



# Pamela López

## PARTNER

### ABOUT

Pamela López, partner at BLP Guatemala, specializes in Intellectual Property, Advertising, Marketing & Consumer Protection, and Privacy & Data Protection. With a solid background in registering, protecting, and enforcing trademarks, patents, and other intellectual property assets, she has successfully led numerous litigious cases, establishing herself as a prominent figure in the legal field. Her strategic approach and deep knowledge of the regional market have made her an invaluable resource for technology companies seeking to introduce innovative business models in the Central American region.

With an innate ability to anticipate trends and adapt to market changes, Pamela is distinguished by her skill in designing effective strategies that drive growth and protect the interests of her clients. Additionally, she has notable experience managing privacy and consumer protection matters. Since joining the BLP team in 2016, Pamela has demonstrated a commitment to the firm's growth, earning her a partnership in 2022.

### EXPERIENCE

- **Advised H&M** on the presentation of its brand portfolio and asset licensing in Guatemala.
- **BLP advised Meta platforms** on providing high-level advice in relation to a new Instagram function launched in El Salvador and Guatemala.
- **BLP advised Starlink, a SpaceX company**, on the launch of advertising and promotions for the new satellite internet service before its entry into the Guatemalan market.
- **BLP represents the Global Pharmaceutical company, SANOFI**, on patent matters in Guatemala.
- **BLP advised Apple regarding the applicable regulations for advertising services on the App Store platform.** The case involved the analysis of regulations related to consumer protection, advertising in regulated industries, and data protection.

### RECOGNITIONS

- Recognized in Intellectual Property by Chambers and Partners.
- Recognized in Intellectual Property by World Trademark Review.
- Recognized in Intellectual Property by Legal 500.

### ASSOCIATIONS & AFFILIATIONS

- International Bar Association: Member.
- Association of Lawyers and Notaries of Guatemala (CANG): Member.
- Guatemalan Chamber of Intellectual Property (CAMPI): Founding member, Board Member 2024-2026
- Inter-American Association of Intellectual Property: Associate and Privacy Committee member.

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📍 Guatemala

### PRACTICE AREAS

- Intellectual Property
- Advertising, Marketing & Consumer Protection
- Privacy & Data Protection

### ACCREDITATIONS

#### Education

- Specialization in Intellectual Property, Universidad Austral, Argentina, 2018.
- Diploma in Copyright and Related Rights, Universidad Rafael Landívar, Guatemala, 2012.
- Bachelor's degree in legal and Social Sciences, Lawyer and Notary Republic, Universidad Rafael Landívar, Guatemala, 2014.

### LANGUAGES

- Spanish
- English