



Eleonora Carrillo

Managing Partner;
Spanish attorney at law;
Italian Trademark
attorney; Professional
Representative before
the EUIPO. Member of
INTA, ASIPI, AIPPI and
ECTA. Member of
INTA's committee
"Famous and well-
known marks" and
ASIPI's committee
"Management of firms".

Languages: native
Spanish and Italian,
fluent in English.

Areas of competence:
Trademarks, Designs

Office: Madrid, Alicante

Work experience

After obtaining her first law degree in Italy, Eleonora practised in Turin-area law firms specializing in civil law matters, before joining Jacobacci & Partners, in 2006.

At Jacobacci's offices in Turin, Eleonora worked as a trademark attorney, representing and advising domestic and foreign clients. In February 2011, after homologating her law degree in Spain and becoming a member of the Law Bar Association of Madrid, Eleonora transferred to Jacobacci's Madrid Office, where she is presently the Managing Partner.

She regularly attends the major IP conferences and has established close professional relationships with IP counsels in many different countries of the world.

Professional focus

Besides managing the Spanish practice of Jacobacci & Partners, Eleonora has nowadays extensive experience in all trademark and design matters in Spain, the European Union and relating to international registrations, as well as to domain name dispute resolutions.

Eleonora also coordinates the defence and protection of her client's IP rights in foreign countries, particularly in Latin America, cooperating closely with local attorneys, and has acquired valuable knowledge of legal and practical issues relating to trademark prosecution abroad.

Areas of expertise

Eleonora handles worldwide and local IP portfolios of domestic and foreign companies, especially those active in the fashion, luxury, financial, foodstuffs, wine and automobile market sectors.

She regularly provides tailored advice and strategy to major local and foreign clients on trademark matters in Spain and the European Union.

Within the Jacobacci group, Eleonora launched and is currently a leading member of the "LATAM Desk" operating at Jacobacci's offices in Madrid, notably dedicated to developing business and strengthening relationships between the firm and the Latin American jurisdictions.

Eleonora frequently gives presentations in conferences and is the author of numerous articles in international publications on trademark topics. She is a frequent contributor to IP magazines and has lectured at Spanish universities on specific IP topics. In 2014 she received in Madrid the award of "100 Latinos", being selected as one of the 100 most prominent professionals having Latin American connection in Spain.

Awards

- Ranked and recognized by the [WTR1000](#) as one of the most recommended trademark professionals in Spain:
"Residing at the Spanish wing of Italian firm Jacobacci & Partners, the very smart and responsive Eleonora Carrillo, offers impeccable legal advice and strategy".
- Mentioned by [WIPR - World IP Review](#) among the "100 Most Influential Women in IP" in 2020:
"Her clients include world-famous brands and market leaders from industries including fashion, sports, luxury, finance, food, wine and automobile".

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