



Manlio Bassino

Partner

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Manlio Bassino has extensive experience in intellectual property and corporate law matters, as well as in mergers and acquisitions. He has actively participated in different administrative procedures of action and defense of industrial property and copyright elements, at both administrative and judicial levels, providing advice and planning of trademarks, as well as legal advice on the creation of trademarks (legal naming). Manlio has been involved in a large number of complex issues. He has the ability to focus on the real issues at hand.

Global areas of practice

Corporate

Intellectual Property

Areas of expertise

Brand Enforcement

Brand Management

Mergers and Acquisitions

Corporate Reorganizations

IP Disputes

Languages

Spanish

English

Practice focus

Manlio advises his clients on all aspects of intellectual property, as well as on asset acquisition and/or sale transactions, including planning and strategy development. He also assists in mergers, spin-offs, transformations and corporate reorganizations.

Representative clients, cases or matters

- Provided advice and assisted in litigation in the defense of intellectual property elements of different national and foreign clients, in opposition, nullity and cancellation processes of trademarks, as well as in litigation related to infringements of intellectual property elements.
- Advising Gloria S.A. in negotiations with an important foreign food company in an extrajudicial transaction for the use and coexistence of trademarks worldwide.
- Facilitated the recognition of the well-known status of the BRAHMA trademark in the Andean Community member countries.
- Advised a buyer in the acquisition of a block of shares of a Peruvian company and investment in a real estate/commercial project for a value of USD 10 million.
- Assisted in the financial lease agreement between Owen Illinois Peru S. A. and Banco de Credito del Peru worth USD 30 million for the purchase of a glass bottle manufacturing plant.
- Assisted an American company in a trademark litigation challenging CATEYE's trademark application (Class 9, 11 and 12) and obtained a successful result at the Trademark Office, which recognized the notoriety of the client's trademarks and denied CATEYE's trademark application.
- Defended the luxury brands Carolina Herrera, Nina Ricci, Paco Rabanne and Jean Paul Gaultier in a trademark litigation to prevent

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the misuse of the brands by Equivalenza 3, Supervalores and Inversiones Mayana.

- Assisted in the restructuring of Alstom Power's subsidiaries and branches in Peru.
- Assisted in the acquisition of a block of shares of a Peruvian company and investment in a real estate/commercial project for the sum of USD 10 million by a major foreign company. The Firm advised the buyer.
- Assisted in increasing recognition of the Gloria brand, one of the most important brands in the food industry in Peru and directing the attention of INDECOPI to the brand.
- Provided integral advice in the extrajudicial transaction between AmBev Peru S.A.C. and Union de Cervecerias Peruanas Backus y Johnston (Backus), referred to Intellectual Property issues. The Firm advised AmBev.
- Assisted in the sale of Apoyo Opinion y Mercado by IPSOS Group. Was responsible for the licensing of Apoyo's trademarks. The Firm advised the seller.
- Assisted with the Owens Illinois Peru S.A. operation for the execution of a financial lease agreement between said company and Banco de Credito del Peru for up to USD 30 million for the acquisition of a glass container manufacturing plant.
- Led the team that advised AmBev Peru S.A.C. in the opposition to the registration by Union de Cervecerias Peruanas Backus y Johnston (Backus) of the usual 620 ml beer bottle, having been resolved by the Intellectual Property Chamber of INDECOPI's Court in favor of AmBev Peru.

Professional affiliations

- Intellectual Property Committee of the American Chamber of Commerce of Peru (Amcham Peru) — President (2019 - to date).
- Anti-Piracy Committee of ASIPI (2018 - to date).
- Manual Committee of Countries of ASIPI (2016 - 2018).
- Anti-Piracy Committee of ASIPI (2009 - 2016).
- APPI (Peruvian Association of Intellectual Property).
- ASIPI (Inter-American Association of Intellectual Property).

Education and admission

Education

- Pontificia Universidad Catolica del Peru, (MA, Studies of Corporate Law) (2003).
- Universidad de Lima (JD, 1993).

Admission

- Lima Bar Association, 1993.