LLOREDA · CAMACHO &CO

# ALICIA LLOREDA

## Partner

**Email:** alloreda@lloredacamacho.com

**Phone:** (+57-601) 3264270

**LinkedIn:** Alicia Lloreda

Alicia joined the firm in 1996 and is currently a partner and director in the Intellectual Property practice, focusing on trademarks, internationally recognized for designing legal strategies to protect trademarks and patents.

She is a lawyer graduated from Universidad del Rosario, with a specialization in Financial Law from Universidad de los Andes, and a Master of Laws (LLM) from the New York University.

Alicia has extensive experience in handling trademarks, copyrights, unfair competition, and dispute resolution in intellectual property, she excels in managing trademark infringements and unfair competition cases.

Her approach to various conflict resolution mechanisms, including mediation, aims to minimize risks and optimize business strategies for her clients. She successfully safeguards portfolios against counterfeiting and is involved in significant unfair competition cases.

Actively contributing to INTA, Alicia was the first Colombian lawyer on the INTA Board of Directors (2008-2010), chairs the Trademark Commercialization Committee (2022-2023), and leads the subcommittee on Trade Secrets.

Alicia enjoys working on indigenous rights and issues related to the connection between cultural heritage and intellectual property.

## PRACTICE AREAS

- Intellectual property.

## RECOGNITIONS:

- Lawyer of the year – Best Lawyers
- Band 1 – Chambers & Partners
- Global Leader – Who´s Who Legal
- Hall of fame – The Legal500
- Trade mark star – IP Stars
- Top 250 Women in IP – IP Star