



## GUATEMALA OFFICE

Senior Associate  
MAYORA IP

Patents, Designs, Utility Models,  
Counterfeit & Copyrights

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Languages: Spanish – English – German

# HUGO RIVAS

Hugo is a senior associate at Mayora IP with over 15 years' experience in the legal profession, having started his career as a paralegal in 2004. He joined the Mayora team in 2015.

Hugo focuses his practice on IP litigation particularly in the infringements and anti-counterfeiting sphere, forming part of Mayora IP's highly respected litigation team. He is considered to be a skilled litigator, as well as an expert negotiator, in particular being lauded by clients for his ability to provide creative solutions during negotiations. In fact, this passion for creativity extends to representing a number of innovative tech start-ups, and he handles a significant volume of patent, industrial design and utility model work, being recognized as a patent attorney by the Guatemalan authorities. His practice also covers copyright, as well as licensing, franchising, trade secrets, and data protection.

Based in the Guatemala office, Hugo also provides continual legal support to the El Salvador and Honduras IP teams as part of the firm's integrated IP offering in all three countries.

Hugo is a member of AIPPI's Copyright Committee, as well as INTA's Enforcement Committee, and is recognized by *The Legal 500*.

## EDUCATION

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- Professional certificate in patent law from Berkeley Law, California, USA (2016)
- LLM in Intellectual Property – *Universidad Austral*, Buenos Aires, Argentina (2013)
- Graduated as a lawyer from the *Universidad Rafael Landívar*, Guatemala City, Guatemala (2011)

## PROFESSIONAL MEMBERSHIPS

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- AIPPI
  - ASIPI
  - INTA
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