**LESI Americas Committee Webinar**

**"What Strategies You Would Take to Adjust to Recent Changes in IP Laws in Different North and South American Countries"**

**Thursday, 21 October 2021 at 9:00am – 10:30am CDT**

## SPEAKER BIOGRAPHIES

### Elza Durham

Elza Durham is the founder partner of EDurham IP Consulting. She has been working with Intellectual Property for 15 years, especially Technical Opinions about chemical and pharmaceutical patents, after finishing her PhD in Sciences. During her years of experience, she worked in renowned Law firms, Brazilian and Multinational companies, assisting clients from the most diverse areas of technology to achieve their business goals. In her most recent journey, she gained extensive experience as an IP Manager for a leading pharmaceutical industry, having had the opportunity to hold an MBA in Business Management and to participate in national and international conferences as a guest speaker on the IP topic.

### Octavio Espejo Hinojosa

Octavio is an Electro-Mechanical Engineer and an Attorney at Law.

As Senior Partner and leader of the Patents and Technology team, he is responsible for patents, utility models and industrial designs filing, prosecution and maintenance; technological intelligence studies, IP valuation and technical aspects of patent litigation; he also manages the Technology Transfer Office.

He additionally leads the operation of the Branch office located in Guadalajara and the department of Specialized Translations. Octavio has been the head of the Maintenance of IP Rights practice, including Trademarks and Copyrights.

He is member of the Mexican Association for Intellectual Property Protection (AMPPI), where he is part of the Board of Directors (2021-2022) and has been President of the Patents Committee (2017-2018) and President of the Information and Communications Technologies Committee (2019-2020). Octavio has participation as a Committee member of the International Association for the

Intellectual Property Protection (AIPPI), the American Intellectual Property Law Association (AIPLA) and the International Trademark Association (INTA).

Octavio has written several articles for national and international publications, including Mexico's contribution to the books entitled "Design Rights – Functionality and Scope of Protection" joint publication by AIPPI y Wolters Kluwer, and "International Pharmaceutical Law and Practice" by LexisNexis. Octavio has been speaker at International Congresses of LES, AIPLA and AIPPI.

The Japanese Patent Office (JPO) invited him to attend the post-graduate course JPO/IPR Training Course for Practitioners Specializing in Patents (IPPP) which was given at the Japan Institute for Promoting Invention and Innovation (JIPII), Overseas Human Resources and Industry Development Association (HIDA) and Asia-Pacific Industrial Property Center (APIC).

Octavio has been recognized as Mexican IP Star according to Managing Intellectual Property since 2017, and WIPR Patent Leader since 2016.

## Andrea Lobos

Andrea is an Attorney at Law and Master in Business Law.

She is the Founding partner of the Chilean IP firm Andes IP, leading the Patents and Technology Transfer Team.

She is responsible for assisting clients in building their patent portfolio in Chile and extending their protection abroad, also assess client in matters related to infringement opinions, IP assessments, opposition procedures and cancelation actions.

On the Technology Transfer practice, she is very active assisting Chilean spin offs, startups, Universities, and Technology transfer HUBS to negotiate and draft national and international deals as Licenses agreements, R&D, MOU´s, MTA,s LOI among other contracts. She is also a mentor for entrepreneurs and researchers on patent and technology transfer matters, speaker of seminars and IP professor for undergraduates and Science PHD programs in the University of Chile.

Her practice has developed over the years assisting Universities, technology transfer offices, spin offs, start up, large business, foreign clients, and investors in a whole range of IP matters. She has prepared intellectual property policies and regulations for companies, private and public universities, R&D centers among others.

She also is very active in pro bono activities and the promotion of local products produced by local communities and producers, contributing with the preparation and registration of Geographical Indications, Certification marks and Denominations of origin. Due to that experience, she has participated as speaker in numerous seminars and workshops related to GI's to promote social developments using IP tools.

She is the current President of LES Chile 2021-2023, member of the Chilean Association for Intellectual Property (ACHIPI), the International Association for the Intellectual Property Protection (AIPPI), AIPPI and INTA and Committee member in the International Trademark Association (INTA).

**<u>Paula Mena Barreto</u> (Moderator)**

Paula Mena Barreto is a partner in Campos Mello Advogados in cooperation with DLA Piper' of the Intellectual Property and Data Protection practices.

She graduated in law and post-graduated in Intellectual Property Law from Pontifícia Universidade Católica (PUC-Rio), has Extension Course "Intellectual Property: Controversies and Strategies at Fundação Getúlio Vargas, Intellectual Property Extension Couse at Franklin Pierce University, and Intellectual Property and Business Strategy Program at Harvard Business School.

Paula is a member of the Copyrights Commission in Rio de Janeiro (Brazilian Bar Association), Vice-President of LES Brasil (Licensing Executive Society), Co-Chair of the American Committee of LESI (Licensing Executive Society International) and Adjunct Coordinator of the Commission of Copyrights of the Brazilian Association of Intellectual Property- ABPI. She is recognized as a Leading Lawyer for the main legal ranking such as Chambers Global, Latin America and Brazil; Leaders League; The Legal 500; and Análise Advocacia 500.

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