



DANIELA MEZA

ASSOCIATE

✉ dmeza@blplegal.com

☎ +502 2225 7000

📱 +502 3035 1616

Daniela is an Associate in the BLP office in Guatemala. Her specialties include Intellectual Property, Sanitary Registration of Products, and Advertising, Marketing & Consumer Protection.

In Intellectual Property, she advises organizations on all aspects of registration, protection, and defense of their intellectual property rights, including litigation matters, smuggling, and anti-piracy.

In Sanitary Registration of Products, she advises national and multinational distributors and manufacturers, including pharmaceutical and cosmetics companies on obtaining and protecting health records for mass consumption products.

At the same time, she has advised various companies on creating strategies to acquire new portfolios of health records, as well as on the opening of production plants and becoming local distributors of mass consumption products.

In Advertising, Marketing and Consumer Protection, Daniela advises various companies in addressing complaints and voluntary product recalls before state authorities.

Throughout her 13 years of experience, she has managed brand portfolios throughout Central America and the Caribbean region, especially on behalf of food and beverage multinationals.

She will join the BLP team in 2023 as an associate after working for 12 years at Arenales & Skinner-Klée as a legal assistant. She also served as a legal assistant at García & Bodán for two years.

PRACTICE AREAS

- Intellectual Property
- Sanitary Registration of Products
- Advertising, Marketing & Consumer Protection

ACCREDITATIONS

Education

- Bachelor's degree in Social Sciences, Law and Notary Public, Universidad Panamericana, 2023
- Postgraduate Update in Corporate Law, Universidad de San Carlos de Guatemala e Instituto de Derecho Mercantil, Guatemala, II Promoción 2023-2024

Languages

- English
- Spanish

ASSOCIATIONS AND AFFILIATIONS

- **Guatemala Bar Association (CANG)**
- **Cámara Guatemalteca de la Propiedad Intelectual (CAMPI):** Associate Member of the Academic Committee 2020-2022 and 2022-2024.



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