GARRIGUES



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Intellectual Property

Marta González Aleixandre is a senior associate in Garrigues' Intellectual Property Department, where she practices in the areas of industrial and intellectual property law, electronic commerce, advertising and unfair competition. She provides strategic advice on the management and defense of rights, participates in pre-litigation and litigation matters in both the civil and criminal jurisdictions and also provides recurring advisory services on contracts. Degree in law from Universidad de Valencia and LL.M in Intellectual Property Rights and New Technologies from Universidad de Alicante (Magister Lvcentinvs).

Experience

Marta González Aleixandre is a senior associate in Garrigues' Intellectual Property Department and joined the firm in 2014. Over the course of her professional career, she has participated in highly complex processes, including:

- Litigation related to the infringement of trademark rights, unfair competition, registered designs and patents, in both the civil and criminal jurisdictions.
- Management and defense of rights, defining the international strategy for the protection and expansion of trademarks, patents, designs, intellectual property and new technologies.
- Negotiation and advice on contractual matters in various industries, in particular in relation to licenses, assignments and distribution agreements at international level.

Marta also provides recurring advice on online advertising and trade and participates in due diligence procedures in connection with intellectual property and new technologies.

She speaks Spanish, English and French.

Academic background

- Degree in Law, Universidad de Alicante.

- LL.M. Magister Lvcentinvs, Master’s Degree in Intellectual Property and New Technologies.

Memberships

Valencia Bar Association.

Publications

Marta is the author of a large number of articles and publications in newspapers and legal journals, including Economía 3.