

AIPPI CONGRESS RIO DE JANEIRO
October 10 - 14, 2015

Panel Session VI

Keeping the faith: dealing with bad faith registrations

Tuesday, October 13, 2015
14.00 - 15.30

Moderator:

Sergio Barragan

(Mexico)

Curriculum Vitae

Sergio Barragan



Sergio graduated from Universidad Iberoamericana in Mexico City and has more than 18 years of experience in the IP field. He started his professional career in one of the most important full service law firms in Mexico - Santamarina y Steta - as senior associate in the IP group and where he had the chance to interact with Patents, Trademarks, Copyrights, Plant Varieties as well as with several law firms around the world. In 2004 Sergio was invited to join PepsiCo, where he is currently the head counsel of the IP area for the food and beverage businesses in Latin America. He is responsible for more than 20,000 active cases, which contains widely known and famous brands such as PEPSI, LAY'S, QUAKER, TROPICANA and GATORADE among others.