



Francisco Javier Villanueva Rodríguez de la Vega

Senior associate

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Intellectual Property

Data Economy, Privacy and Cybersecurity

Media and Entertainment

Life Sciences and Healthcare

Sports

Javier is a lawyer with 10 years' experience in intellectual property, corporate law, data protection, e-commerce and consumer protection matters.

Experience

Javier Villanueva is a senior associate with a multidisciplinary profile in the IP; Data Economy, Privacy and Cybersecurity; Technology, Communications and Digital; and Media and Entertainment practices.

Javier began his professional career focusing mainly on corporate law but his postgraduate studies led him to specialize in IP and data protection matters.

Given his profile, Javier's practice combines the management, protection and conservation of domestic and international portfolios of IP rights with other activities, such as advising clients on the implementation and fulfilment of their data protection obligations and preparing opinions on data protection compliance, e-commerce and consumer protection for domestic and multinational clients from a range of sectors.

He also regularly participates in a variety of corporate law matters in M&A deals, carrying out due diligence reviews of the status of the IP assets of various companies and the degree of compliance with their data protection obligations.

As part of his services, Javier also provides training to individuals responsible for data protection compliance at companies, informing them of their obligations and those of their respective employers to ensure compliance with Mexican law.

Academic background

- Degree in Law, Universidad La Salle Cancún (2015).
- LL.M. specializing in IP, Copyright and New Technologies, Universidad Panamericana (2018).
- Diploma in Data Protection, Escuela Libre de Derecho (2020).
- LL.M. specializing in Media, Entertainment, Technology, & Sports Law, University of California, Los Angeles (UCLA) (2025).

Memberships

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

Distinctions

Recognized as One to Watch by Best Lawyers in 2022, 2023 and 2024.