

TRIANA, URIBE & MICHELSEN



CURRICULUM VITAE OF FERNANDO TRIANA

Mr. Triana is a partner and the head of the Litigation and Patent Department of the Law Firm TRIANA, URIBE & MICHELSEN, in Bogotá, Colombia. He has practiced in the field of industrial and intellectual property law for thirty three (33) years. Listed by Best Lawyers® for the year 2013 in the practice areas of Corporate and M&A, Intellectual Property and Litigation. Ranked in first place as individual for Colombia by the World Trademark Review 1000 Guide for the year 2013, 2014, 2015, 2016, 2017, 2018 and 2019, stating that he is: “a formidable opponent who always finds a way to get clients what they need” (2013), “prized as an organized and efficient advocate” (2014), “leads the way on litigation assignments. So much more than just agents, their brief writing is exceptional, and they sustain brilliant legal arguments. They work hard and fast and never delay matters unnecessarily.” (2015). “Sharp litigator” (2016). “Stands tall as one of the country’s leading IP litigators” (2017). “He clearly has the magic touch when it comes to conflict resolution.” (2018) and “is a market leader when it comes to the mediation and arbitration of IP disputes” (2019). Nominated by Managing Intellectual Property as an *IP Star* in the year 2014, 2015, 2016, 2017, 2018 and 2019. Nominated by in-house counsel and local peers in the Expert Guide’s: Best of the Best Latin America, as one of the top forty trade mark practitioners in Latin America. Top ranked as an Intellectual Property practitioner for Colombia by Chambers Latin America where is described as: "a sharp litigator who is honest and procedurally very solid" (2015). “Noting that he provides total security, as much in the hearings as in the preparation of them” (2016), “is well known in the IP field and is noted particularly for his expertise in contentious cases.” (2017), “is a well-known IP practitioner and is particularly experienced in handling contentious cases” (2018) and “is recognized by sources for his talent in trade mark issues, with particular strength in contentious matters” (2019). Listed as one of the leading patent professionals by IAM Patent 1000 as “diligent and committed” and stating: “sits at

Calle 93B No. 12-48 P. 4, Bogotá D.C., 110221, Colombia
Tels.: (57-1) 601 9660 Fax: (57-1) 611 4209
E-mail: tum@tumnet.com Website: <http://www.tumnet.com>



the top of the totem pole; he performs splendidly on all manner of patent-related prosecution.” (2017), “Triana is impressive; “known as one of the most aggressive litigators in the IP field” (2018), “Triana does a great job and displays stellar procedural and litigation skills” (2019). Nominated by The Legal 500 as: “vastly experienced in commercial and contentious IP matters” (2018). Also, nominated by his peers as one of the world’s leading practitioner on Trademark and Patent Law and leading expert for Competition Law advice in Colombia, according to Who’sWho Legal.

Mr. Triana has extensive experience in trademark and patent related prosecution, intellectual property, domain name and unfair competition litigation. He has been counsel in major litigation and several of the most well-known cases in Colombia, regarding these fields. He began his practice as an Associate in the Industrial Property Department of the Law Firm of Brigard & Castro and expanded his expertise in the Law Firm of Cavelier Abogados as an Associate and then as a Partner and Head of its Litigation Department. Before founding the current Law Firm, he participated also as Partner and Director of the Litigation Department of the Law Firm of Vernot Abogados. In the month of March of 1995, himself together with another partners and associates of Vernot Abogados, founded TRIANA, URIBE & MICHELSEN.

A graduate of the School of Law of the Colegio Mayor de Nuestra Señora del Rosario (J.D. 1985), Mr. Triana is admitted to practice in the Republic of Colombia. During his last two years in Law School he was appointed as General Coordinator of the Law Research Center of the University Colegio Mayor de Nuestra Señora del Rosario. As a Fulbright Scholarship recipient, he attended postgraduate studies in the U.S.A., beginning the same at the Georgetown University Law Center in Washington D.C. and obtaining a Master of Comparative Law (M.C.L.) from



Indiana University, School of Law (Bloomington Campus). Back in Colombia, he continued his postgraduate studies on the Colegio Mayor de Nuestra Señora del Rosario, School of Law (Specialization in Civil Procedural Law).

Mr. Triana is an active member of the Panel of Arbitrators and Mediators of the World Intellectual Property Organization (WIPO), of the Panel of Arbitrators of the National Arbitration Forum (NAF), of the Panel of Arbitrators of the Inter-American Association of Intellectual Property (ASIPI), of the Panel of Trademark Mediators of the International Trademark Association (INTA), and of the Panel of Arbitrators of the Chamber of Commerce of Bogotá, Barrancabermeja, Cúcuta, Cartagena de Indias, Ibagué, Manizales, Cali, Pereira and Valledupar.

He is also currently active in several professional associations such as the Inter-American Association of Industrial Property (ASIPI) where he was a member of its Board from year 2000 until 2015, President from 2009 until 2012 and currently a Justice and President of its Tribunal of Honor and Justice and member of its Education Committee; the International Trademark Association (INTA) where he is part of the INTA's Anti-Counterfeiting Committee and the Panel of Trademark Mediators, the Colombian Committee of the International Chamber Commerce (ICC), where he presides the Sub-Committee of E-Commerce, the International Association for the Protection of Intellectual Property (AIPPI), where he is a member of Client Attorney Privilege Committee, the American Intellectual Property Law Association (AIPLA), where he is a member of the Alternative Dispute Resolution, Anti-Counterfeiting and Anti-Piracy and IP Practice in Latin America Committees, the American Bar Association (ABA) Section of Intellectual Property Law and the Colombian Association of Intellectual Property (ACPI) where he is currently member of the Board.



Mr. Triana is a professor of the Master Program in Intellectual Property of the Law School of the Colegio Mayor de Nuestra Señora del Rosario in Bogotá, Colombia.

He is fluent in Spanish and English and has notions of French and Italian.