



# Sofía Quezada

## DIRECTOR

### ABOUT

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Sofía Quezada, Director of BLP in El Salvador, specializes in Intellectual Property, advising organizations on the registration, protection, and defense of intellectual property rights. With experience in managing portfolios of trademarks, patents, and copyrights in Central America for transnational companies, Sofia has contributed expertise since joining BLP in 2017.

### EXPERIENCE

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**Cementos Progreso is expanding its presence in Central America.** BLP advised Cementos Progreso Holdings, S.L, on acquiring the shares of CEMEX in Costa Rica and El Salvador for \$335 million. The acquisition includes a cement plant, a cement mill, several ready-mix concrete plants, an aggregates quarry, and distribution centers in Costa Rica and El Salvador.

**Unicomer group acquires the global radioshack brand.** BLP advised Unicomer in acquiring Radioshack IP assets in approximately 70 jurisdictions, including the USA, Canada, and Europe. Unicomer purchased the assets through its subsidiary Global Franchising Corporation (GFC).

### ASSOCIATIONS & AFFILIATIONS

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• International Bar Association: Member

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#### PRACTICE AREAS

- Intellectual Property

#### ACCREDITATIONS

##### Education

- Master's in business law LLM-UC International – Pontificia Universidad Católica de Chile, 2013
- Degree in Legal Sciences, Universidad Centroamericana José Simeón Cañas, El Salvador, 2009

#### LANGUAGES

- Spanish
- English