

Pérez-Llorca



Juanita Pérez Botero

Contact

juanita.perez@perezllorca.com

T: +57 601 319 2900 Ext. 222

Calle 67, 7-35

110231 Bogotá

Practices and Sectors

- Intellectual Property

Profile

Since beginning her professional practice in 2005, Juanita has primarily focused on the national and international management and administration of intellectual property portfolios, as well as providing ongoing legal advice to clients from various sectors on matters related to trademarks, patents, copyrights, entertainment, and franchise systems.

She has extensive experience in all aspects of this field, including transactions, mergers and acquisitions, and the development of litigation strategies related to intellectual property rights.

Studies:

- Specialization in Competition Law and Free Trade, Pontificia Universidad Javeriana, Bogotá.
- Legal English Course, Georgetown University, Washington D.C.
- Law Degree, Pontificia Universidad Javeriana, Bogotá.

She speaks Spanish and English.

Experience

Juanita began her professional career as an advisor at the Ministry of National Education and later worked as a senior advisor at the Superintendence of Industry and Commerce between 2010 and 2011. Since 2011, she has been part of Pérez-Llorca, where she has been a partner since 2020.

Her experience includes advising national and international companies on brand strategies, regulatory defense, and protection of intangible assets. She has led matters such as the regional brand strategy for Prosalon (Cromantic), domain name disputes for Jafer Enterprises, and IP advisory for companies such as Alicorp, Almacenes Éxito, Quechua Perú, and Grupo Aval. She has also advised on trademark-related negotiations for airline brands and worked with government and diplomatic entities on IP issues.

Profesional Organisations

- Member of the International Bar Association (IBA).

Recognitions

- Leading Partner, The Legal 500 2025, Intellectual Property.
- Chambers Latin America 2025, Intellectual Property.
- Leading, Leaders League IP 2024, Regulatory Law for Health, Pharma, and Medical Devices; IP Litigation; Trademark Prosecution.
- Excellent, Leaders League IP 2024, Patent Prosecution.
- Highly Recommended, Leaders League IP 2024, Media & Entertainment.
- IP Stars.