GARRIGUES



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Senior associate

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Dispute Resolution: Litigation and Arbitration
Intellectual Property
Fashion Law
Family Business
Startups & Open innovation
Media and Entertainment

Beatriz Ganso is a senior associate in Garrigues' Intellectual Property Department, where she practices in the areas of intellectual property, unfair competition, e-commerce, consumer and advertising law, as well as counterfeiting. She provides pre-litigation and litigation advice in cases with a multi-jurisdictional component, also advising on contractual matters. She holds a degree in Law from the University of Valladolid and an LL.M in International Commercial Law from the University of Kent (Canterbury - United Kingdom).

Experience

Beatriz Ganso is a senior associate in the Intellectual Property Department at Garrigues, which she joined in 2016. In her professional activity she has been involved in highly complex litigation, including:

1. Pan-European trademark infringement litigation, as well as proceedings in which intervention rights were alleged as a defense for the defendant.
2. Unfair competition litigation (acts against good faith, deceptive acts, misleading acts, confusion and unfair imitation, as well as passing off).
3. Intellectual property litigation, including software infringement or 3D printing.
4. Litigation in e-commerce and consumer law, as well as in relation to the liability of intermediary service providers.

She also advises on advertising and drafting of T&C for promotional activities, as well as on contractual matters relating to licensing contracts and assignment of industrial and intellectual property rights, selective distribution and software issues. She also advises on brand defense strategies in relation to counterfeiting.

Academic background

- LL.M in International Commercial Law by the University of Kent (Canterbury - United Kingdom). Dissertation: Consumer Bankruptcy.
- Postgraduate in Administration and Business (UNED).
- Degree in Law by the University of Valladolid (Spain).

Teaching activity

Beatriz Ganso lectures in several programs of the Centro de Estudios Garrigues, including the Master Executive in Digital Law and Technology and the Fashion Law Executive Master.

Memberships

- Member of the Madrid Bar Association.
- Member of the Spanish Association for the Entertainment Law (DENAE).

Distinctions

- Best Lawyers: Lawyer ones to Watch in Spain in Intellectual Property Law.

Publications

- "Contracts with consumers" in Manual for Accessing to the Bar, civil and mercantile specialization. Ed. Tirant lo Blanch (2022).
- She publishes regularly in the IP Blog.