



Zaida Lugo Lovaton

Managing Partner

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Experience

- ❖ Intellectual Property
- ❖ Advertising, Marketing and Promotions.
- ❖ Consumer Protection
- ❖ Unfair Competition Practices

Publications

- ❖ *Identidad Marcaria, o la Trinidad del "Branding"*
Revista Gaceta Judicial
Editora Judicial
Año 15, No. 293, Abril 2011,
Pág. 46
- ❖ *Publicidad y Mercadeo: Doctrina y Legislación Dominicanas*
Editorial Digital Pagés, 2006
Santo Domingo, República Dominicana
ISBN 9945-439-00-6
- ❖ *"El Orden Comercial y la Propiedad Intelectual en la Economía Social de Mercado"*
Auspiciada por la Fundación Konrad Adenauer Stiftung
La Revista Económica, Listin Diario, Agosto de 1997,
Páginas 27-28
- ❖ *"Higher Marks for Santo Domingo"*
Intellectual Property
Worldwide
1996 The New York Law
Publishing Company
May/June 1996 \, Pages 24-26

Biography

Zaida obtained her JD degree at the Pontificia Universidad Católica Madre y Maestra, Santo Domingo, Dominican Republic, in 1993. Furthering her studies, she obtained her Master in Intellectual Property in 1994 from the Franklyn Pierce Law Center, New Hampshire, U.S.A, and her LLM in Commercial and Financial Law from Pontificia Universidad Católica Madre y Maestra, Santo Domingo, in 2001.

Since as far back as 1992, she has been a participant in several professional seminars and conferences in the Dominican Republic. In 2003, she acted as President of the ABF – FTAA Intellectual Property Workshop and presented its conclusions to the Government Delegates. Throughout her career, Mrs. Lugo Lovatón has published numerous articles, books and theses, in addition to conducting studies for private and public entities on diverse aspects of IP and advertisement laws in the Dominican Republic. She acted as Founder and Secretary of the Franchise Association of the Dominican Republic and as President of the Dominican Intellectual Property Association. Since 1997 she has been an adjunct Professor of Intellectual Property and of Advertising Law for several universities.

Fields of Practice

Zaida Lugo Lovatón focuses on intellectual property, consumer protection and unfair competition, in addition to advertising practices. Her experience in these legal areas surpasses 25 years by 2017.

Education

- 1. Bachelor's Degree in Law**
Pontificia Universidad Católica Madre y Maestra
Santo Domingo, Republica Dominicana
1993
- 2. L.L.M. Intellectual Property Master (MIP)**
Franklin Pierce Law Center
Concord, New Hampshire, E.E.U.U.
1994
- 3. Master in Business Law & Economic Legislation**
Pontificia Universidad Católica Madre y Maestra
Santo Domingo, Dominican Republic
2001

Acknowledgements

Zaida has had many opportunities to grow and give back to the community, having many proud moments. She was the first JD student to present a Thesis on trademark law in the country and the first person to ever teach a JD course on IP in a local University. She counseled the Executive Power in the drafting of many projects of law, such as the current Industrial Property Law and the current Copyright Law which were enacted back in the year 2000. Zaida also drafted the Commercial Advertising Project of Law for the President of the Dominican Republic, published the only book to date on Dominican Advertising Rules in 2007 and is working with the Dominican League of Advertising Agencies to create an Advertising Review Council for mediation of advertising disputes. For several years Zaida has been ranked among the leading attorneys on the field of IP by Chambers Latin America.

Languages

Spanish
English

Memberships

Colegio de Abogados de la República Dominicana.
Asociación Dominicana de la Propiedad Intelectual (ADOPI)
International Trademark Association (INTA)
Intellectual Property Caribbean Association (IPCA)