

BRAND PROTECTION IN CHILE

ENFORCEMENT AND ANTI-COUNTERFEITING

Secure Your Brand's Future with Cost-Effective, High-Impact Solutions

In today's global economy, trademarks and copyrights are invaluable intangible assets. Protecting these rights is essential for maintaining the integrity and success of businesses. Effective enforcement is crucial, focusing on the prevention, monitoring, and penalization of infringements.

Our Commitment

At Alessandri Abogados, we excel in defending intellectual and industrial property rights. Our team of enforcement and anti-counterfeiting experts has extensive experience and a proven track record of success in protecting trademarks both nationally and internationally. We achieved a landmark victory in Chile's largest trademark piracy case.

Experience and Results

We have represented globally renowned clients across various industries, securing the seizure and destruction of hundreds of thousands of counterfeit items, including apparel, cosmetics, electronics, books, toys, pharmaceuticals, and luxury goods.

Our Approach

Our intellectual property team supports clients in preventing, monitoring, and penalizing the commercialization of counterfeit products. We maintain a close relationship with Chilean law enforcement, ensuring swift and effective action against counterfeiters.



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Training and Collaboration

We conduct training sessions for customs officials and police officers, equipping them with the tools to better identify counterfeit products in their daily operations. Our close collaboration with authorities maximizes results and enhances the effectiveness of anti-counterfeiting efforts.

Services Offered

We provide a comprehensive range of services to protect intellectual and industrial property rights:

- Litigation Representation: We defend our clients in intellectual and industrial property infringement cases.
- Training Programs: We train law enforcement and customs authorities to detect and combat counterfeit products.
- Customs Surveillance: We monitor the entry of counterfeit goods and oversee informal market inspections.
- Investigation: We trace and investigate counterfeit products to identify their production sources.



Innovation and Modernization

In an interconnected world where international trade is expanding and market distances are shrinking, modernizing anti-counterfeiting strategies is essential. At Alessandri, we are at the forefront of this effort, continuously adapting to the challenges of the global market.

Our Team



Rodrigo Velasco A.
Partner



Hernán Torres
Senior Associate



Eliseo Alborno
Associate

