airline to be declared  
famous brand approach?**



**Volaris, primera aerolínea mexicana que es declarada marca famosa**

El reconocimiento impide el registro de marcas iguales o semejantes en grado de confusión, según AVA Firm

 LexLatin

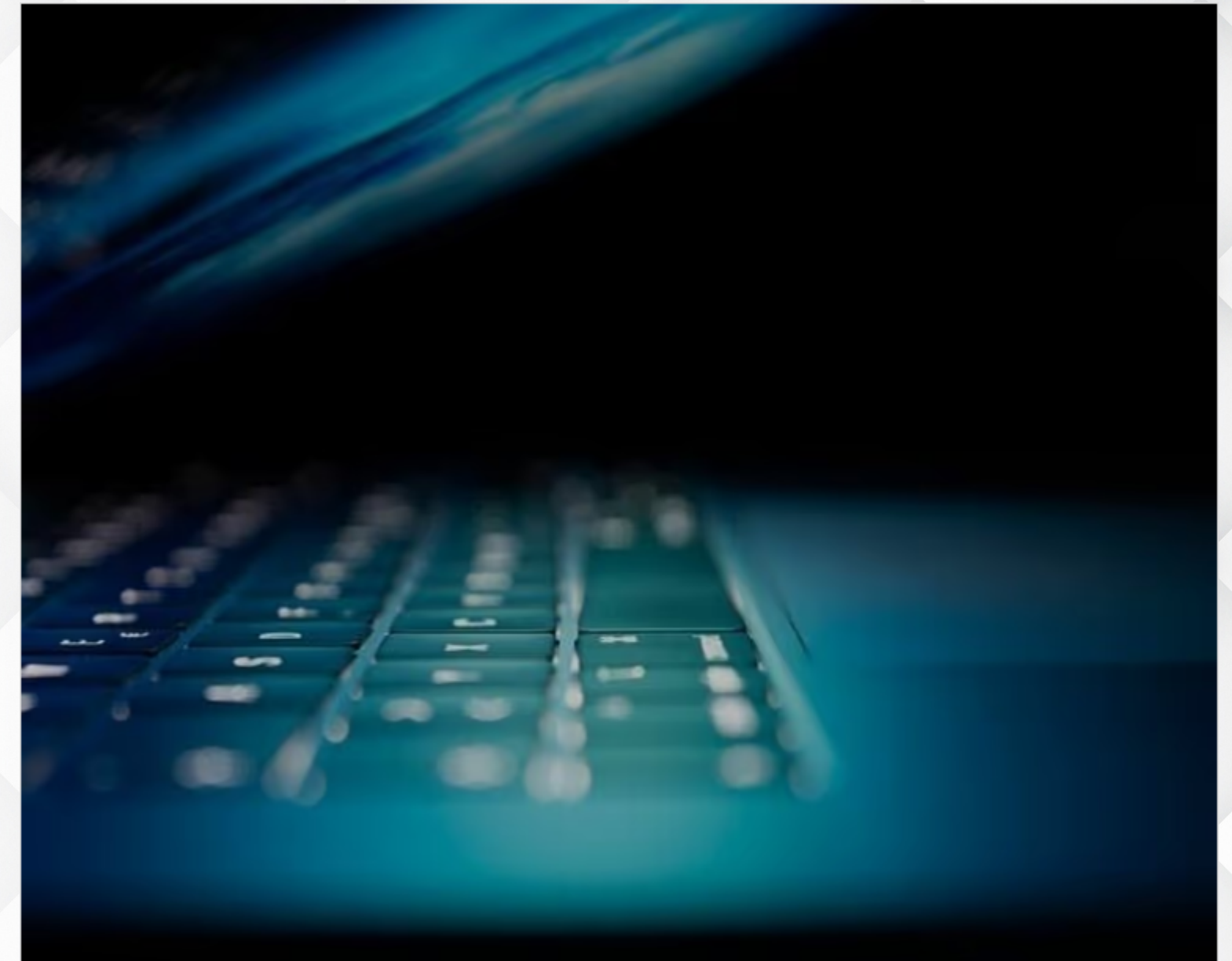
# LexLatin



**La firma como un ecosistema digital de soluciones**

Compartir en RRSS

 LexLatin



**¿Qué significa para una firma adoptar el enfoque lawtech?**

¿Cuáles son los highlights en el debate de lawtech vs. legaltech? ¿Está preparado el sector legal latinoamericano para asumir el enfoque lawtech?

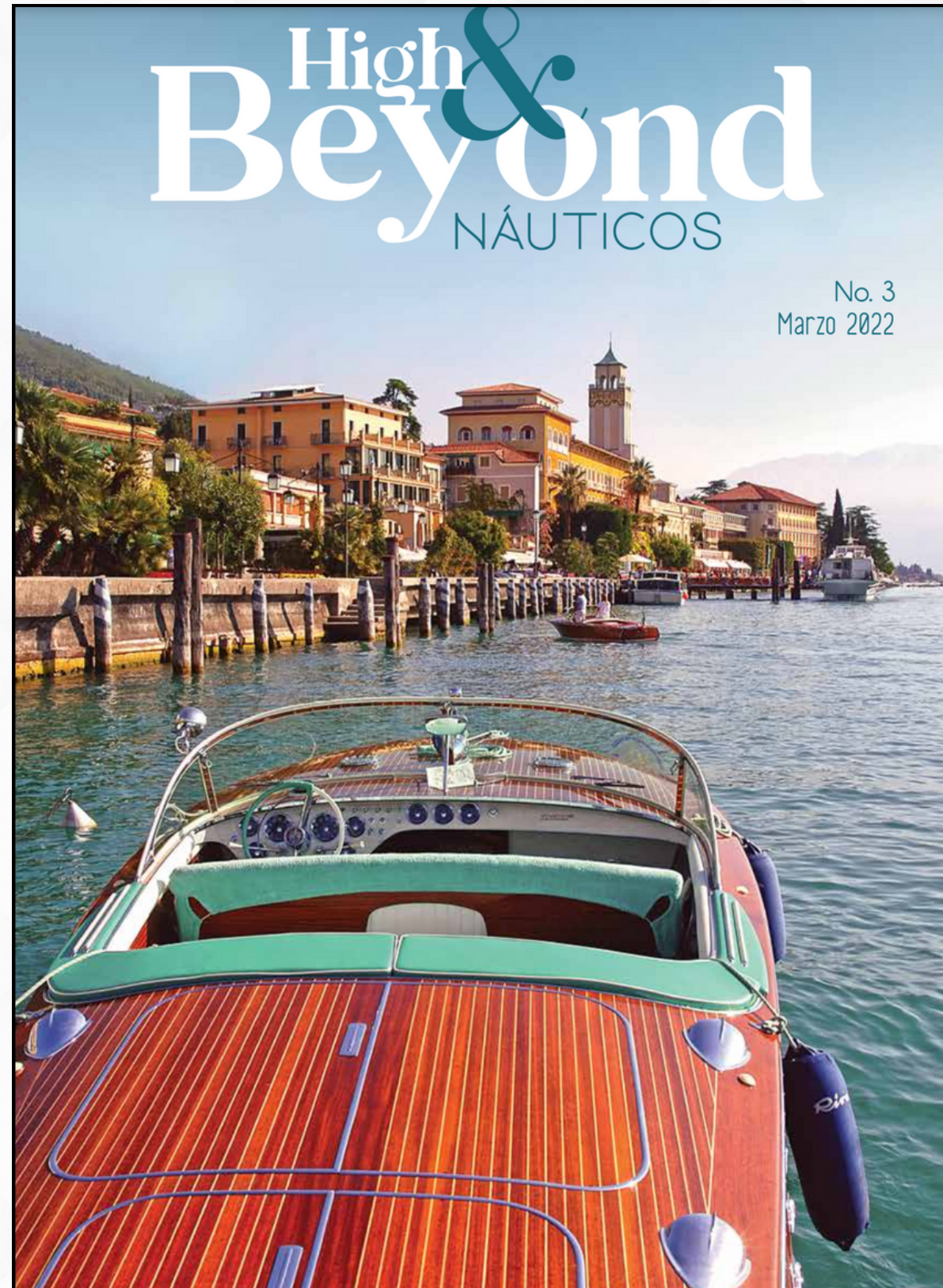
 LexLatin

The firm as a digital ecosystem of solutions

What does it mean for a firm to adopt the LawTech approach?



Pg 90-91

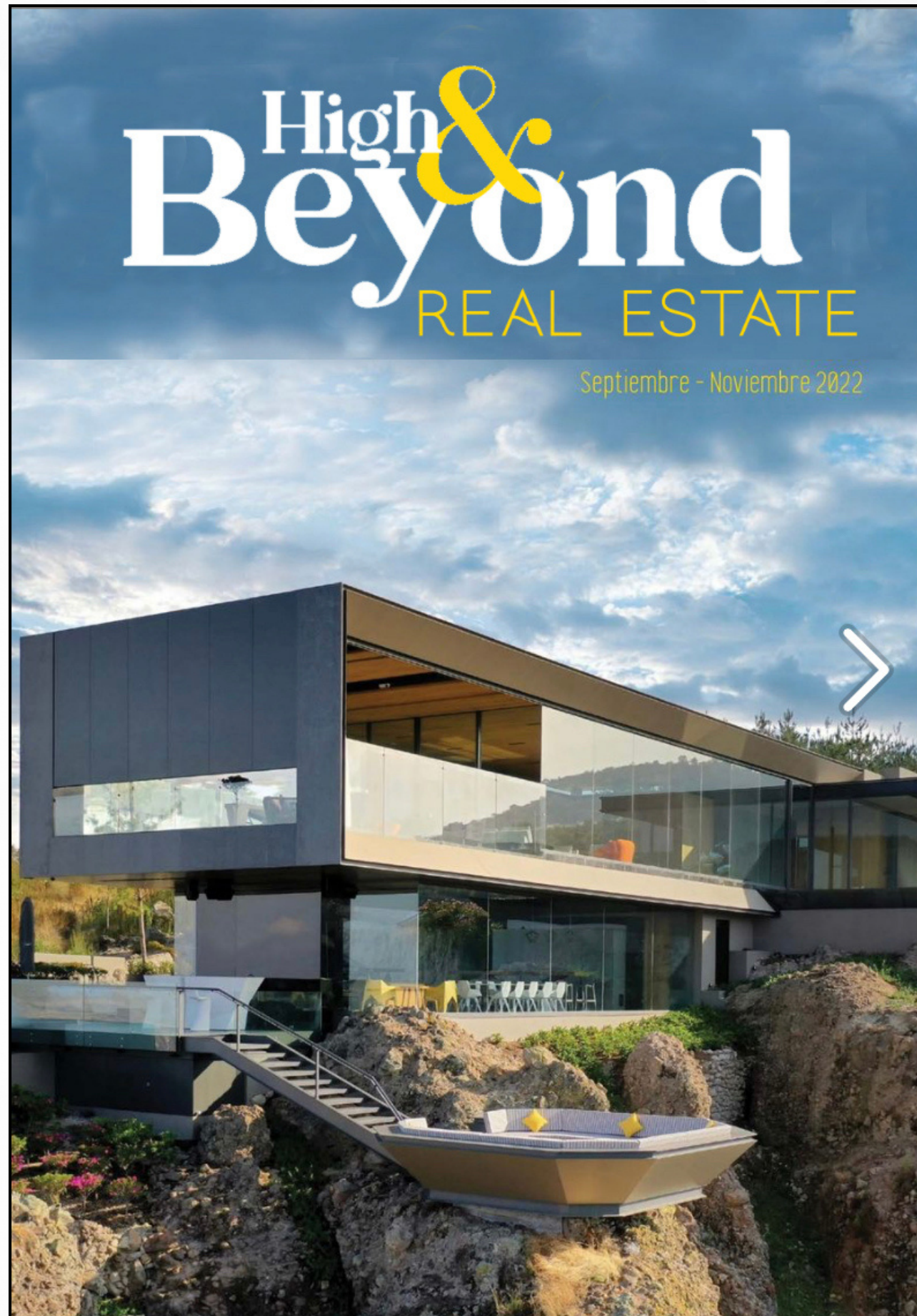


Pg 40-42



Pg 62-64



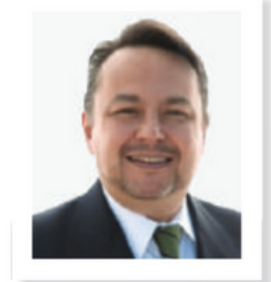


Pg 110 - 112



Pg 70-72

AVA FIRM, SC



**Agustín Velázquez GL, is a widely recognized leading intellectual property lawyer in Mexico with over 30 years of experience. He is an expert in IP strategies and litigation, frontier technologies and patent blended technologies protection.**

Mr. Velazquez is the founder and Co-Managing Partner of AVA Firm. He is also founder and president of Rumpere Impunitas, AC (RIAC), the Mexican Institute of Science, Technology and Innovation (MISTI), Beyond The Reset, SAPI de CV (BETER) and TMKconnect Inc (TMK), as well as Más Allá de la Vida, SAPI de CV (BEYOND LIFE) and is currently creating, with the support of a large team of multi professional experts in the Innovation, Technology, Finance and Marketing fields, the first private Lawtech Fund on the planet.

He has prepared strategies, counselling, overview, and handled IP strategic matters and top litigations in Mexico and abroad for the most recognized Fortune 500 companies, among many other small, medium and large corporations.

Mr. Velazquez has given courses, lectures and seminars in Intellectual Property, Mediation and Litigation to companies and institutions. He has also served in the Management, Board and/or IP Commissions or Committees for the International Chamber of Commerce, Mexican Bar Association, Mexican Association for the Protection of Intellectual Property and the International Trademark Association.

Among some of the Awards and Recognitions for which he has been nominated, year after year, it's worth mentioning that he has been selected as: "One of the most prominent practitioners in the field of Intellectual Property" by The Guide to the World's Leading TradeMark Law Practitioners, also as a "Recognized Individual: Enforcement and Litigation" and "The World's Leading Trademark Lawyers" by WTR 1000, and "Highly Recommended" by the Leader's League, and a "Leader in his field: Intellectual Property" by Chambers & Partners.

In addition, as a "Leading IP Lawyer in Mexico" & "Leading Intellectual Property Specialist in Latin America" by Latin Lawyer, he also has been named by Euromoney Legal Media Group as "One of the most capable trademark lawyers: Guide to the World's Leading Trade Mark Law Practitioners", and every year as an IP Star, among many others awards and recognitions throughout his professional career.

**Agustín Velázquez GL**  
Co-Managing Partner  
Tel: +52 55 4365 7561  
agustin@avafirm.com

**Calle 19**  
**Tablaje 14754 Xcanatún**  
**CP. 97302, Mérida**  
**Yucatán**  
**Mexico**  
Tel: +52 55 5955120  
[www.avafirm.com](http://www.avafirm.com)



2023 HANDBOOK  
RECOMMENDED  
FIRM



2023 HANDBOOK  
RECOMMENDED  
EXPERT



**BETER**



Legalify

**BETER**



Legalify

**El futuro ha llegado..., ¡10 años antes de lo previsto!**

BETER\* y LEGALIFY\*\* se integran y emergen como la solución pionera en LawTech, brindando inicialmente en México y Argentina (para después extenderse...

AUNO Abogados / Oct 19

**The future has arrived..., 10 years sooner than expected!**





**BETER**



Legalify

**BeyondLife** TMKonnnect



**Anáhuac**  
Mayab



# LAWTECH FUND

