



GUATEMALA OFFICE

Joint Managing Partner
MAYORA IP

Trademarks, Domain Names, Trade
Secrets, Copyrights, Rights of Publicity
& Privacy

smayora@mayoraip.biz

Languages: Spanish – English – French –
Portuguese

SANTIAGO MAYORA

Santiago joined the Mayora group in 2009 working across both the corporate and intellectual property operations, setting up and becoming managing director of MAYORA DOMAINS, a domain name and brand protection service for the whole of Latin America. He became partner in 2013 and soon after began to dedicate himself exclusively to intellectual property matters and the running of the IP practice as joint managing partner.

Santiago has a background in international trade and economic law, with a focus on competition law, digital brands, e-commerce, and cybersecurity. He has a wealth of expertise in trademark law and civil IP litigation, and is considered a specialist in trademark clearance and prosecution, licensing of copyright and related rights, trade secrets and technology transfer, and privacy law.

Overseeing substantive IP strategy and operations in all three countries, Santiago is key to ensuring a standardized high level of IP counseling and seamless service delivery across the Guatemala, El Salvador, and Honduras offices.

Santiago sits on INTA's Anti-counterfeiting Committee and ASIPI's Privacy Committee. He forms part of AIPPI's Enforcement Committee, and is President to the Board of Directors for their Central American and Caribbean division.

Santiago is recognized by leading legal directories such as *The Legal 500*, *IP Stars*, and *WTR 1000*.

EDUCATION

- LLM in Intellectual Property– Berkeley Law, California, USA (2016)
- LLM in International Business and Economic Law – Georgetown University Law Center, Washington, D.C., USA (2015)
- Graduated as a lawyer from the *Universidad Francisco Marroquín*, Guatemala City, Guatemala (2013)

PROFESSIONAL MEMBERSHIPS

- AIPPI
 - ASIPI
 - IAPP
 - INTA
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