



**Maria Luisa Arce
Torrecilla**

French Counsel in Industrial Property Law, Professional Representative before the EUIPO. Admitted at the Paris and at the Lima bars. Member of INTA, ASIPI, AIPPI and APRAM. Master 2 in Industrial Property (University of Paris 2 Panthéon -Assas). Diploma de Abogado (Pontificia Universidad Católica del Perú)

Languages: native Spanish speaker, fluent in French, English and German

Areas of competence: Trademarks, Designs, Domain names

Office: Paris

Work experience

Maria Luisa practiced as French Counsel in Industrial Property Law in two main Parisian IP firms for 15 years, then she was admitted to the Paris bar and practiced as a lawyer specialized in IP matters in two Parisian law firms for 10 years. She joined Jacobacci & Partners in 2016 as senior French Counsel in Industrial Property Law.

Maria Luisa regularly attends major IP conferences and has built close professional relationships with a network of IP counsels throughout the world.

Professional focus

During her 25 years' experience in the IP field, Maria Luisa has developed a significant expertise in trademark and design filing strategies and portfolio management, availability searches, prosecution/maintenance work, oppositions before the French Office (INPI), before the EUIPO, negotiations for out-of-court settlements. She also works in coordination with a reliable network of IP counsels to enforce her client's IP rights throughout the world and particularly in the Latin American countries as a member of our LATAM desk

<https://www.jacobacci.com/en/latam-desk>.

Maria Luisa has been ranked since 2013 as an IP specialist dual-qualified in France and Peru by Chambers Global Guide that describes her as "knowledgeable, confident and pragmatic."

She is co-author of the chapter France of the Law & Practice section of the Chambers Trade Marks Guide.

Areas of expertise

Maria Luisa manages trademark, design and domain name portfolios of prominent companies and international groups operating in various fields such as fashion, cosmetics, insurance, foodstuffs, construction, agro-food, machinery.

The core of her practice focus on trademarks, designs, indications of origin and geographical indications, domain names, copyright, due diligence, contracts related to IP rights, litigation in the field of trademarks, designs and unfair competition.

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