



JUANITA PÉREZ BOTERO

PRACTICE AREAS

Intellectual Property..

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PROFILE

Juanita has more than 15 years of professional experience. Her practice revolves around the management and administration of Industrial Property portfolios in Colombia and abroad and providing permanent legal advice to clients from different sectors regarding IP rights and franchise structures.

As a member of the Intellectual Property & Competition practice area, Juanita has focused her practice on the management of Intellectual Property portfolios in Colombia and abroad. She has been the Senior Associate of the IP area leading the Distinctive Signs area and is responsible for managing relations with foreign clients and correspondents. She provides ongoing advice on intellectual property issues to both external and internal clients and supports all M&A transactions in her area of expertise.

EDUCATION

- Unfair Competition, Antitrust and International Trade Specialization, Pontificia Universidad Javeriana, 2008.
- Legal English, Georgetown University, 2008.
- Law, Pontificia Universidad Javeriana, 2005.

LANGUAGES

- Spanish
- English

MEMBERSHIPS

- IBA (International Bar Association)

Gómez-Pinzón

SINCE 1992



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PROFESSIONAL EXPERIENCE

- Partner, Gómez -Pinzón Abogados, since 2020.
- Senior Associate, Gómez -Pinzón Abogados, 2014 -2019.
- Associate, Gómez -Pinzón Abogados, 2011 -2014.
- External Senior Attorney, Superintendence of Industry and Trade/Competition Office, 2010 – 2011.
- Associate, Prieto & Carrizosa, 2006 -2010.
- External legal advisor, National Education Office, 2006

RECENT ACKNOWLEDGMENTS

- Next generation partner, Legal 500 2023, Intellectual Property.
- Chambers Latin America 2023, Intellectual Property.

Gómez-Pinzón

SINCE 1992