

## Valentina Schmid

Senior Associate

Mexico City

### Biography

Since joining the firm in 2010, Valentina Schmid has represented major international companies in all aspects of trademark, trade name, domain name and unfair competition issues. She has vast experience in trademark portfolio management for international clients, especially from the consumer goods sector. Her legal advice ranges from clearance, registrability and trademark opposition issues to court enforcement of IP rights. Other aspects of her work include drafting and negotiating license and coexistence agreements.

In June 2016, Valentina transferred from Frankfurt to our Mexico City office where she continues her IP practice and helps clients take full advantage of the strong business links between Germany and Mexico. She studied law in Trier, Germany and graduated as Master of Law at the University of Turin and the World Intellectual Property Organization (WIPO) in Geneva. She is a member of the German Association for the Protection of Intellectual Property (GRUR). Valentina also regularly publishes articles in the daily press and legal journals.

### Representative experience

Representing eBay on all aspects of brand strategy, portfolio management and enforcement covering clearances, oppositions, litigation.



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### Languages

English  
Spanish  
German  
Italian

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### Practices

Copyright  
Trademarks and Brands  
Domain Names  
Trade Secrets and Confidential  
Know-how  
Latin America Regional Practice

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### Industries

Advising a leading mobile device manufacturer concerning invalidly actions.

Advising a well-known manufacturer and marketer of high-end beauty care products on brand protection and enforcement issues.

## Latest thinking and events

- Insights
  - Mexico: New Federal Law for the Protection of Industrial Property becomes effective November 5, 2020
- News
  - Mexico's new intellectual property laws: Upcoming changes for famous and well-known trademarks
- Insights
  - Mexico's government publishes new intellectual property laws
- News
  - Mexico: New Federal Law for Protection of Industrial Property & amended Federal Copyright Law & Criminal Code
- News
  - Mexico: New electronic trademarks tool
- Hogan Lovells Publications
  - Mexico | New Electronic Trademarks Registry

Automotive

Consumer

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## Education and admissions

### Education

LL.M., University of Turin & WIPO (World Intellectual Property Organization), 2012

Second State Exam in Law, Regional Court of Hanau, 2010

First State Exam in Law, Trier University, 2008

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### Memberships

Member, the German Association for the Protection of Intellectual Property (GRUR)

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