

Business Law **Partners.**

Giselle Reuben

PARTNER

"She is a fantastic lawyer and we fully trust her advice on any IP-related matters. Her insight and understanding of the business is outstanding and she comes up with great solutions and has an effective approach".
Chambers and Partners

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Costa Rica

PRACTICE AREAS

- Intellectual Property
- Sanitary Registration of Products

ACCREDITATIONS

Education

- Law degree,
Universidad La Salle,
Costa Rica, 2003.

ABOUT

Giselle Reuben, Partner at BLP in San José, Costa Rica, is an expert in Intellectual Property and Sanitary Registration of Products. With extensive experience in registration, protection, and litigation defense of intellectual property, she coordinates procedures in Central America and the rest of the world for her clients. She is recognized for her knowledge and key advice for businesses in Costa Rica and Central America. Giselle is regularly featured in legal publications such as The Legal 500 and Chambers & Partners. A founding member of APPICR, Giselle participates in several organizations related to intellectual property at the national and international level. She joined BLP in 2006, moving to Partner in 2014.

EXPERIENCE

Laboratorios Saval's entry into the pharmaceutical market in Costa Rica.
BLP advised Saval throughout the acquisition process of Laboratorios Stein's operations in Costa Rica, including the performance of due diligence, the structuring of the transaction, the negotiation of the purchase agreement and ancillary contracts, and the entry of Saval into the Costa Rican market through the obtention of the applicable permits and the hiring of 170 employees.

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

BLP assisted Laboratorios Pisa (Electrolit).
The firm's role was to support the client in a critical case after the Ministry of Health requested a recall. The assistance included negotiating with the Ministry and devising corrective measures to enable the client to continue distributing its products.

Establishment of precedents in Costa Rican courts.
BLP achieved victories and set precedents in Costa Rican courts with cases for clients Btcino, Volcom and Conair. In these three cases, the defendants were found guilty. The Btcino case was the first criminal case in Costa Rica where the defendant was convicted of violating applied art.

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EXPERIENCE

Management and protection of international trademark portfolios.
BLP manages the trademark portfolios of world-leading brands in different countries in the region, such as: Grupo Numar, UNILEVER, Aliaxis, Colgate, H&M, Edwards Lifesciences, Pepsi Corporation, Colgate-Palmolive Company, BATCA, Adidas, DOKKA, Bayer, BASF, Diageo, and BID, among others.

Pioneering copyright case.
BLP achieved a successful result for its client Microsoft, in the most significant case in amounts in the area of copyright in Costa Rica.

First registration of CBD products in Costa Rica.
BLP was the first law firm in Costa Rica capable of obtaining registration of products containing cannabidiol (CBD). Since then, the industry has grown exponentially.

Adidas appointed BLP as its lawyers for the local management of its trademark, patent and design portfolios throughout Central America.

Transactional brand movements.
BLP advised Grupo Dokka on devising a cost-efficient strategy for transactional trademark movements, transfers, mergers, and applications so precisely that the different trademark registries did not file objections to any of them.

RECOGNITIONS

- Recognized in the practice area of Intellectual Property by Chambers & Partners
- Recognized as a Leading Lawyer by The Legal 500
- Recognized as a Highly Regarded Lawyer by IFLR 1000
- Recognized as a Leading Lawyer by Who's Who Legal
- Recognized as Leading Individuals by Leaders Leagues
- Recognized as Trademark star by IP Stars

LANGUAGES

- Spanish
- English

ASSOCIATIONS & AFFILIATIONS

- Association of Professionals in Intellectual Property of Costa Rica (APPICR): Founding member and former member of the Board of Directors.
- National Biodiversity Institute (INBIO): former member of the Board of Directors.
- American Association of Intellectual Property (ASIPI): Vocal 1 of the Executive Committee.
- International Trademark Association (INTA): Co-chair del Judicial Administration and Trademark Litigation (JATL) Subcommittee of INTA's Enforcement Committee.
- Member of the Standing Advisory Committee before the European Patent Office (SACEPO WP/PDI) on behalf of FICPI.
- Regulatory Improvement Committee of the Costa Rican Union of Chambers and Associations of the Private Business Sector (UCCAEP): Member.
- Costa Rican Bar Association: Member.
- International Bar Association: Member.