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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Gustavo Patricio GIAY  
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Date of Birth: August 19, 1971

Nationality: Argentinian

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

Trademark and Patent Agent, University of Palermo, 2003;  
Postgraduate course, Intellectual Property Law, University of Palermo, 2000-2001;  
L.L.M., (Law), Northwestern University, Chicago, 1997;  
Postgraduate course, Legal Advice for Companies, University of Buenos Aires, 1995;  
Law, University of Buenos Aires, 1994.

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**LANGUAGES**

Spanish and English.

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**PRESENT POSITION**

Partner, Buenos Aires law firm Marval, O'Farrell & Mairal since 1995, the largest and most prestigious law firm in Argentina and one of the leading law firms in Latin America;  
Adjunct Professor, Trademark and Copyright Law, Universidad Abierta Interamericana;  
Visiting Professor, Saint Andrews University, Buenos Aires.

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July 8, 2010

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Estudio Giay, 1994-95;  
Juzgado Criminal y Correccional No. 7.,(ad honorum) Secretary 17, 1993.

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### AREAS OF SPECIALIZATION

Intellectual Property Law;  
Internet Law;  
Trademark Litigation;  
International Business Law;  
Corporate Law;  
International and Domestic Arbitration;  
Sports and Entertaining Law.

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### MEMBERSHIP IN PROFESSIONAL BODIES

Buenos Aires Bar Association;  
Province of Buenos Aires Bar Association;  
Intellectual Property Agent;  
International Association for the Protection of Intellectual Property (AIPPI);  
Licensing Executives Society (LES);  
National Association of Trademark and Patent Agents (AAAPI);  
Federation Internationale des Conseils en Propriété Industrielle (FICPI) ;  
International Trademark Association (INTA).

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### EXPERIENCE IN INTELLECTUAL PROPERTY

As partner, Intellectual Property Department, practises litigation concerning patents, trademarks, and copyright. Advises companies on a wide variety of matters related to intellectual property: technology transfer, trademark, patent and copyright licensing, and matters requiring enforcement of intellectual property rights.

Advises clients on matters related to Internet and new technologies, and on different legal aspects of the creation of web sites, privacy policies, confidentiality and user agreements, promotion and marketing agreements and protection of contents.

Has written several articles regarding intellectual property matters;

Has assisted in, and participated as speaker in numerous conferences and congresses both in Argentina and abroad.

Registered trademark and patent agent with the Argentine Trademark Office.

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### EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Has acted as Attorney for plaintiffs in Domain Name cyber squatting cases before the Federal Courts in Argentina and before WIPO's Domain Name Dispute Resolution Center.

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### MAJOR PUBLICATIONS

Has contributed several articles for legal and business publications such as:

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- The Trademark Reporter, INTA;
  - LL – La Ley;
  - ED – El Derecho;
  - AIPPI – International Association for the Protection of Intellectual Property;
  - SCL – Sports and Character Licensing;
  - IIC – International Review of Intellectual Property and Competition Law (Published by the Max Planck Institute for Intellectual Property, Competition and Tax Law);
  - TW – Trademark World;
  - Copyright World;
  - LLW – Latin Lawyer.
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#### **EXPERIENCE IN COURT LITIGATION**

Experienced IP litigator on patent, trademark, copyright and domain cases before Argentine Federal Courts since 1995.

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#### **PROFESSIONAL TRAINING IN MEDIATION**

Has received mediation training at Northwestern University School of Law, Chicago, IL, USA.  
Has represented clients both as plaintiffs and defendants in over 150 private mediation proceedings related to IP conflicts.

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#### **PROFESSIONAL TRAINING IN ARBITRATION**

Has received mediation training at Northwestern University School of Law, Chicago, IL, USA.  
Also has attended the WIPO Arbitration Workshop and the WIPO Advanced Workshop on Domain Name Dispute Resolution: Update on Practice and Precedents held in Geneva on October 18-19, and 20-21, 2005 respectively.

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#### **EXPERIENCE IN ARBITRATION**

Has acted as counsel in International Arbitrations and has also handled domestic arbitrations in Argentina.

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**ARBITRATION EXPERIENCE**
**SUMMARY TABLE**

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-arbitrator	Counsel
International Arbitrations	AAA					
	ICC	2				2
	LCIA					
	Ad Hoc					
Number of cases: sub-total		<b>2</b>				<b>2</b>
Domestic Arbitrations	AAA					
	Ad Hoc	1				1
	others	4				4
Number of cases: sub-total		<b>5</b>				<b>5</b>
<b>TOTAL</b>		<b>7</b>				<b>7</b>

**MEDIATION EXPERIENCE**

**SUMMARY TABLE**

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations				
	Ad hoc			
Number of cases: sub-total				
Domestic Mediations (Estimates)	AAA			
		Over 150		Over 150
	Court-annexed			
	Ad Hoc			
Number of cases: sub-total				
<b>TOTAL</b>		<b>Over 150</b>		<b>Over 150</b>