GARRIGUES



Carolina Pina Sánchez

Partner

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Intellectual Property
Sports
Media and Entertainment
Life Sciences and Healthcare
Fashion Law
Startups & Open innovation

Carolina Pina is co-head of the Intellectual Property Law Department and Telecommunications & Media area. She is one of the top experts in conflict resolution and complex transactions involving IP, the digital sector and AI.

Degree in Law from Universidad de Alicante, Master's Degree in International Law from City of London Polytechnic, postgraduate program in Public Affairs Management from ICADE and international seminar on digital transformation at Harvard University. Arbitrator and panelist at the WIPO Arbitration and Mediation Center.

She has been ranked in the top category (tier 1) by Chambers Global, Chambers Europe, Legal 500, IP Stars and WTR. Top 50 Women Lawyers (Iberian Lawyer). Singled out by the Financial Times as one of the ten most innovative lawyers in Europe in 2022.

Experience

Carolina Pina is co-head of the Intellectual Property Law Department and Telecommunications & Media area of Garrigues, where she has pursued her professional career since 1997, following her time at several law firms in London.

She has successfully supervised extremely complex lawsuits, including:

- Litigation in connection with patents, trade secrets, trademarks and intellectual property. Arbitration and mediation in these areas;
- Litigation involving the liability of platforms, social media and search engines;

- Litigation in relation to privacy and data protection, including the right to be forgotten;
- Litigation in connection with protection of the right to honor and personality rights;
- Litigation in the area of data basis (sui generis rights) and 3D printing.

She also advises clients on the following:

- Licenses, assignments and sponsorship;
- Clearance of IP rights, image and privacy rights in the entertainment industry;
- Legislative and impact assessment proceedings, including AI, virtual reality and 3D;
- Complex IP and digital due diligence processes.

Academic background

- Degree in Law, Universidad de Alicante.
- Master’s Degree in International and Comparative Law, City of London Polytechnic.
- Postgraduate program in Public Affairs Management, ICADE.
- International seminar in the US on digital transformation, RCC-Harvard (Harvard University).

Teaching activity

Carolina is a regular speaker at national and international seminars and conferences, including, most notably, the New York Bar, INTA, IBA, AIPPI. She has delivered papers as an expert at UNESCO and WIPO in Senegal, China and Singapore. Seminar on Health and Digital Media (CEFI). International Arbitration and Intellectual Property Conference, IPA (Lima).

She teaches classes on the Master’s Degree for Access to the Legal Profession and the Master’s Degree in Sports Law at Centro de Estudios Garrigues, on the Magister Lucentinus in Alicante, and on the Master’s Degree in Intellectual Property at Universidad Autónoma de Madrid.

Memberships

- Member of the Madrid Bar Association (ICAM).
- Industrial Property Agent (COAPI).
- Partly Qualified Trade Mark Agent in the UK (ITMA).
- Panelist and arbitrator at the WIPO Arbitration and Mediation Center.
- She has collaborated with the food bank and AECC (Spanish Cancer Association). Carolina is a staunch advocate for diversity and collaborates with several institutions in this area.

Distinctions

Legal 500 2023
Leading Lawyer. Intellectual Property:

- Copyright
- Trademarks

Chambers Global 2023

- Spain, Intellectual Property: Copyrights
  Band 1
  "She is an excellent lawyer, she simply shines”
- Spain, Intellectual Property: Patents & Trade Marks
  Band 2

Chambers Europe 2023

- Spain, Intellectual Property: Copyrights
  Band 1
  "Knowledge of everything related to our sector and her quick responses."
- Spain, Intellectual Property: Patents & Trade Marks
  Band 2
- Spain, TMT: Media
  Band 3

Best Lawyers since 2008 ranked in:

- Intellectual Property Law
- Media Law
- Sports Law
- Entertainment Law
- Information Technology Law

Managing Intellectual Property IP Stars 2022

- Trade mark star – Spain
- Copyright star – Spain
- Top 250 Women in IP

World Trademark Review 2022
Gold Band
Individuals: enforcement and litigation

Her essay "From Dadaism to Mash up" won the 2009 Prix Monique awarded by l'Union Internationale des Avocats for the best essay.

Singled out by the Financial Times as one of the ten most innovative lawyers in Europe.

Top 50 Women Lawyers (Iberian Lawyer).

Publications

- Co-author of "La Comercialización de la Imagen en el Deporte Profesional" (The Marketing of Image Rights in Professional Sports) in El Deporte Profesional (Editorial Bosch);
- "El Derecho a la Comunicación Comercial" (The Right to Commercial Communications) in Estudios sobre la Ley General de la Comunicación Audiovisual (Editorial Aranzadi);
- "El derecho a la propia imagen de los deportistas profesionales" (The Right to Personal Portrayal of Professional Sportspersons) in El Deporte en la Jurisprudencia (Editorial Aranzadi);
- "La protección de la imagen y las marcas en el juego online" (The protection of image rights and trademarks in online gaming) in El Juego online (Editorial Aranzadi);
- "La explotación comercial de la imagen en las industrias del deporte y del entretenimiento" (The commercial exploitation of image rights in the sports and entertainment industries) monograph published in Revista de Derecho del Deporte y del Entretenimiento (Editorial Aranzadi).

She has also published numerous articles including:

- "Prensa rosa: Derecho a la Propia Imagen - La decisión relativa a Carolina von Hannover" (Gossip magazines: Personality rights – The decision on Caroline von Hannover. (Diario El País);
- "Rental Intellectual Property Rights" and "Sponsorship of Sport Events and Ambush Marketing", both published in European Intellectual Property Review (Sweet & Maxwell)
- "Derechos de Imagen. Comparación entre el Derecho Europeo y el Derecho Amercicano" (Image rights. A comparison between European and American Law) and "Ambush Marketing", published in Revista de Deporte y del Entretenimiento (Aranzadi);
- "Economía Colaborativa y prestadores de servicios de la sociedad de la información" (The Collaborative Economy and service providers in the information society) in Cuadernos de Derecho para Ingenieros. Economía Colaborativa. Iberdrola. La Ley, Wolters Kluwer, (2018).