



MAYORA DOMAINS
DOMAIN NAME MANAGEMENT

MANAGING PARTNER

SANTIAGO MAYORA BASCUÑANA

GUATEMALA OFFICE

✉ smayora@mayoradomains.biz

📍 Guatemala City, Guatemala

SPECIALIZATIONS

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

LANGUAGES

- Spanish
- English
- French
- Portuguese

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, S.A.**, 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 **ASIFI'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

UC BERKLEY SCHOOL OF LAW
LLM in Intellectual Property

GEORGETOWN LAW
LLM in International Business and
Economic Law

UNIVERSIDAD FRANCISCO MARROQUÍN
Law Degree

PROFESSIONAL MEMBERSHIPS

- **AIPPI**
- **ASIFI**
- **IAPP**
- **INTA**