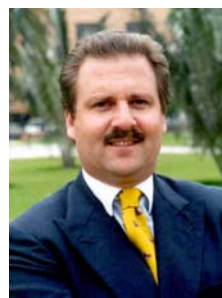




## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Fernando TRIANA SOTO  
Triana, Uribe & Michelsen  
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Bogotá D.C.  
Colombia



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Date of Birth: April 26, 1962

Nationality: Colombian

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Specialization, Civil Procedural Law, Colegio Mayor de Nuestra Señora del Rosario,  
Bogotá D.C., 1991;

M.C.L., Indiana University, School of Law, Bloomington, 1988;

Fulbright Scholarship, 1987-88;

Orientation in the U.S. Legal System, International Law Institute, Georgetown University  
Law Center, Washington D.C., 1987;

J.D., School of Law, Colegio Mayor de Nuestra Señora del Rosario, Bogotá D.C., 1985.

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### LANGUAGES

Spanish, English.

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### PRESENT POSITION

Partner and Head Litigation Department, Triana, Uribe & Michelsen.

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December 10, 2009

### **PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Professor, Intellectual Property Proceedings. Colegio Mayor de Nuestra Señora del Rosario, Law School, Bogotá D.C., since 2007;  
Lecturer, Industrial Property Law, University Politecnico Grancolombiano, Bogotá D.C., 1995-2006;  
Founder, Partner and Director, Litigation Department, Vernot Abogados, Bogotá D.C., 1993-95;  
Partner and Director, Litigation Department, Cavelier Abogados, Bogotá D.C., 1991-92;  
Associate, Litigation Department, Cavelier Abogados, Bogotá D.C., 1988-1990;  
Associate, Industrial Property Department, Brigard and Castro, Bogotá D.C., 1985-88;  
General Coordinator, Law Research Center, Colegio Mayor de Nuestra Señora del Rosario, Bogotá D.C., 1983-85.

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### **AREAS OF SPECIALIZATION**

Participated as attorney in several of the most well-known cases in Colombia in the fields of industrial and intellectual property, unfair competition law and domain names.

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### **MEMBERSHIP IN PROFESSIONAL BODIES**

International Chamber of Commerce (ICC) (President of the Colombian Sub committee for Electronic Commerce);  
Inter-American Association of Intellectual Property (ASIPI) (President 2009-2012);  
International Trademark Association (INTA); (Member of the ADR Committee and Panel of Neutrals);  
American Bar Association (ABA);  
American Intellectual Property Law Association (AIPLA);  
The International Anticounterfeiting Coalition (IACC);  
Ligue Internationale de Droit de la Concurrence;  
The Imaging Supplies Coalition (ISC);  
Indiana University Alumni Association;  
Colegio Mayor de Nuestra Señora del Rosario Alumni Association.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY LAW (AND/OR) ENTERTAINMENT LAW (AND/OR) FILM LAW AND/OR MEDIA LAW**

Twenty four years in the prosecution and litigation of patents, utility models, industrial designs, trademarks, copyright, trade slogans, tradenames, trade emblems and domain names;  
Head legal counsel for copyright issues for several of the largest Media Companies and Entertainment Industries in Colombia, such as: Casa Editorial El Tiempo S.A., City TV, Vista Productions, Caracol Television;  
Counsel for well known Colombian entertainers such as FANNY LU and SHAKIRA;

Counsel of multinational companies in the entertainment field with presence in Colombia such as: Discovery Communications, United Feature Syndicate, Telmex, The Cartoon Network, Playboy Enterprises, Hearst Communications, Univision Communications.

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### MAJOR PUBLICATIONS

- “Centenario de la Constitución Política de Colombia” 1886-1986, Bogotá, D.C., 1985;  
 “Greenmail-The General Scope of the Corporate Directors Liability”, Bloomington, Indiana, 1988;  
 “La Marca Notoria,” *ASIPI*, Punta del Este, 1990;  
 “Colombia,” *IACC*, Seattle, 1994;  
 “Características Principales de Protección Activa y Defensiva de los Sistemas Legales Actualmente Existentes a Nivel Nacional, Regional e Global Internacional en Materia de Patentes,” *ASIPI*, Santiago, 1997;  
 “Trademarks and Free trade Initiatives in the Americas: The Andean Community,” *CIPIC Journal*, Vol.83, Tokyo, 1998;  
 “Trademarks and Free Trade Initiatives in the Americas: The Andean Community,” *INTA*, Boston, 1998;  
 “Marcas y Nombres de Dominio en Internet. Implicaciones en el Campo de la Propiedad Industrial e Intelectual,” *ASIPI*, Madrid, 2000;  
 “Ponencia Medidas en Frontera”, *ASIPI*, México, 2003;  
 “Comments to the issues presented in the case during the New York State Bar Association Intellectual Property Law Section Annual Meeting International Arbitration Tribunal”, *ASIPI*, New York, 2005;  
 “Parallel Imports in the Andean Community of Nations”, *INTA/ASIPI*, Argentina, 2004;  
 “Colombia: New Copyright Protection Law”, *Marcasur.com*, 2006;  
 “Aspectos polémicos sobre el Protocolo de Madrid” *ASIPI*, Sao Paulo, Brasil, 2006;  
 “Trademark implications in US Free Trade agreement signed or negotiated with Latin American countries” *INTA – ASIPI Conference 2007*;  
 “Curso de Arbitraje Internacional” -Jornadas de Trabajo y Consejo de Administración *ASIPI*, OMPI y Cámara de Comercio de Bogotá. Cartagena de Indias, 2007;  
 Medidas en frontera en la Región Andina, Seminario *ASIPI-AIPPI-IPO* México D.F. 2008;  
 Oposiciones a los registros marcarios como procedimiento judicial y no administrativo, *INTA Round Tables*, Berlin, 2008;  
 Regular contributions to *Trademark World* and *Marcasur* magazine, the *INTA* and *ASIPI* Bulletins and *Ambito Jurídico* Journal.
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### EXPERIENCE IN COURT LITIGATION

Fifteen years as trial court attorney dealing primarily with intellectual property and unfair competition issues.

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### **PROFESSIONAL TRAINING IN MEDIATION**

Courses held by the International Trademark Association (INTA) in Amsterdam, 2003,  
Sao Paulo, 2007;  
Course held by ASIPI, Río de Janeiro, 2006.

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### **EXPERIENCE IN MEDIATION**

In 1991 Colombia's civil procedural law was amended to include a conciliation (mediation) stage within almost every civil and commercial litigation and from that period has been involved as counsel to a party in at least 100 conciliation procedures.

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### **PROFESSIONAL TRAINING IN ARBITRATION**

“Course of Actualization for Arbitrators”. Arbitration and Mediation Center of the Chamber of Commerce of Bogotá. 2001;  
“Introduction to the International Arbitration”. Arbitration and Mediation Center of the Chamber of Commerce of Bogotá, 2001;  
“Curso de Arbitraje en Propiedad Intelectual. CCB/ASIPI, República Dominicana, 2004.  
“Mediation Course”. INTA, Amsterdam, 2003;  
“Arbitraje Internacional”. CCB/ASIPI, Punta del Este, Uruguay, 2005;  
“Curso de Mediación”. INTA/ASIPI/CCB, Río de Janeiro, Brasil, 2006;  
“Mediation Course”. INTA/ASIPI, Sao Paulo, Brasil, 2007;  
“Taller de Arbitraje en Propiedad Intelectual”, ASIPI, Cartagena, 2007.

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### **EXPERIENCE IN ARBITRATION**

Since 1992, involved in arbitrations as counsel to a party and arbiter in local and international cases.

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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                       | 1                      |                      |                 |               | 1       |
|                            | ICC                       |                        |                      |                 |               |         |
|                            | LCIA                      |                        |                      |                 |               |         |
|                            | Ad Hoc                    | 18                     |                      | 8               | 1             | 8       |
|                            | Others:                   | 25                     |                      |                 |               |         |
| Number of cases: sub-total |                           |                        |                      |                 |               |         |
| Domestic Arbitrations      | AAA                       |                        |                      |                 |               |         |
|                            | Ad Hoc                    | 11                     |                      | 4               | 4             | 6       |
|                            | Others:                   |                        |                      |                 |               |         |
| Number of cases: sub-total |                           | 14                     |                      |                 |               |         |
| <b>TOTAL</b>               |                           | 40                     |                      |                 |               |         |

**MEDIATION EXPERIENCE**

**SUMMARY TABLE**

| Type                       | Administering Institution |                      | Role     |         |
|----------------------------|---------------------------|----------------------|----------|---------|
|                            | Name                      | Number of Mediations | Mediator | Counsel |
| International Mediations   |                           |                      |          |         |
|                            |                           |                      |          |         |
|                            |                           |                      |          |         |
|                            |                           |                      |          |         |
|                            |                           |                      |          |         |
| Number of cases: sub-total |                           |                      |          |         |
| Domestic Mediations        | AAA                       | 1                    |          | 1       |
|                            | Ad Hoc                    |                      |          |         |
|                            | Others:                   | 140                  |          | 140     |
| Number of cases: sub-total |                           | 141                  |          | 141     |
| <b>TOTAL</b>               |                           | 141                  |          | 141     |