
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Iris V. QUADRIO
Marval O'Farrell Mairal
Buenos Aires
Argentina



Nationality: Argentinian and Spanish

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Public Translator Spanish/English, Universidad Católica Argentina, 1981;
Lawyer, Universidad Católica Argentina, 1987;
Registered IP Agent, Asociación Argentina de Agentes de Propiedad Industrial, 1989.

LANGUAGES

Spanish and English

PRESENT POSITION

Partner and Member of the Executive Board, Marval O'Farrell Mairal.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Partner, Marval O'Farrell Mairal, 1998 – present;
Senior Associate, Marval O'Farrell Mairal, 1988 – 1998;
Member, the Executive Board, Marval O'Farrell Mairal, 2021 – present;
Deputy member, the Executive Board, Marval O'Farrell Mairal, 2007 – 2020.

MEMBERSHIP IN PROFESSIONAL BODIES

Member, INTA, FICPI, ASIPI, AIPPI, APRAM, CITMA, and PTMG;
Member, Buenos Aires Bar;
Member, Asociación Argentina de Agentes de Propiedad Industrial (AAAPI);
Member, Colegio de Traductores de la Ciudad de Buenos Aires (CPTBA);
Member, ECTA, currently serving on ECTA's Geographical Indications Committee;
Member, INTA Board of Directors from 2006 – 2008;
Member, Executive Committee of the INTA Board of Directors from 2007 – 2008;
July 10, 2023

WIPO Profile: I. V. QUADRIO

Member, INTA Nominating Committee in 2011;
 Member, Latin America Council 2008 – 2013 and 2022 – 2023;
 Coordinator, Programming Advisory Council 2022 – 2023.
 Held leadership positions in the following INTA committees:
 -Trademark Office Practices Committee; Treaty Analysis Committee;
 -Dilution and Well-Known marks; International Amicus Committee;
 -Leadership Development Committee.

Recipient, INTA's Volunteer Service Award for the Advancement of the Association in 2009 and for Advancement of Committee or Subcommittee Objectives, 2004.
 Recipient, INTA President's Award, 2021.

AREAS OF SPECIALIZATION

Trademarks; Trade Dress; Copyright; Domain Names; Geographical Indications.

EXPERIENCE IN INTELLECTUAL PROPERTY

Over three decades' of experience acting as lawyer in trademark and trade dress cases, copyright and geographical indications, including trademark prosecution and litigation, specifically trademark opposition and cancellation proceedings; due diligence and transactional work involving intellectual property rights.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Extensive experience in advising clients in connection with Internet and domain name related issues; trademark v. domain name conflicts and recovery of domain names registered in bad faith, before NIC Argentina and the Argentine Federal courts.

MAJOR PUBLICATIONS

"A new way to resolve disputes in Argentina", *Managing IP*, July/August 1997;
 "Injunctions on the move", *Trademark World* #142, November 2001;
 "Considerations regarding dilution in Argentina", *The Trademark Reporter* Vol. 94, Issue 3 (May – June 2004);
 "Broadening trade mark protection: legislative changes established dilution as viable grounds for opposition", *Managing Intellectual Property*, February 2006;
 "Análisis y evolución de la teoría de la dilución marcaría en la Argentina", *La Ley*, April 7, 2006;
 "The Soul Never Thinks Without an Image: Looking into the story of a trademark in the legal business", Argentine-British Chamber of Commerce, Newsletter No 97, April 2008;
 "Famous and Well-Known Marks: an International Analysis", INTA, Argentine Chapter, 2007, 2009, 2011, 2015;
 "In search of the right balance, International non-proprietary names and pharmaceutical trademarks in Latin America", *Trademark World* No 128, June 2009, p. 41;
 "INNs and Trademarks, The state of play in cyberspace", *Law, Lore & Practice*, December 2009;
 "Non-traditional marks in Latin America at a glance", *Intellectual property magazine*, September 2010;
 "The winding road towards harmonization in Latin America", *World Trademark Review* N° 24, April – May 2010;
 "Argentina's rule changes for Patents, Trade Marks and Designs Explained", *Managing IP*, February 2018;
 "Assessing Argentina's emergency trademark law upgrade", *World Trademark Review*, March 14, 2018;
 "Time for an (emergency) upgrade to trademark law", *World Trademark Review* No 73 June – July 2018;
 "Amendments to the Argentine Trademark Law: Initial Impact", *GRUR International*, 70(1), 2021, 28–35;
 "Argentina – Navigating the new trade mark opposition system", *Law, Lore & Practice*, May 2021.

EXPERIENCE IN COURT LITIGATION

Acted both as lead and advisory counsel in Argentina in over 50 cases involving trademark and trade dress infringement, oppositions and cancellations before trial and appellate courts and before the Trademark Office.

EXPERIENCE IN MEDIATION

Participated in over 100 cases as counsel in national mediation proceedings involving IP matters. The mediations took place in Buenos Aires and were led by private mediators chosen by the parties to the conflict. The subject matter of the mediations concerned trademark oppositions, trademark and design infringement, trademark cancellations, copyright collection claims; trade name and domain name disputes.
