



# Julio Luján

## SENIOR ASSOCIATE

### ABOUT

Julio Luján, Senior Associate at BLP in Guatemala City, specializes in Dispute Resolution. Over his 5-year career, he has advised national and multinational companies in civil, commercial, contentious-administrative, tax, labor, and criminal proceedings, both judicial and extrajudicial. In criminal law, Julio has served as counsel in cases involving assets, taxes, administration, environment, and intellectual property, defending these rights and preventing violations such as counterfeiting and smuggling. He has counseled national and foreign clients in significant arbitrations in Guatemala.

### EXPERIENCE

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

Management of Labor Contingencies for Pepsico. BLP acted as external lawyers for the client for the management of labor contingencies that arise in the companies of the Frito Lay group, Fabrica de Productos Alimenticios Rene, and PepsiCola Interamericana. Our advice lies in the early detection of labor contingencies, participation in conciliation and mediation processes of labor relations and management of labor terminations.

BLP advised QUALA INC. in different contentious-administrative processes. Negocios Maravilla, S.A. opposes the registration of the different VIVE 100% brands in the Intellectual Property Registry of Guatemala. The opposing entity alleges that there is similarity with its REVIVE brand.

BLP advised Servicios Portuarios SA in a lawsuit filed by The Quetzal Port Company over an alleged debt that was derived from the arbitrary and illegal increase of the lease value of the port areas.

BLP advised SBI INTERNATIONAL HOLDINGS AG (Solel Boneh) on the process of terminating the work contracts with the Ministry of Communications, Infrastructure and Housing of Guatemala, determining each of the causes of termination and the claims to which the client is entitled for said termination. Each of the breaches by the State of Guatemala was studied in detail, as well as the claims for damages, losses, additional costs, and interest in favor of the client, and each breach is useable for future arbitration.

### ASSOCIATIONS & AFFILIATIONS

- Guatemalan Bar Association (CANG): Member
- International Bar Association: Member

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📍 Guatemala

#### **PRACTICE AREAS**

- Dispute Resolution

#### **ACCREDITATIONS**

##### **Education**

- Bachelor of Laws, Lawyer and Notary Public, Universidad Rafael Landívar, 2016
- LL.M., Pontificia Universidad Católica de Chile, 2020

#### **LANGUAGES**

- Spanish
- English