



JORDI GÜELL, ECTA Council Member, Partner, Attorney at Law and Spanish IP Attorney,
CURELL SUÑOL, ES

Jordi Güell is a lawyer in the Barcelona office of CURELL SUÑOL. He joined the firm in 1996 and became a partner in 2010.

He heads the litigation department and focuses his practice on advising national and multinational companies on matters relating to intellectual property and unfair competition. Jordi represents clients in all matters before the Courts (Spanish Courts and General Court in Luxembourg), the OHIM and the Spanish Patent and Trademark Office. He has wide experience in counterfeiting and manages the enforcement program in Spain for major clients.

Prior to joining CURELL SUÑOL he worked as a trainee lawyer at GOLDS SOLICITORS (Glasgow, UK), at AMERICAN EXPRESS as liaison between the European Headquarters in Brighton and Spain and as a lawyer in a Barcelona law firm.

Jordi is a LLB from the University of Barcelona, specialized in Intellectual property and holds a post-degree in Competition Law. He is a Chartered Translator-Interpreter of English appointed by the Spanish Ministry of Foreign Affairs.

- Member of the Lawyer's Barcelona Bar Association.
- Member of the *Colegio Oficial de Agentes de la Propiedad Industrial* – COAPI (Spanish Institute of Chartered Industrial Property Attorneys).
- Member of several international organisations specialised in Intellectual Property: ECTA, AIPPI, PTMG, MARQUES and INTA.

He is currently a professor of IP law at the post-graduate course of the Lawyer's Barcelona Bar and also teaches Trademark Law for OBS-University of Barcelona. Jordi has given presentations in many international events both in Spain and abroad and has published numerous articles on IP law.

Jordi is a Member of the ECTA Council and of the ECTA Anti-counterfeiting Committee. He is also member of the AIPPI International Standing Committee on Piracy and counterfeiting and of the INTA Unreal Campaign Committee. From 2011 to 2015 he served as a Member of the Board of the Spanish AIPPI Group.