

Alejandra Camacho Luna

Associate

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Overview

“As a licensed attorney in both civil law and common law countries, I appreciate the advantages and challenges that clients face across different jurisdictions. I enjoy understanding the client’s needs and developing creative strategies to protect and enforce their marks worldwide.”

Alejandra Camacho Luna helps to develop worldwide strategies to protect and enforce clients’ intellectual property rights. For this purpose, she conducts international clearance searches to determine the availability of marks, designing cost-effective strategies to file trademarks and creating solutions to overcome any obstacles to ensure protection of clients’ portfolios.

In addition to drafting and negotiating coexistence, consent, and undertaking agreements, Alejandra handles daily issues relating to prosecution and maintenance of the client’s IP rights around the world. She is involved in opposition and cancellation proceedings, as well as developing

legal and amicable solutions to stop the use of clients’ marks by unauthorized third parties.

Alejandra works with clients ranging from startups to well-established multinational companies, advising on IP protection when clients want to expand their businesses to new markets and jurisdictions.

Prior to joining Fross Zelnick, Alejandra worked with a Federal District Judge in Mexico, where she helped draft decisions in Equal Protection cases and worked in the litigation group of an IP law firm in Mexico.

Education

University of Arizona, James E. Rogers College of Law (JD, 2018)

Dean's List (all semesters)

Universidad Panamericana Law School, Mexico (LLB, 2018)

Admissions

Bar Admissions

Mexico

New York

Focus

- Fashion
- Hospitality & Hotels
- Jewelry & Watches
- Personal Care & Cosmetics
- Startup & Emerging Growth
- Pharmaceuticals

Associations

International Trademark Association (INTA) –
Member, Non-Traditional Marks Committee; “Rising
Star” 2023

Recognition

The Best Lawyers in America®, “Ones to Watch” –
Intellectual Property Law 2024; Litigation –
Intellectual Property 2024
INTA (International Trademark Association) “Rising
Star” 2023

Languages

Spanish

Speaking Engagements

International Legal Week lecture on trademark law,
IESE Business School at Universidad de Navarra,
NYC Campus, May 19, 2023