



# Marleni García

## SENIOR ASSOCIATE

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📍 Guatemala

### PRACTICE AREAS

- Intellectual Property

### ACCREDITATIONS

#### Education

- Master degree in Intellectual Property, Universidad San Carlos, Guatemala, 2025
- Postgraduate degree in Intellectual Property, Universidad San Carlos, Guatemala, 2017
- Law degree, Universidad Mariano Gálvez de Guatemala, 2016
- WIPO - World Intellectual Property Organization in cooperation with the Mexican Institute of Industrial Property and the Instituto Tecnológico Autónomo de México, 2016 - WIPO Summer School on Intellectual Property in Mexico

### ABOUT

Marleni García is a Senior Associate at BLP in Guatemala City, specializing in Intellectual Property, advising national and multinational companies on registration, protection, and defense of rights. She has solid and extensive experience in brand management, patent applications, utility models, and industrial designs. Marleni joined BLP in 2020 as an associate and has since distinguished herself through her commitment and skills in the IP field.

### EXPERIENCE

**BLP advised multinational media and entertainment company.** BLP assists Home Box Office, Inc., a unit of WarnerMedia Studios & Networks, through mass media and entertainment subsidiary WarnerMedia with protecting its intellectual property assets in Guatemala.

**BLP advised H&M a Swedish multinational chain of fashion** on supports the trademark filing, prosecution, and enforcement for the assets of H & M HENNES & MAURITZ AB in Guatemala.

**BLP advised the German biotechnology BioNTech SE** on the Intellectual Property legal representation of its trademarks, IP portfolio management in the country, and advice on consumer protection matters.

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### EXPERIENCE

**BLP provided high-level advice to Grupo Unicomer in administrative and judicial actions.** BLP designed and implemented an adequate and successful defense by demonstrating the use of the trademark and, therefore, maintaining it as the client's property.

**Trademark portfolio management for BMI FINANCIAL GROUP.,** which retained BLP to provide trademark advice and portfolio management. It was a multi-jurisdiction case, with all portfolio strategies coordinated from the BLP Guatemalan office.

**BLP advised Astellas Pharma Inc.** on industrial property matters, and we oversee their portfolio of invention patents.

**BLP advised Industrias San Miguel** on the management and protection of its brands and defense against legal actions.

### RECOGNITIONS

- Recognized as Recommended Lawyer of Intellectual Property by The Legal 500

### LANGUAGES

- Spanish
- English

### ASSOCIATIONS & AFFILIATIONS

- Guatemalan Bar and Notaries Association (CANG)
- Guatemalan Chamber of Intellectual Property (CAMPI)
- International Bar Association: Member
- Intellectual Property Committee AMCHAM: Member
- Academic Committee of the Guatemalan Chamber of Intellectual Property: Member