

Business Law **Partners.**

Luis F. Ruiz

PARTNER

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Guatemala

PRACTICE AREAS

- Business Law
- Labour & Employment
- Intellectual Property

ACCREDITATIONS

Education

- Law degree, Universidad Francisco Marroquín, Guatemala, 1997

LANGUAGES

- Spanish
- English

ABOUT

Luis Ruiz, founding Partner of BLP in Guatemala, specializes in Business Law, Intellectual Property, and Labour & Employment. With over 25 years of experience, he has represented numerous transnational companies in their entry into Guatemala and Central America through complex commercial contracts, including joint ventures, agency, distribution, and franchise agreements. In his Intellectual Property practice, he highlights his extensive knowledge in protecting intangible assets such as trademarks, patents, copyrights, and trade secrets. His labor practice focuses on clients' legal strategy in optimizing their human resources, both locally and regionally. He has also shared his expertise as a speaker at panels held by the International Bar Association (IBA) and the International Trademark Association (INTA), among other organizations. Luis became a founding partner of BLP in Guatemala in 2016.

EXPERIENCE

BLP advised H&M a Swedish multinational chain of fashion on trademark filing, prosecution, and enforcement for the assets of H & M HENNES & MAURITZ AB in Guatemala.

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

BLP provides legal counsel to Pepsico on labor law matters in the country. The company's robust industrial operation in Guatemala presents challenges both in day-to-day operations and in the strategic legal management of conflicts with employees and unions

BLP advised Spotify, the world's most popular audio streaming subscription service, on high-level advice covering health regulation and advertising laws as applied to alcoholic beverages.

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EXPERIENCE

BLP provided advice to Apple on the applicable regulations for advertising services on the App Store platform. The case involved the analysis of the regulations regarding consumer protection, advertising of products and services aimed at minors, alcoholic beverages, tobacco products, and other types of restricted advertising such as medicines, politics, raffles and sweepstakes.

BLP advised Sonda S.A. a Chilean multinational IT company.
BLP advised SONDA of Chile on the constitution of a company in Guatemala to provide lawful service to the Municipality of Guatemala

BLP advises Ocean Network Express Holdings, Ltd. (ONE) - Japan.
BLP is advising ONE in all aspects of a deal related to Guatemalan law (corporate, labor, immigration, regulatory, tax), showing BLP's capacities in all areas of law.

RECOGNITIONS

- Recognized in Corporate/M&A by Chambers and Partners.
- Recognized in Intellectual Property by Chambers and Partners.
- Recognized in Labor by Chambers and Partners.
- Recognized in Latin Lawyer 250.
- Recognized in Legal 500 M&A Power List Latin America.
- Recognized as Hall of Fame in Intellectual Property by Legal 500.
- Recognized as Leading Partner in Corporate/M&A by Legal 500.
- Recognized as Highly Regarded by IFLR 1000.
- Recognized as Leading Lawyer in Intellectual Property by Who's Who legal.
- Recognized as LACCA Approved by LACCA In-house lawyers.
- Recognized as Trademark Star by IP Stars, Managing IP.
- Recognized as Leading Lawyer by World IP Review.
- Recognized as Leading Lawyer by World Trademark Review (WTR).

ASSOCIATIONS & AFFILIATIONS

- Cámara Guatemalteca de la Propiedad Intelectual (CAMPI): former Board Member and Founding Partner
- Asociación Interamericana de la Propiedad Intelectual (ASIPI)
- International Trademark Association (INTA) ; member of the INTA Leadership Committee
- International Bar Association (IBA); Member of the Life Sciences and Intellectual Property Committees
- Arbitration Center of the Chamber of Commerce of Guatemala (CENAC): Arbitrator
- Center for the Defense of the Constitution of Guatemala (CEDECON); former Board Member
- Guatemalan Bar Association (CANG), 1997
- Mid-Level Law Firm Professionals Subcommittee of the International Trademark Association (INTA): subcommittee chair (2024-2025)
- Subcommittee Chair of the INTA Law Firm Management Committee (2024–2025)
- Member of the Board of Directors of Interty, the leading global Intellectual Property network (2005-2027)