

Pérez-Llorca



Catalina Arango Hoyos

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Profile

Since beginning her legal career in 2005, Catalina has been actively involved in the management and administration of industrial property portfolios in Colombia and abroad. She provides ongoing legal counsel to clients from various economic sectors on matters related to the legal framework of intellectual property, and manages litigation involving competition law and intellectual property rights.

She also participates in the development and implementation of various expansion models—such as franchising—for companies across the country.

Studies:

- Specialization in Business Law, Universidad Externado de Colombia.
- Specialization in Civil Procedural Law, Universidad Externado de Colombia.
- Specialization in Intellectual Property, Copyright and New Technologies, Universidad Externado de Colombia.
- Specialization in Human Development Management, Universidad Eafit.
- Law, Universidad Pontificia Bolivariana.

She speaks Spanish and English.

Experience

Catalina developed her prior career at several law firms and consulting companies specialized in intellectual property. Throughout her trajectory, she has led legal advisory processes for audiovisual productions for companies such as Disney and TIS Productions, and has supported companies in sectors such as energy, finance, consumer goods, and retail—including Bancolombia, Celsia, Almacenes Éxito, and M.P. Galagro—in protecting their trademark portfolios, managing copyright matters, and implementing strategies to prevent anti-competitive practices.

She has also participated in the design of innovation systems, such as the one developed for ISA, and in the creation and implementation of Legal Design workshops, promoting user-centered and experience-driven legal approaches.

Professional Organisations

- Member of IBA (International Bar Association).