Pérez-Llorca

Mauricio Jaramillo Campuzano

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Practices and Sectors

- Competition
- Intellectual Property
- Technology, Communications & Data Protection

Profile

Since beginning his professional career in 1993, Mauricio has primarily focused on advising Colombian and international companies in defining strategies for the protection and management of intellectual property portfolios. He also specializes in the development and structuring of innovation strategies, providing counsel on the exploitation of intellectual property, and negotiating contracts for the exploitation of intellectual property through licensing, franchising, or other types of agreements.

His practice in competition law centers on advising companies regarding their commercial activities and the potential implications from a competition perspective, including restrictive competition practices, unfair competition, consumer protection, and oversight of corporate mergers and acquisitions.

He is known for a comprehensive approach to regulation in high-profile transactions.

Studies:

- Master's in Public Administration, Deutsche Hochschule für Verwaltungswissenschaften Speyer, Germany.
- Specialization in Commercial Law, Universidad de los Andes, Bogotá.
- Law Degree, Pontificia Universidad Javeriana, Bogotá.

He speaks Spanish, English and German.

Experience

Mauricio has built a leading practice in competition law, international trade, intellectual property, and technology, advising multinational companies on high-impact transactions. He has represented Partners Telecom – WOM in the radio spectrum auction, advised Globant on its acquisition of Grupo

Assa, and led competition matters for companies such as Tetra Pak, GSK, Kimberly-Clark, Procafecol, and Bavaria. Together with his team, he has designed and implemented sophisticated merger control strategies to secure clearance before Colombia's Antitrust Authority (SIC) in high-stakes deals such as JetBlue's acquisition of Spirit, Grupo Gilinski's takeover of Grupo Nutresa, and Inchcape's acquisition of Derco.

His experience also includes advising on AT&T's acquisition of Time Warner, the sale of ExxonMobil subsidiaries to Copec/Terpel, and Unilever's acquisition of brands from Quala. He has also provided intellectual property counsel to major consumer goods companies such as Grupo Nutresa and Alicorp. He is known for a comprehensive approach to regulation in high-profile transactions.

Professional Organisations

- International Trademark Association (INTA).
- International Bar Association (IBA).
- Colombian Association of Competition Law (ACDC).
- Colombian Center for Copyright Law (Cecolda).
- Colombian Chamber of Franchises (Colfranquicias).

Recognitions

- *Leading Partner*, The Legal 500 2025, TMT, Intellectual Property, Competition & Antitrust.
- Band 2, Chambers Latin America, 2026, Antitrust & Competition.
- Chambers Latin America 2026, Intellectual Property.
- Thought Leader, Lacca 2025
- *Notable Practitioner*, IFLR 2024, Intellectual Property
- *Trade Mark Star 2024*, IP Stars.
- *Recommended Expert 2024*, IAM Patent 1000.