

Eleonora Carrillo

Managing Partner; Spanish attorney at law; Italian Trademark attorney; Professional Representative before the EUIPO. Member of INTA, ASIPI and AIPPI. Chair of ASIPI's Art Law Committee. Head of the Jacobacci LATAM Desk.

Languages: native Spanish and Italian, fluent in English.

Areas of competence: Trademarks, Designs

Office: Madrid, Alicante

Work experience

After obtaining her first law degree in Italy, Eleonora practised in Turin-area law firms specializing in civil law matters, before joining Jacobacci & Partners, in 2006.
At Jacobacci's offices in Turin, Eleonora worked as a trademark attorney, representing and advising domestic and foreign clients. She became a member of the Italian IP Bar Association (trademarks) in 2009. In February 2011, after homologating her law degree in Spain and joining the Law Bar Association of Madrid, Eleonora transferred to Jacobacci's Spanish Offices, where she is presently the Managing Partner and heads the LATAM Desk of the Jacobacci Group.
She regularly attends the major IP conferences and has established close professional relationships with IP counsels in many different countries of the world.

Professional focus

Besides managing the Spanish practice of Jacobacci & Partners, Eleonora has nowadays extensive experience in all trademark and design matters in Spain, the European Union and relating to international registrations, as well as to domain name dispute resolutions.
Eleonora also coordinates the defence and protection of her client's IP rights in foreign countries, particularly in Latin America, cooperating closely with local attorneys, and has acquired valuable knowledge of legal and practical issues relating to trademark prosecution abroad.

Areas of expertise

Eleonora handles worldwide and local IP portfolios of domestic and foreign companies, especially those active in the fashion, luxury, financial, foodstuffs, wine and automobile market sectors.
She regularly provides tailored advice and strategy to major local and foreign clients on trademark matters in Spain and the European Union.
Within the Jacobacci group, Eleonora launched and is currently heads the "LATAM Desk" operating at Jacobacci's offices in Madrid, notably dedicated to developing business and strengthening relationships between the firm and the Latin American jurisdictions.
Eleonora is frequently a speaker at conferences and other international and local events on IP topics. She is a frequent contributor of articles to IP magazines and publications. She lectures in Madrid for the IP & New Technologies Master of the Universidad Autónoma and for the Fashion Marketing Master of ELLE Magazine at the Universidad Camilo José Cela. In 2014 she received in Madrid the award of "100 Latinos", being selected as one of the 100 most prominent professionals having Latin American connection in Spain.

Awards

- 2026 - Included in the Lexology Index IP 2026 report and ranked as "*Recommended*" in the Intellectual Property section
- 2026 - Featured by the WTR1000 Review as one of the highest-rated professionals in Spain in the trademark field: "*Eleonora Carrillo delivers excellence across each facet of her trademark offering. A commercial expert with a keen understanding of her client's branding needs, she effectively safeguards rights across Spain and Latin America* "
- 2025 - Featured by the WTR1000 Review as one of the highest-rated professionals in Spain in the trademark field: "Eleonora *stands as a paragon of trademark mastery. With a wealth of experience, she deftly commands*

cases to not only meet the expectations of clients, but exceed them"

- 2024 - Featured by the WTR1000 Review as one of the highest-rated professionals in Spain in the trademark field: "Eleonora *has an experienced hand in the full range of trademark services and does a super job of tailoring her advice to meet her client's commercial objectives"*
- 2023 - Featured by the WTR1000 Review as one of the highest-rated professionals in Spain in the trademark field
- 2022 - Featured by the WTR1000 Review as one of the highest-rated professionals in Spain in the trademark field: *“Very smart and responsive”*
- Ranked and recognized by the WTR1000 as one of the most recommended trademark professionals in Spain:
  "*Residing at the Spanish wing of Italian firm Jacobacci & Partners, the very smart and responsive Eleonora Carillo, offers impeccable legal advice and strategy”.*
- Mentioned by WIPR - World IP Review among the “100 Most Influential Women in IP” in 2020:
  “*Her clients include world-famous brands and market leaders from industries including fashion, sports, luxury, finance, food, wine and automobile*”.

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