

Berto Aguayo

Associate

Chicago
+1.312.807.4301

Berto.Aguayo@klgates.com

OVERVIEW

Berto Aguayo is an associate in the firm's IP Procurement and Portfolio Management practice group and is a member of the Data Protection, Privacy and Security practice group. He advises companies on trademark, brand protection, privacy, and technology-related matters. He works with clients operating in the technology, software, manufacturing, logistics, consumer products, fashion, and food and beverage sectors.

His trademark practice includes clearance, prosecution, enforcement, and portfolio management in the United States and internationally. He has conducted preliminary and full trademark clearance searches, prepared and prosecuted trademark applications, responded to substantive and procedural Office Actions, and supported trademark enforcement and opposition matters. Berto regularly coordinates global trademark strategy and trademark portfolio management with foreign counsel. He also assists clients with online brand protection matters involving websites, domain names, social media platforms, and other internet-based uses of trademarks.

In addition, Berto advises on data protection, privacy, and technology matters. He regularly reviews and drafts privacy notices, website terms of use, and related digital compliance materials, and assists clients with compliance under US state privacy laws, GDPR-related requirements, and consumer protection frameworks. His experience includes evaluating cookie consent mechanisms, website tracking technologies, analytics tools, data processing practices, and related privacy risks.

Berto also supports clients on technology transactions, software and data-related agreements, and intellectual property and privacy due diligence in corporate transactions. He has worked on matters involving artificial intelligence, including reviews of AI governance frameworks, AI-related privacy and confidentiality issues, and risk-management considerations associated with the use and deployment of AI tools.

PROFESSIONAL BACKGROUND

Berto previously worked as the Executive Director of Increase The Peace Chicago, a nonprofit he founded that empowers youth with the tools and mentorship to become community leaders. Drawing from his transformation from a former gang member to a community advocate, Berto supported over 700 young people through employment opportunities and civic leadership training, fostering safer and more inclusive communities.

ACHIEVEMENTS

- Named “40 under Forty” list, *Crain's Chicago Business*, 2026
- Named Exemplar of the Bar, Chicago Council of Lawyers, 2026
- Named “30 Under Thirty” list, Hispanic Executive Magazine, 2024
- Selected Law Student of the Year, Hispanic Lawyers Association of Illinois, 2024
- Named Social Justice Hero, Red Cross, 2023
- Named “40 Under Forty” list, *Negocios Now*, 2023
- Civic Leadership Academy, University of Chicago Harris School of Public Policy, 2021

PROFESSIONAL / CIVIC ACTIVITIES

- Board of Directors for Increase The Peace Chicago
- Board of Directors for Beyond Legal Aid
- Board of Directors for Casa Central
- Policy Co-Chair for Latino Leadership Council
- Big Law Committee Chair for Hispanic Lawyers Association of Illinois
- Emerging Leaders Council for Legal Services Corporation

SPEAKING ENGAGEMENTS

- Commencement Speaker, Northwestern School of Law Graduation, 2024
- Speaker, “Pluralism and Democracy,” *Obama Foundation Third Annual Democracy Forum* — Introduced President Barack Obama and delivered opening remarks on pluralism, December 2024

EDUCATION

- B.A., Dominican University, 2016
- J.D., Northwestern University Pritzker School of Law, 2024

ADMISSIONS

- Bar of Illinois

LANGUAGES

- Spanish
- English

THOUGHT LEADERSHIP *POWERED BY HUB*

- November 2026, Global Data Protection Insights
- November 2026, July, August, September, and October 2026 Accolades

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Data Protection, Privacy, and Security