

# Carlos Cucurella

Partner

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## Overview

**“I like that we work in virtually every jurisdiction and we are presented with interesting issues from clients on a daily basis. I’ve been doing this a long time so I know the answers to esoteric IP questions from around the world.”**

Carlos Cucurella, a Barcelona native who practiced law in Spain, focuses on international IP and brand protection. He manages worldwide trademark portfolios and advises clients on international trademark clearance, registration, licensing, anti-counterfeiting, policing, and enforcement. He also represents and advises clients in domain name disputes, online enforcement, and social media.

His work frequently includes counseling clients on complex trademark filing programs and multicountry opposition and infringement actions. Fluent in Catalan, Spanish, and French, and admitted to practice in Spain, Carlos has extensive experience in European Union intellectual property law, as well as trademark practice in Latin America and Asia – especially in China.

In connection with corporate transactions, Carlos conducts due diligence on intellectual property-related aspects of the deal and negotiates and drafts assignment, license, and coexistence agreements. Working with clients ranging from startups to large, internationally known corporations, his clients reflect industries including financial and consulting services, pharmaceuticals, hotels, real estate, retail, entertainment, fashion and apparel, and consumer and luxury goods.

## Representative Experience

- Oversaw the acquisition of large international high-end hotel and restaurant brands, including worldwide due diligence reviews, and prepared all relevant trademark-related documentation
- Oversaw the global launch of an extended-stay brand for a leading U.S. hotel company; searched and cleared the brand globally on an expedited basis designating country-specific strategies to pave the way to a smooth entry into a variety of countries

- Successfully recaptured ownership of client's marks and domain names in China through litigation and/or negotiation
- Achieved famous brand status for U.S. brands in the People's Republic of China
- Manage global trademark portfolios of various sizes for clients across a variety of industries
- Conduct due diligence of global trademark portfolios to identify gaps in coverage, then design filing strategies to achieve desired international brand protection
- Works with clients to design and implement trademark enforcement protocols to be applied globally against infringing trademarks

## Education

New York University School of Law (LLM, 2000)

Trade Regulation (Concentration Intellectual Property); "La Caixa" Foundation Scholar

London School of Economics and Political Science (LLM, 1998)

European Law; Patronat Catala pro-Europa Scholar

Universitat Pompeu Fabra School of Law, Barcelona, Spain (JD, 1997)

Licenciatura en Dret

## Admissions

### Bar Admissions

New York

Barcelona (Spain)

## Focus

- Celebrities, Bands & Athletes

- Fashion
- Food & Beverage
- Hospitality & Hotels
- Jewelry & Watches
- Personal Care & Cosmetics
- Professional Services
- Startup & Emerging Growth

## Services

- International
- Trademark

## Associations

New York City Bar Association (Member, Trademarks & Unfair Competition Committee, 2017-2020)

Il.lustre Col.legi d'Advocats de Barcelona

New York State Bar Association

International Trademark Association (INTA)

Inter-American Association of Industrial Property (ASIPI)

## Recognition

*World Trademark Review's* WTR 1000 2014, 2016-21, "Barcelonian and Spanish-qualified lawyer Cucurella adds comprehensive insight on European and Latin American law to the mix – and is also an authority on China matters."

*Managing Intellectual Property* Global IP Star 2013, 2015-20

Expert Guides: Trademarks 2018-20



*Who's Who Legal Trademarks 2012-2013; Global  
Leader 2018-20*

*Super Lawyers® 2020*

*Super Lawyers® Rising Stars 2011-14*

*Guide to the World's Leading Trade Mark Law  
Practitioners 2009*

## **Languages**

Catalan

Spanish

French

Russian

English