



**Sofía
Guerrero**



Education and Admissions

Attorney at-law admitted in Mexico in 2014. She obtained her Law Degree from the Universidad Anáhuac México Norte Law School in 2014.



Practice Areas and Industry Sectors

Ms. Guerrero practice focuses on the industries of technology, media and telecommunications, defense and space, media entertainment and real estate; specifically focused on competition and antitrust, corporate, corporate governance, environmental, government contracts, government procurement, mergers and acquisitions, privacy and cybersecurity and project finance.



Afilations

Member of the National Association of Corporate Lawyers (ANADE).



Representative Transactions

Currently assisting local players in the telecommunications and broadcasting markets, performing regulatory due diligence of their licenses, and attending to the regulator's requirements.

Advising local carriers in adapting their business models and processes, in order to further align them to the new regulatory policies after the Telecommunications and Broadcasting Reform.

Participating in assisting local and foreign investors engaged in the telecommunications industry, preparing legal opinions and the necessary documentation in order to begin their operations in Mexico.

Assisting companies that render telecommunications services in Mexico, in relation to the structuring, request and obtaining of permissions and authorizations.

Worked in-house at one of the most important television programmers, headquartered in the U.S., in relation with their operation for Mexico and Central America, legally advising the company in relation to its day to day operations.

Advised and managed sweepstakes and promotions, lotteries and games of skill launched by television programmer, procuring the corresponding authorizations, issued by the competent authorities, complying with all applicable regulation.

Assisted in matters concerning commercial clearance and comparative advertising verifying compliance and providing regulatory advice in relation to consumer protection rules as well as privacy and data protection.

Drafted online promotions and contests, customer terms of use and privacy policies required in the digital market.

Drafted licensing and distribution agreements in relation to content of broadcasting services.

