

Palacio & Asociados - Intellectual Property Department

Band 3

Chambers Commentary (based on the Chambers research)

What the team is known for Focused practice handling a variety of mandates such as trade mark enforcement, anti-counterfeiting controls and patent applications. Has a particular niche representing clients from the Asia-Pacific market, with an emphasis on automotive, technology and telecommunications companies. New client wins include General Cable Technologies.

Strengths A source appreciates that *"the firm is very active in providing us with professional feedback and replies that are detailed yet easy to understand. Palacio & Asociados explains the law and their evaluations in a manner that is easily understandable."*

Work highlights Acted for Samsung Electronics on a trade mark dispute, including mediation hearings and litigation.

Notable practitioners

A market commentator praises Héctor Palacio (/Latin-America/person/540263/hector-palacio) for being *"very experienced in all trade mark law matters and very fast in responding."* Palacio has decades of experience in the IP field, with a specific focus on managing trade mark portfolios and handling trade mark litigation.

Up-and-coming partner Diego Palacio (/Latin-America/person/1387105/diego-palacio) maintains a broad IP practice, handling both patent and trade mark mandates. Sources highlight his litigation prowess, and say: *"His expertise is amazing, he knows Argentine law very well, and he is very reliable in offering appropriate recommendations for clients."*

Up-and-coming partner Mingo Palacio D'Albora (/Latin-America/person/1538756/hector-palacio-d-albora) is recognised for his trade marks expertise. He assists clients, including international companies, from a variety of sectors with a range of prosecution and litigation issues.