



Daniela Meza

ASSOCIATE

ABOUT

Daniela Meza is an Associate at BLP in Guatemala, specializing in Intellectual Property, Sanitary Registration of Products, and Advertising, Marketing & Consumer Protection. With 15 years of experience, she advises national and transnational companies in the registration, protection and defense of their intellectual property rights, as well as in obtaining health registrations for mass consumption and pharmaceutical products. Daniela has created strategies for the acquisition of new registration portfolios and has advised on complaints and voluntary product recalls. She joined BLP in 2023.

EXPERIENCE

BLP advised QUALA INC. in different contentious-administrative procedures.

Negocios Maravilla, S.A. opposes the registration of the different VIVE 100% brands in the Intellectual Property Registry of Guatemala. The opposing entity alleges a similarity with its brand, REVIVE.

BLP advised Starlink, a SpaceX company, on the launch of advertising and promotions for the new satellite internet service before it entered the Guatemalan market.

Trademark portfolio management for BMI FINANCIAL GROUP.

BLP provides the client with trademark advice and trademark portfolio management. In a multi-jurisdiction case, BLP coordinates all portfolio strategies from the BLP Guatemalan office.

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📍 Guatemala

PRACTICE AREAS

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

ACCREDITATIONS

Education

- Law degree, Universidad Panamericana, Guatemala, 2023
- Postgraduate Update in Corporate Law, Universidad de San Carlos de Guatemala e Instituto de Derecho Mercantil, Guatemala, II Promoción 2023-2024

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EXPERIENCE

BLP provided advice to Apple regarding the applicable regulations for advertising services on the App Store platform.

The case involved the analysis of consumer protection regulations, advertising products and services aimed at minors, alcoholic beverages, tobacco products, and other types of restricted advertising such as medicines, politics, raffles, and sweepstakes.

LANGUAGES

- Spanish
- English

ASSOCIATIONS & AFFILIATIONS

- Guatemalan Bar and Notaries Association (CANG).
- Cámara Guatemalteca de la Propiedad Intelectual (CAMPI): Member 2016 - present.
- Secretary of Board of Directors, 2024-2026 / Cámara Guatemalteca de la Propiedad Intelectual (CAMPI).
- International Bar Association: Member.
- Inter-American Association of Intellectual Property (ASIP): Member.