



Our Team



Santiago Ricardo O'Conor

Managing Partner
Lawyer-Patent and
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Santiago Ricardo O'Conor was born in Buenos Aires, Argentina. He owes the name "Power" and his second mother tongue, English, to his Canadian mother.

Santiago specializes in intellectual property, principally trademarks, advising domestic and foreign companies on local and international IP law, prosecution and litigation. He has advised Forbes and Fortune 500 companies in a variety of industries, such as technology and telecommunications, luxury goods, agriculture, food and wine, and entertainment. Santiago is the founder and managing partner of the firm.

Practice Areas:

- Trademarks
- Brands
- Litigation
- Management of Domestic and International Trademark Portfolios
- Due Diligence Investigations
- Latin American Filing Strategies
- Prosecution
- Licensing
- Copyrights
- Enforcement Strategies
- Industrial Designs
- Domain Names Registration and Protection
- MERCOSUR (Southern Common Market: Argentina, Brazil, Paraguay and Uruguay)

Professional Experience:

- Marval, O'Farrell & Mairal: Partner and Head of the International Trademark Practice (1989-2012)
- Baker & McKenzie, Buenos Aires Office: Associate (1987-1989)
- Goytia & Cia. (1985-1987)

Teaching Experience:

- Professor, International Private Law, Faculty of the University of Buenos Aires
- Professor, Industrial Property, Universidad Catolica Argentina

Associations and Extra -curricular Experience:

- Secretary, Mercosur Committee of the Colegio de Abogados de la Ciudad de Buenos Aires
- Secretary, Argentine Branch of the International Law Association
- Inter-American Association of Intellectual Property (ASIPI)
- Currently, President of the Education Committee
- President, Academic Committee (3 terms)
- National Delegate – Argentina (3 terms)
- International Trademark Association (INTA) – committee and program activities continuously since
- Enforcement Committee, Courts and Tribunals Subcommittee (2012-2013)
- Programs Committee (2008-2011) – INTA/ASIPI Conference 2011
- Project Team and Moderator; Annual Meeting 2010 Project Team; Trademark Administrators Conference 2009 Project Team-Programs Committee Liaison; Annual Meeting 2009 Project Team- INTA/ASIPI Conference 2007 Project Team
- Treaty Analysis Committee (TAC), Free Trade Areas Subcommittee (2006-2007)
- MARQUES
- Communication and Membership Committee
- European Community Trade Mark Association (ECTA) - Anti-counterfeiting Committee
- Other organization memberships: AAAP (Asociación Argentina de Agentes de la Propiedad Industrial); Buenos Aires Bar Association; AIPPI (International Association for the Protection of Intellectual Property); LES (Licensing Executives Society); IBA (International Bar Association); PTMG (Pharmaceutical Trademarks Group); GRUR (German Association for the Protection of Intellectual Property); ITMA (Institute of Trademark Attorneys); AIPLA (American Intellectual Property Law Association); IPO (Intellectual Property Law Owners); FICPI (Fédération Internationale des Conseils en Propriété Industrielle); ABPI (Associação Brasileira da Propriedade Intelectual); APAA (Asian Patent Attorneys Association) and AIPF (Association of Intellectual Property Firms)

Education:

- Post Graduate Courses, Intellectual and Industrial Property, Argentina and the Fordham IP Institute (NY)
- P.I.L. (Program of Instruction for Lawyers) Harvard Law School (1993)
- Industrial Property Agent, Faculty of Law of the University of Buenos Aires (1988)
- Attorney, Faculty of Law of the University of Buenos Aires (1987)

Speeches and Publications:

- "The Private Practitioner," Managing Intellectual Property (May 2009)
- "Argentine Customs Tackles the Importation of Counterfeit Goods", International Law News-American Bar Association (2008)
- "Generic names for medicines," ITMA Bulletin (2002)
- Santiago has been speaker at numerous seminars and conferences in Argentina and abroad