GARRIGUES

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EU and Antitrust Law
Intellectual Property
Restructuring and Insolvency

Partner in charge of the Competition, Economic Regulation & IP department. He is an expert in Antitrust, Unfair Competition, Consumer Welfare, Elimination of Bureaucratic Barriers, Bankrutcy and IP. In the proivate sector he has been partner of well recognized law firms, while in the public sector he was the Chairman of INDECOPI, the Peruvian Competition, Consumer Welfare and IP agency (2016-2020). He has been the first and only Peruvian candidate to compete for the post of Director General of a United Nations technical entity (WIPO). He has represented Peru in the most important international forums (OECD, ICN), Consumer Welfare (UNCTAD, FIAGC) and Intellectual Property (WIPO, PROSUR, IBEPI). Lawyer from Universidad de Lima (1998) and with postgraduate studies in Competition and IP (Salamanca, UADE, UPC). Member of the Lima BAR. Recognized in the main legal rankings (Chambers & Partners, Legal 500). He is an invited lecturer in the most prestigious Peruvian universities.

Experience

Ivo Gagliuffi is a partner in the E.U. & Antitrust and Intellectual Property practice areas.

He has an extensive expertise of more than 20 years. In the private sector, he has been partner in charge of the same areas at Ferrero Abogados (today PPU Legal) and Lazo & De Romaña Abogados, and recognized as one of the best Competition lawyers by the most renowned international rankings (Chambers & Partners, Legal 500). In the public sector he was Chairman at Indecopi, the well regarded Peruvian Competition, Consumer Protection and Intellectual Property Agency (September 2016 – June 2020). Moreover, he has been the first and only Peruvian candidate for the post of Director General of a United Nation’s specialized organism: the WIPO (Intellectual Property). Likewise, he has participated actively in the most important international forums related with Competition (OECD, ICN), Consumer Protection (UNCTAD, FIAGC) and Intellectual Property (WIPO, PROSUR, IBEPI).

He has been a lecturer in Competition Law, Advertising Law, Bankruptcy in several universities, such as Universidad de Lima, Universidad del Pacífico, Universidad Peruana de Ciencias Aplicadas, and currently he is a lecturer in postgraduate schools of Pontificia Universidad Católica del Perú and Centrum PUCP Business

School.

Academic background

- Degree in Law, Universidad de Lima (1998).
- Associate’s Degree in Competition Law an Intellectual Property Law, Universidad de Salamanca (Spain) (2003).
- Associate’s Degree in Market Economy, Universidad Peruana de Ciencias Aplicadas – UPC (Peru) (2003).
- Associate’s Degree in Competition in Infrastructure Sectors, Universidad Argentina de la Empresa – UADE (Argentine) (2005).

Publications

He is author of a significant number of academic publications over Antitrust, Unfair Competition, Advertising, Intellectual Property, Consumer Protection, and Bankrupcty, in several collective works and journals.