

## Rankings

### Spain

Spain is already a competitive forum for trademark work and is set to become even more so as increasing numbers of international firms enter the market, attracted by the disintegration of the traditional boundaries between trademark agencies and law firms. Local IP boutiques are also thriving, being particularly well placed to snap up work flowing from local courts such as the specialised Community Trademark Court in Alicante. Clients thus benefit from a wide selection of high-quality, tailored representation. However, recent criminal law reforms that may affect potential damages awards for counterfeit products in retail distribution have created some uncertainty in the market; brand owners are on tenterhooks to see how these will play out in practice.

### Firms

#### Band 1

##### Elzaburu

With stellar international credentials, Elzaburu is “a leading light for prosecution and a very significant player for trademark litigation”. Its prosecution practice is among the most active in Spain and provides the full range of services, including filings and oppositions. The legal arm is also well respected, handling IP litigation, licensing and anti-counterfeiting, with a focus on trademarks. Heading up the litigation team is **Antonio Castán**, who has a long tradition working in intellectual property generally and trademark law specifically. Interviewees describe him as “hugely experienced in trademark infringement and anticounterfeiting, and a wonderful, highly prepared IP attorney”; they also express admiration for his heavyweight client portfolio of foreign multinationals, many of which are US-based.

##### Hogan Lovells International

Hogan Lovells’ impressive trademark prosecution and counselling practice is almost matchless on the Spanish market. It has sealed its reputation thanks largely to its office in Alicante, a prime location for Community trademark work. A high-profile client roster includes numerous national and international companies, which rely on the IP team for advice on patents, trademarks and copyright. Practice leader **Burkhart Goebel** is based in the Madrid office and comes highly recommended for his contentious expertise. Much of his work is multi-jurisdictional, with a particular emphasis on trademark, unfair competition, design and geographical limitation cases. “He is incredibly active in cross-border matters, and is always a focused and well-prepared litigator.” Based in Alicante, **Verena Von Bomhard** wins praise for her considerable cross-border experience. She is “not only very knowledgeable and successful, but a true leader in the field of Community trademarks”.

##### Uría Menéndez

“One of the main players in the IP market”, this full-service firm boasts a strong IP department covering the full extent of contentious patent, trademark and copyright matters. With a slew of big-name clients, it excels in litigation, including trademark infringement. Leading the team is **José Massaguer**, the best-known name at the firm and an attorney of enviable reputation. He is equally admired for his trademark and patent expertise; sources “would recommend him for any kind of IP litigation: he’s a top-notch attorney for complex litigation cases”. Trademark clients include eBay.

#### Band 2

##### 1 Elzaburu (Madrid)

**Hogan Lovells International (Madrid)**

**Uría Menéndez (Barcelona)**

##### 2 Bird & Bird (Spain) LLP (Madrid)

**Clifford Chance SL (Barcelona)**

**Cuatrecasas Gonçalves Pereira (Barcelona)**

**Garrigues (Madrid)**

**Gómez-Acebo & Pombo Abogados (Madrid)**

**Grau & Angulo (Barcelona)**

##### 3 Abril Abogados (Madrid)

**Baker & McKenzie Madrid SL (Madrid)**

**ESTUDIO JURIDICO BAYLOS (Madrid)**

**Herrero & Asociados (Madrid)**

**Hoyng Monegier LLP (Madrid)**

### **Bird & Bird (Spain) LLP**

Bird & Bird is commended for its significant patent and trademark practice. Working out of Madrid, the IP team focuses on litigation, including trademark infringement. Leading IP attorney **Manuel Lobato** focuses his practice on IP litigation and transactions; he has written numerous authoritative texts on trademark law. He is described as “an excellent, wellrounded trademark practitioner who you can really trust”. Gómez-Acebo & Pombo alumnus **Antonio Cueto** is a recent addition to the team. Of counsel to the firm, he specialises in patent and trademark law, and has undertaken a number of significant contentious trademark cases for Spanish companies and foreign multinationals.

### **Clifford Chance SL**

While perhaps best known for its patent litigation practice, this magic circle firm also undertakes trademark infringement and anti-counterfeiting work on behalf of clients such as Pfizer and Mango. Interviewees applaud the team’s “wealth of litigation experience” and highlight **Miquel Montañá** as a rainmaker. While his practice focuses on patent cases, he is widely respected for his “outstanding IP litigation expertise”, which includes trademark infringement and oppositions; he is also highly involved in anticounterfeiting. Fellow partner **Montserrat Lopez-Bellosta** has a growing reputation in IP law. Her practice is divided between patent and trademark litigation and anti-counterfeiting, mainly on behalf of companies in the life sciences sector. Clients appreciate her “sharp legal mind and sound, practical advice”.

### **Cuatrecasas Gonçalves Pereira**

A “strong player for litigation”, Cuatrecasas has a core emphasis on trademark law and advises a wide range of domestic and foreign multinationals in the food, fashion, luxury goods and industrial sectors. In addition to litigation, the firm handles trademark licensing and has a growing prosecution practice based in Madrid. Leading the IP team is **Jorge Llevat**, a longstanding player on the Spanish IP market. As part of a broader practice, he advises on all areas of trademark law, with a special emphasis on infringement and domain name disputes. Also at the firm is “highly recommended and well-known specialist” **Enrique Sánchez-Quiñones**, whose formidable litigation track record impresses.

### **Garrigues**

While the IP team at Garrigues wins “clear respect and prestige” for its busy prosecution practice in particular, its offering is comprehensive, including prosecution, litigation and anti-counterfeiting. The firm has an international outlook, providing an integrated service across the Iberian peninsula and with outposts in New York and Shanghai. **João Miranda de Sousa** heads the IP group and is the resident trademark expert. He is “an excellent, dedicated and very experienced attorney who has deep knowledge of trademark law”. He handles litigation and portfolio management as part of a broader IP practice and can draw on previous experience at the Community trademark office. Working alongside him is **Carolina Pina Sanchez**, a copyright and trademark attorney described as “very hands-on and widely experienced”, whose clients include FIFA. She handles IP litigation and licensing, with a specialisation in sports and entertainment law.

### **Gómez-Acebo & Pombo Abogados**

The IP department of this strong full-service firm is renowned for its trademark practice, which advises a diverse range of clients in the luxury goods, textile, telecommunications, software and food and beverage industries, including Apple and Diageo. Litigation and contentious proceedings before the Trademark Office are at the core of the practice, although the team handles a wide range of matters, including counselling, contractual advice and litigation, complemented by a dedicated anticounterfeiting group. **Jesús Munoz-Delgado y Mérida** deals with trademark infringement and domain name disputes within a wider IP practice. Sources describe him “an expert trademark litigator” with considerable multijurisdictional experience. Working alongside him is **Eduardo Castillo San Martin**, a fairly recent addition to the team and an up-andcoming IP litigator.

### **Grau & Angulo**

Grau & Angulo may garner greatest recognition for its pharmaceutical patent litigation practice, but it is also a growing presence in the trademark field. The “strong and tenacious team” advises on all contentious issues, including infringement and anticounterfeiting, and has grabbed headlines for the hefty damages awards it has secured for clients. **Alejandro Angulo** is a key figure; “knowledgeable, articulate and accommodating”, he maintains a broad IP litigation practice with a focus on trademark infringement and anti-counterfeiting, advising big names such as adidas. Fellow name partner **Jorge Grau** is another leading lawyer. While he is best known for his patent litigation work, he is also a respected general IP litigator with an exemplary track record.

## **Band 3**

### **Abril Abogados**

A firm which is on the ascendant, Abril Abogados wins plaudits for its busy prosecution practice and its “efficient,

responsive and experienced service". Its loyal and diverse client base includes companies in the apparel, construction, food and entertainment industries. Managing partner **Ignacio Temiño** is the main draw; he handles trademark matters as part of a broader IP and e-commerce practice and has recent experience protecting clients from internet infringers. He is "a very strong player in the trademark market and a good litigator".

#### **Baker & McKenzie Madrid SL**

Baker & McKenzie offers a combined IP litigation and prosecution practice, and has a glowing reputation for its trademark work. It mainly advises Spanish companies on their global trademark portfolios and is a preferred choice for players in the fashion, food and technology industries. Heading up the IP group is **Carles Prat**, a "strong litigator with a wealth of cross-border experience". His speciality is trademark infringement, but he also has expertise in contentious proceedings before the Trademark Office. Recent highlights include a three-dimensional trademark litigation case.

#### **ESTUDIO JURIDICO BAYLOS**

This boutique specialises in IP and competition law, with a focus on litigation, anticounterfeiting and licensing. Its thriving practice is expected to flourish following its recent alliance with Barcelona-based Ortega- Raich, a labour and commercial law boutique. On the trademark side, the "strong, responsive and reliable team" receives a number of litigation referrals from peers. **María Baylos Morales** is among the top figures at the firm. She maintains a broad IP litigation practice and has significant experience with generic and country-code domain name issues.

#### **Herrero & Asociados**

Herrero & Asociados has a long tradition in prosecution and has recently developed its "small but solid" litigation team. Hailed across the market for its strong trademark agency practice, it is also becoming more prominent for its infringement work. Clients value its "cost-efficient and reliable service" and its strong international flavour – outside of Spain, it has offices in Portugal, Mexico and Brazil. Patricia Koch Moreno is a key point of contact.

#### **Hoyng Monegier LLP**

This new entrant to the European IP market looks set to build on the solid foundations for Spanish IP work that the team previously established at Howrey Martinez Lage. In its past incarnation, the group was particularly noted for its prosecution and Community trademark work. Heading up the Madrid team is **Laura Alonso**, who focuses her practice on brand protection and is noted for her considerable experience handling contentious proceedings before the Trademark Office.

#### **Other recommended experts**

Senior attorney **Carlos Lema Devesa** of IP boutique Estudio Jurídico Lema Devesa boasts a sophisticated understanding of trademark law and wins many referrals from larger firms due to his strong litigation practice; sources recommend him for his "reliable and thoughtful service". **José Manuel Otero Lastres** is the leading light at boutique Bufete Otero Lastres. He focuses his practice on trademark cases and is praised for his numerous contributions to the field. At Cremades & Calvo-Sotelo, the up-and-coming **Antonio Selas** wins admiration for his leadership of the firm's new IP department. He has significant experience in trademark litigation and anti-counterfeiting, with a specialisation in exhaustion. Clients include Diageo, Intel corporation and Pepe Jeans.

#### **Individuals - Contentious**

##### **1 Antonio Castán**

Elzaburu, Madrid

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##### **Manuel Lobato García-Miján**

Bird & Bird (Spain) LLP, Madrid

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##### **José Massaguer Fuentes**

Uría Menéndez, Madrid

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##### **Miquel Montaña Mora**

Clifford Chance SL, Barcelona

##### **2 Alejandro Angulo**

Grau & Angulo, Barcelona

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##### **João Miranda de Sousa**

Garrigues, Madrid

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##### **Burkhardt Goebel**

Hogan Lovells International, Madrid

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**Jorge Grau**

Grau & Angulo, Barcelona

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**Carlos Lema Devesa**

Estudio Jurídico Lema Devesa, Madrid

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**Jorge Llevat Vallespinosa**

Cuatrecasas Gonçalves Pereira, Barcelona

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**Jesús Muñoz-Delgado y Mérida**

Gómez-Acebo & Pombo Abogados, Madrid

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**José Manuel Otero Lastres**

Bufete Otero Lastres, Madrid

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**Carles Prat**

Baker & McKenzie Barcelona, Barcelona

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**Enrique Sánchez-Quiñones**

Cuatrecasas Gonçalves Pereira, Madrid

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**Ignacio Temiño Cenicerros**

Abril Abogados, Madrid

**3 Laura Alonso**

Hoyng Monegier LLP, Madrid

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**María Baylos Morales**

ESTUDIO JURIDICO BAYLOS, Madrid

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**Antonio Cueto**

Bird & Bird (Spain) LLP, Madrid

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**Montserrat Lopez-Bellosta**

Clifford Chance SL, Barcelona

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**Carolina Pina Sanchez**

Garrigues, Madrid

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**Eduardo Castillo San Martín**

Gómez-Acebo & Pombo Abogados, Madrid

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**Antonio Selas**

Cremades & Calvo-Sotelo, Madrid

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**Verena Von Bomhard**

Hogan Lovells (Alicante) SL & Cia, Alicante

## Individuals - Non-Contentious

**1 Manuel Lobato García-Miján**

Bird & Bird (Spain) LLP, Madrid

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**Verena Von Bomhard**

Hogan Lovells (Alicante) SL & Cia, Alicante

**2 Laura Alonso**

Hoyng Monegier LLP, Madrid

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**Antonio Cueto**

Bird & Bird (Spain) LLP, Madrid

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**João Miranda De Sousa**

Garrigues, Madrid

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**Carlos Lema Devesa**

Estudio Jurídico Lema Devesa, Madrid

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**Jorge Llevat Vallespinosa**

Cuatrecasas Gonçalves Pereira, Barcelona

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**José Massaguer Fuentes**

Uría Menéndez, Madrid

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**Jesús Muñoz-Delgado y Mérida**

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Bufete Otero Lastres, Madrid

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Garrigues , Madrid

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**Ignacio Temiño Cenicerós**

Abril Abogados, Madrid

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