



Victoria Gigante Pérez

Principal associate

Valencia

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Intellectual Property

Dispute Resolution: Litigation and Arbitration

Media and Entertainment

Agribusiness and Food

Technology, Communications and Digital

Victoria Gigante is a principal associate in Garrigues' Intellectual Property Department, specialized in Intellectual Property, image rights and freedom of speech, unfair competition and advertising, with a particular focus on the entertainment industry. She has extensive experience in providing recurring advice on contractual matters and in the exercise of legal actions for the defense of the above rights in both civil and criminal proceedings. Victoria collaborates on a recurrent basis with the Magister Lvcentinvs promoted by the University of Alicante and with the program ETDM EP for practitioners organized by the EUIPO and is a professor of the Master in Intellectual Property and New Technologies offered by the International University of Valencia (VIU). She is a member of the association Women in a Legal World (WLW) and DENAE, and has been ranked in the international directory IP Stars.

Experience

Victoria joined Garrigues' Intellectual Property Department in 2011. Throughout her professional career, she has been involved in highly complex matters, including the following:

- Legal proceedings in connection with the infringement of plant variety rights, trademark rights, unfair competition and registered designs.
- Management and direction of complex negotiations and advice on contractual matters in various sectors such as artificial intelligence (AI), audiovisual industry, consumer legislation, sports, sponsorship activities or trade secrets.
- Intervention in legal proceedings before the General Court and the Court of Justice of the European Union in trademark and plant variety matters.
- Design of portfolio protection strategies in relation to the management of intellectual and industrial property rights and new technologies.

Finally, she has extensive experience in strategic and recurrent advice to companies in sectors as diverse as agriculture, biotechnology and ceramics.

Academic background

Universidad de Valencia and Centro de Estudios Garrigues

Teaching activity

Victoria is a regular speaker at the Magister Lvcentinvs promoted by the University of Alicante, collaborates with the ETDM EP for practitioners program organized by the EUIPO. She has also moderated specialized national and international forums such as the UIA and has been a speaker at specific conferences of the Valencia Bar Association. Victoria is a professor of the Master in Intellectual Property and New Technologies at the International University of Valencia (VIU). She also collaborates with the Master's Degree in Business Law at the Centro de Estudios de Garrigues.

Memberships

- Valencia Bar Association (lustre Colegio de Abogados de Valencia, ICAV).
- Member of Asociación Española de Derecho del Entretenimiento - DENAE.
- Member of WLW.

Distinctions

IP Stars (Managing IP).

Publications

Author of numerous articles and publications in newspapers and legal gazettes like Economía 3 or El Periódico Mediterráneo.