

Carlos Cucurella

Partner

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Overview

“I like that we work in virtually every jurisdiction and we are presented with interesting issues from clients on a daily basis. I’ve been doing this a long time so I know the answers to esoteric IP questions from around the world.”

Carlos Cucurella, a Barcelona native who practiced law in Spain, focuses on international IP and brand protection. He manages worldwide trademark portfolios and advises clients on international trademark clearance, registration, licensing, anti-counterfeiting, policing, and enforcement. He also represents and advises clients in domain name disputes, online enforcement, and social media.

His work frequently includes counseling clients on complex trademark filing programs and multicountry opposition and infringement actions. Fluent in Catalan, Spanish, and French, and admitted to practice in Spain, Carlos has extensive experience in European Union intellectual property law, as well as trademark practice in Latin America and Asia – especially in China.

In connection with corporate transactions, Carlos conducts due diligence on intellectual property-related aspects of the deal and negotiates and drafts assignment, license, and coexistence agreements. Working with clients ranging from startups to large, internationally known corporations, his clients reflect industries including financial and consulting services, pharmaceuticals, hotels, real estate, retail, entertainment, fashion and apparel, and consumer and luxury goods.

Representative Experience

- Oversaw the acquisition of large international high-end hotel and restaurant brands, including worldwide due diligence reviews, and prepared all relevant trademark-related documentation
- Oversaw the global launch of an extended-stay brand for a leading U.S. hotel company; searched and cleared the brand globally on an expedited basis designating country-specific strategies to pave the way to a smooth entry into a variety of countries

- Successfully recaptured ownership of client's marks and domain names in China through litigation and/or negotiation
- Achieved famous brand status for U.S. brands in the People's Republic of China
- Manage global trademark portfolios of various sizes for clients across a variety of industries
- Conduct due diligence of global trademark portfolios to identify gaps in coverage, then design filing strategies to achieve desired international brand protection
- Works with clients to design and implement trademark enforcement protocols to be applied globally against infringing trademarks

Education

New York University School of Law (LLM, 2000)

Trade Regulation (Concentration Intellectual Property); "La Caixa" Foundation Scholar

London School of Economics and Political Science (LLM, 1998)

European Law; Patronat Catala pro-Europa Scholar

Universitat Pompeu Fabra School of Law, Barcelona, Spain (JD, 1997)

Licenciatura en Dret

Admissions

Bar Admissions

Barcelona (Spain)

New York

Focus

- Celebrities, Bands & Athletes

- Fashion
- Food & Beverage
- Hospitality & Hotels
- Jewelry & Watches
- Personal Care & Cosmetics
- Professional Services
- Startup & Emerging Growth

Services

- Copyright
- International
- Social Media & Domain Names
- Trademark
- Transactions

Associations

New York City Bar Association (Member, Trademarks & Unfair Competition Committee, 2017-2020)

Il.lustre Col.legi d'Advocats de Barcelona

New York State Bar Association

International Trademark Association (INTA)

Inter-American Association of Industrial Property (ASIPI)

Recognition

World Trademark Review's WTR 1000 2014, 2016-25 "Thorough, detail oriented and extremely responsive. When you entrust a matter to his care, you know it will be handled to the highest standard."



Managing IP's IP STARS 2013-23

*Super Lawyers® Intellectual Property, New York
Metro 2020-23*

*Who's Who Legal IP – Trademarks 2012-2013,
Global Leaders 2018-23; Thought Leaders – USA,
IP – Trademarks 2024-25, “Carlos Cucurella is a
widely recognized IP lawyer who is well versed in
brand protection and trademark portfolio
management.”*

*The Best Lawyers in America®, Litigation –
Intellectual Property 2024-25*

Expert Guides: Trademarks 2018-20

Super Lawyers® Rising Stars 2011-14

*Guide to the World's Leading Trademark Law
Practitioners 2009*

Languages

Catalan

English

French

Russian

Spanish