

**AIPPI CONGRESS RIO DE JANEIRO**

**October 10 - 14, 2015**

**Panel Session VII**

**Non-traditional marks: sounds like a mark, smells like a mark . . .**

**Tuesday, October 13, 2015**

**16.00 - 17.30**

**Moderator:**

Juan Vanrell

(Uruguay)

**Curriculum Vitae**

**Juan Vanrell**



Currently President of ASIPI (2012-2015)  
Partner and Director of Vanrell IP Abogados

He studied in the Faculty of Law of Uruguay obtaining a degree as Industrial Property Agent and in Newport Int. University (NIU), California obtaining a PhD in Philosophy in Business Administration, with emphasis in IP.

He has participated as speaker in various regional and international conferences since 1994 in many topics related to IP matters and has contributed with articles in many publications.

Member of INTA - Member of the Amicus Curiae Committee; ICC-Uruguay Ambassador IP Chapter; AIPPI - Trustee of the Uruguayan Group; MARQUES; AUDAPI - Past President 2004-2008; Chamber of Anti-Counterfeiting of Uruguay; National Chamber of

Commerce and Services of Uruguay; Chamber of Commerce of Uruguay-Popular Republic of China; Chamber of Commerce Uruguay-India.

He works in the area of trademarks, copyrights, geographical indications, patents, especially pharmaceutical patents, utility models, digital law, computer law and software, licensing, franchising, regulatory law, sport law, fashion law.