DIEGO GUZMÁN
ABOGADOS



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Intellectual property lawyer with 15 years of experience, specializing in litigation and comprehensive advice for cultural and creative industries, start-ups, Cloud Computing companies (SaaS, PaaS, and IaaS), and innovative companies. Proficient in strategies for registration and defense of intellectual property rights, drafting license, assignment, and technology transfer agreements. Experienced in due diligence for art collections, Fintechs, and utilities companies. Skilled in advising clients on the legal aspects of commercializing NFTs and conducting business using Blockchain and Smart Contracts. Active in academia as a lecturer and research professor at the Universidad Externado de Colombia. Published author on topics of intellectual property, art, and new technologies.

Education and recognitions

Benjamin N. Cardozo School of Law, New York, NY, United States
LLM in Intellectual Property, August 2013 to May 2014

Universidad Externado de Colombia, Bogotá D.C.
Specialist in Industrial Property, Copyright and New Technologies, August 2010 to July 2011

Universidad Externado de Colombia, Bogotá D.C.
Lawyer, July 2002-June 2007

Benjamin N. Cardozo School of Law, New York, NY
Dean's Merit Scholarship, 2013

Colfuturo, Bogotá D.C.
Scholarship Credit Program Recipient, 2013

Universidad Externado de Colombia, Bogotá D.C.
Fellow, Department of Intellectual Property, 2013

Professional experience

Diego Guzmán Abogados, Bogotá D.C.
Founder/Director, February 2018 to date

- Trademark registrations, industrial designs and other industrial property rights.
- Recognition of the notoriety of the Alianza Verde Party and Matarife brands
- Cancellation of the Matarife trademark in favor of its rightful owner.
- Definition of confidentiality policies to protect the innovation processes of utilities companies.
- Design of licensing schemes, work-for-hire contracts and copyright assignment contracts for the production of MOOC's on digital platforms.

Grupo Legal Andino, Bogotá D.C.
Partner/Head of Intellectual Property and Data Protection, October 2008 to February 2018

- Defense of the national registration and recognition of the notoriety of the Easytaxi trademark.
- Implementation of data protection policies in the media that require the use of people's images.
- Incorporation of companies with national and foreign investment for the creation of a digital platform providing visual content.
- Design of Platform as a Service contractual schemes for a technological platform that offers sports tournament management services.

- Due diligence on the intellectual property of FinTech, a utility company.

Universidad Sergio Arboleda, Bogotá D.C.
Contractor, April 2013 to July 2014

- Provision of consultancy to the Superintendence of Industry and Commerce, Deputy for Industrial Property, to resolve appeals, allowing the entity to meet the goals required to enter the OECD.

Universidad Externado de Colombia, Bogotá D.C.
Contractor, September 2012 to December 2012 and February 2013 to April 2013

- Provision of consultancy to the Superintendence of Industry and Commerce, Deputy for Consumer Protection, to decide appeals filed against decisions issued by telecommunications service providers, achieving that the entity gets out of the accumulation of complaints presented by telecommunications users.

Nathan Inc., Bogota D.C.
Associate, January 2011 to August 2011 and January 2012 to July 2012

- Provision of consultancy to the Superintendence of Industry and Commerce, Deputy for Industrial Property, to resolve trademark registration applications to which oppositions and cancellation actions filed against registered trademarks have been filed, allowing the entity to meet the goals required to enter the OECD.

Scholar Experience

Universidad Externado de Colombia, Bogotá D.C.
Editor of La Propiedad Inmaterial journal of the Department of Intellectual Property, 2022

Universidad Externado de Colombia, Bogotá D.C.
Editorial Coordinator of La Propiedad Inmaterial journal of the Department of Intellectual Property, July 2017 to 2022

Universidad Externado de Colombia, Bogotá D.C.
Research Professor, Department of Intellectual Property, August 2014 to date
Line of research in art law

Professor of Copyright and New Technologies, Intensification in Intellectual Property of 5th year of Law, 2018 to date

Professor of Common Law in English, Intensification in Economic Law of 5th year of Law, 2022 to date

Professor in Legal Protection of Software, Master's Degree in Computer Law, 2016 to date

Professor of Exhaustion of Law and Internet and New Technologies, Master's Degree in Intellectual Property, 2016 to date

Professor of Access to Knowledge, Common Core Subject of the Master's Degrees in Private Law with emphasis on Business Law, Intellectual Property, Transport Law and Liability, April 2016

Professor Internet and New Technologies
Specialization in Asset Valuation and Intellectual Property, 2017 to date

API Intellectual Property Classroom, Bogotá D.C.
Lecturer, Superintendence of Industry and Commerce, October 2014 to 2016

Fundación Arteria, Bogotá D.C.
Lecturer, Copyright for Plastic and Visual Artists, August 2013 to date

HUBBOG, Bogotá D.C.
Lecturer and advisor on personal data processing and protection in apps, 2015 to 2016

Conferences & Podcast

Propintel Podcast: 04 – Registro de obras creadas con Inteligencia Artificial bajo la jurisprudencia estadounidense. Externadoradio. November 30, 2023. Available in: https://open.spotify.com/episode/6sMjmdIeVyfzSwIzXA9FRf?si=d43d7a53f8654c8d

Propintel Podcast: 03 - Warhol v. Goldsmith: Prince, apropiación artística y fair use. Externadoradio. 17 de agosto de 2023. Disponible en: https://open.spotify.com/episode/3PZ757876l4snjSvEx990b?si=3ffa815b580d4387

Propintel Podcast: 02 - EGEDA vs. Comcel: must carry y must offer no son una excepción al derecho de autor. Externadoradio. 15 de junio de 2023. Disponible en: https://open.spotify.com/episode/5l0o4KiF9EgujnVTnZpWHI?si=3697efa02ee54b95

Propintel Podcast: 01 - Sentencia Telemetrik v. Exceleck: Adopción de la doctrina de los equivalentes en materia de patentes en la Comunidad Andina. Externadoradio. 5 mayo 2023. Disponible en: https://open.spotify.com/episode/3AJdL5zvs4eqs7VY6YYJk8?si=745540b8fb514613

Cápsula: ¿Usar propiedad intelectual en NFT trasgrede derechos en el mundo físico? Ámbito Jurídico. 24 de marzo de 2023. Disponible en: https://www.youtube.com/watch?v=ltvK4f2eBJU

Conferencia: Pensar en los derechos en el mundo digital. XXVI Cátedra sobre Museomediáticas: variaciones del museo en la era digital. Museo Nacional de Colombia. 4 de noviembre de 2022. Disponible en: https://www.youtube.com/watch?v=2xJ-9PlJ7QA&t=662s

Conferencia: Comercio de Arte Digital por medio de NFT's y Blockchain. Departamento de Propiedad Intelectual - Universidad Externado de Colombia. 30 de abril de 2021. Disponible en: https://www.facebook.com/watch/live/?ref=watch_permalink&v=589092998733653

Publications

GUZMÁN, DIEGO. La gestión de los derechos de autor y el abuso de la posición de dominio. En: Los derechos de propiedad intelectual y la libre competencia. Bogotá DC. Universidad Externado de Colombia – Instituto Max Planck para la Innovación y la Competencia. 2021.

GUZMÁN, DIEGO. Inteligencia artificial y propiedad intelectual. En: Tecnoretos del derecho. Valencia. Tirant lo Blanch, 2021.

GUZMÁN, DIEGO. Uso de obras artísticas y fotográficas huérfanas por parte de bibliotecas y archivos. En: Estudios sobre propiedad intelectual: Temas actuales y nuevos desafíos. Lima. Gaceta Jurídica, 2021.

GUZMÁN, DIEGO. Protección de los aspectos funcionales de las obras de arte por la propiedad industrial. En: Anuario Iberoamericano de Derecho del Arte 2020. Madrid. Thomson Reuters. 2020. p. 193-260.

GUZMÁN, DIEGO. Derecho del Arte: el derecho de autor en el arte contemporáneo y el mercado del arte. Bogotá D.C.: Universidad Externado de Colombia 2018.

GUZMÁN, DIEGO, RENGIFO GARCÍA, ERNESTO, GUERRERO GAITÁN, MANUEL, CONDE, CARLOS, HERRERA, LUISA y SALAS, BRENDA. La corrupción en el ámbito de la propiedad intelectual. En: Corrupción en Colombia: Enfoques sectoriales sobre corrupción. Bogotá DC.: Universidad Externado de Colombia 2018, p. 331-393.

GUZMÁN, DIEGO. El Plagio en la Administración Pública. En: Foro de Derecho Mercantil - Legis. 2017. vol. Abril-Junio, no. 55.

GUZMÁN, DIEGO. Del alcance de la patente al concepto de infracción. En: Derecho de Patentes. Bogotá D.C.: Universidad Externado de Colombia 2016, p. 784-839.

GUZMÁN, DIEGO. Aplicación Industrial. En: Derecho de Patentes. Bogotá D.C.: Universidad Externado de Colombia 2016, p. 249-292.

GUZMÁN, DIEGO. El Secreto Empresarial. En: Derecho de Patentes. Bogotá D.C.: Universidad Externado de Colombia 2016, p. 935-964.

GUZMÁN, DIEGO. Court of Justice of the Andean Community Confirms Colombian Decision to Grant Color Trademark: Process 01-AI-2017. Revista La Propiedad Inmaterial No. 27, enero-junio 2019, pp. 213-215. DOI: https://doi.org/10.18601/16571959.n27.08 .

GUZMÁN, DIEGO. El contexto actual del derecho de la imagen en Colombia. Revista La Propiedad Inmaterial No. 21, Universidad Externado de Colombia, enero-junio 2016, pp. 47-77. DOI: http://dx.doi.org/10.18601/16571959.n21.03 .