



## MARÍA DEL CARMEN ALVARADO

PARTNER

### PROFILE

María del Carmen Alvarado leads our Intellectual Property and Consumer Protection area.

She specializes in intellectual property with emphasis on trademarks, patents, copyright, and domain names, as well as on life sciences & healthcare, unfair competition and consumer protection.

She has been head of the Office of Distinctive Signs of the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI).

Maria del Carmen was also foreign attorney at Frito-Lay Inc. in Dallas and President of the Peruvian Association of Industrial Property (2011-2013).

She actively participates in the International Trademark Association.

### Education

Pontificia Universidad Católica del Perú – Lawyer (1995)  
Administration of Industrial Property Training Course, Tokyo, Japan (1996)  
Franklin Pierce Law Center Intellectual Property Summer Institute (2001)

### Practice Areas

Intellectual Property  
Unfair Competition  
Consumer Protection  
Life Sciences

### Memberships

Lima Bar Association  
Peruvian Association of Industrial Property (APPI)  
International Trademark Association (INTA)  
Inter-American Association of Industrial Property (ASIFI)  
International Association for the Protection of Intellectual Property (AIPPI)  
Marques

### Languages

Spanish  
English