



XIMENA ARAMBURÚ

PARTNER

PROFILE

Ximena Aramburú specializes in intellectual property, consumer protection and unfair competition.

Education

Pontificia Universidad Católica del Perú – Lawyer (2007)
Franklin Pierce Law Center, Intellectual Property Institute, Concord, New Hampshire - Summer Program (2011)
University of New Hampshire (New Franklin Pierce Center for Intellectual Property), Concord, New Hampshire – L.L.M. in Intellectual Property (2012)

Practice Areas

Intellectual Property
Consumer Protection and Unfair Competition

Memberships

Lima Bar Association
Peruvian Association of Industrial Property and Copyright (APPI)

Languages

Spanish
English
French

She advises domestic and foreign companies in matters related to trademarks and copyrights, and assists in the planning, execution and management of strategies for the protection of intellectual property, as well as in matters of non-compliance and monitoring of intangible assets. She also advises foreign and domestic clients in complaints, claims and conciliations in consumer protection matters, as well as in investigations arising from violation of advertising and unfair competition rules.

Ximena advises in the preparation and review of consumer contracts and labeling of regulated products, in order to verify their compliance with consumer protection regulations, as well as in the review of advertising material projects and commercial strategies in order to verify their compliance with commercial advertising and unfair competition regulations. Likewise, she specializes in the implementation of compliance programs in consumer protection, advertising and unfair competition, as well as in the training of company personnel.

She assists foreign and domestic clients in the follow-up and evaluation of administrative and judicial procedures related to intellectual property rights, consumer protection and unfair competition.

Ximena has been a member of the Commission for Suppression of Unfair Competition of the National Institute for the Defense of Competition and Protection of Intellectual Property (2006-2007).