Pérez-Llorca



María José Franco Mondragón

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Profile

María José has more than six years of experience advising national and multinational companies on intellectual property, commercial, regulatory and competition matters in Colombia and Latin America. Her practice focuses on the strategic protection, management and enforcement of intellectual property rights, as well as the negotiation of commercial agreements and the management of legal risks arising from business operations. She has advised clients across industries including consumer goods, food, retail, technology and pharmaceuticals on trademark portfolios, intellectual property strategies, commercial transactions, product launches, advertising and marketing initiatives, competition and consumer protection matters. Her experience includes managing and protecting more than 8,000 intellectual property assets across multiple jurisdictions and coordinating international counsel in more than 70 jurisdictions. She has also advised on intellectual property due diligence, cross-border transactions and complex disputes, including administrative and judicial proceedings and international enforcement strategies.

Studies:

- Master in Law (L.L.M.) in Competition, Innovation, and Information Law, New York University School of Law
- Posdraduate Degree in Commercial Law, Pontificia Universidad Javeriana
- Law, Univerdidad EAFIT

She speaks Spanish, English and French.