



# Pamela Echeverría

Pamela Echeverría, Abogada especialista en Derecho Empresarial, por la Universidad de Buenos Aires, Argentina y Propiedad Intelectual por la Universidad Austral del Argentina.

Tiene una formación internacional en Propiedad Intelectual, habiendo realizado cursos en la materia en Estados Unidos en Harvard Law School, y Berkman Center for Internet and Society – CopyrightX-; George Mason University -WIPO-CPIP Summer School on Intellectual Property-, en Corea en el Korean Intellectual Property Office -WIPO-KIPO Summer School on Intellectual Property-, en México en el Instituto Mexicano de la Propiedad Industrial -Las industrias creativas y la propiedad intelectual- organizado por WIPO y en propiedad intelectual y transferencia de tecnología en Sudáfrica en la Universidad Kwazulu-Natal -WIPO Summer School on Intellectual Property.

Por último, ha realizado un curso de verano en propiedad intelectual en Université de Genève, Suiza.

Actualmente, esta cursando el Programa "Patent Law and Public Health" dictado por World Intellectual Property Organization (WIPO) in Geneva, Switzerland, and the Harvard Law School (HLS), in Cambridge, Massachusetts, United States of America.

Posee una Certificación Internacional en Ética y Compliance de la UCEMA. Asimismo, es Especialista en Daños por la Universidad de Salamanca (España).

En el área de moda, está formada en Diversidad en la moda, Nuevos modelos de negocios y Psicología del consumidor en moda por London College of Fashion, University of Arts. Asimismo, está formada en Moda Sustentable por Copenhagen Business School y Marketing de la Moda por la Universidad de Palermo.

También, ha cursado el programa Fashion Marketing in a global environment por Parsons School of Design, NY.

Actualmente, se encuentra cursando un Máster en Dirección y Administración de Empresas de Moda en la Universidad Nebrija.

Desde el año 2011, es directora del blog "Derecho de la Moda", primer y único blog dedicado a la temática en Argentina y de la cuenta de Instagram @derechodelamoda. Y fundadora de Fashion Law Classroom, primera escuela online en Argentina dedicada a la temática.

En abril de 2015, ha participado como expositora en el evento anual del Fashion Law Institute at Fordham University en la Ciudad de Nueva York sobre la propiedad intelectual en la industria de la moda en Argentina, junto a la pionera en la temática, Susan Scafidi.

Es docente titular de grado en de la carrera de Derecho en la primera materia en Derecho de la Moda de Argentina y nada menos en la Universidad de Buenos Aires.

Es docente invitada en el Doctorado en Diseño de la Universidad de Palermo, de posgrado en FADU y Facultad de Derecho de la Universidad de Buenos Aires. Es profesora invitada de Derecho de la Moda, en el marco del Programa Derecho del Comercio Electrónico y de la materia Derecho del Entretenimiento, el Deporte y la Publicidad de la Maestría en Propiedad Intelectual de la Universidad Austral. Asimismo, es docente invitada en el Posgrado de Metaverso y Gaming de IALAB y Universidad de Buenos Aires. Asimismo, es docente de la Universidad Monteavila (Venezuela) y docente invitada en ILEIN (Peru) y Universidade Presbiteriana Mackenzie (Brasil).

Ha sido coordinadora y escritora del libro "Derecho y Moda", editado por Marcial Pons; del libro "Moda, Luxo e Direito", editado por El Dial y del eBook "Coronavirus y su impacto en la industria de la moda", publicado por Derecho de la Moda. Ha colaborado en la redacción de las conclusiones del libro "Derecho de la moda en el Perú",

publicado por el Estudio Muñiz de Perú. Asimismo, ha sido redactora invitada del capítulo de Argentina en la "Guía Iberoamericana de Fashion Law", publicada por ASIPI. También, ha participado en publicaciones de Fashion Law de Polonia, Brasil, Portugal, Chile, Perú y España. Ha participado de numerosos seminarios y conferencias en Argentina, Chile, Uruguay, Perú, Estados Unidos, España, Republica Dominicana, Guatemala y Brasil.

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Pamela Echeverría, Lawyer specializing in Business Law, from the University of Buenos Aires, Argentina, and Intellectual Property from the Austral University of Argentina. She has an international background in Intellectual Property, having taken courses on the matter in the United States at Harvard Law School, and the Berkman Center for Internet and Society – CopyrightX-; George Mason University -WIPO-CPIP Summer School on Intellectual Property-, in Korea at the Korean Intellectual Property Office -WIPO-KIPO Summer School on Intellectual Property-, in Mexico at the Mexican Institute of Industrial Property -Creative industries and property intellectual property- organized by WIPO and on intellectual property and technology transfer in South Africa at the University of Kwazulu-Natal -WIPO Summer School on Intellectual Property-. Lastly, she completed a summer intellectual property course at the Université de Genève, Switzerland. Currently, she is studying the "Patent Law and Public Health" Program taught by the World Intellectual Property Organization (WIPO) in Geneva, Switzerland, and the Harvard Law School (HLS), in Cambridge, Massachusetts, United States of America.

She has an International Certification in Ethics and Compliance from UCEMA. Likewise, she is a Specialist in Damages from the University of Salamanca (Spain). In the area of fashion, she is trained in Fashion Diversity, New Business Models and Fashion Consumer Psychology from the London College of Fashion, University of Arts. Likewise, she is trained in Sustainable Fashion by the Copenhagen Business School and Fashion Marketing by the University of Palermo. Also, she has completed the Fashion Marketing in a global environment program at Parsons School of Design, NY.

Currently, she is pursuing a Master's Degree in Fashion Business Management and Administration at Nebrija University. Since 2011, she has been the director of the blog "Derecho de la Moda", the first and only blog dedicated to fashion law in Argentina, and of the Instagram account @derechodelamoda. And founder of Fashion Law Classroom, the first online school in Argentina dedicated to the subject. In April 2015, she has participated as a speaker in the annual event of the Fashion Law Institute at Fordham University in New York City on intellectual property in the fashion industry in Argentina, together with the pioneer in the subject, Susan Scafidi.

She is a tenured professor of Law in the first subject in Fashion Law in Argentina and no less at the University of Buenos Aires. She is a visiting professor at the PhD in Design at the University of Palermo, postgraduate at FADU and the Faculty of Law at the University of Buenos Aires. She is a visiting professor of Fashion Law, within the framework of the Electronic Commerce Law Program and the subject of Entertainment, Sports and Advertising Law of the Master's Degree in Intellectual Property of the Austral University. She is also a visiting professor at the Metaverse and Gaming Graduate Program at IALAB and the University of Buenos Aires. She is also a professor at the Monteavila University (Venezuela) and a visiting professor at ILEIN (Peru) and the Mackenzie Presbyterian University (Brazil). She has been the coordinator and writer of the book "Derecho y Moda", edited by Marcial Pons; from the book "Moda, Luxo e Direito", edited by El Dial and from the eBook "Coronavirus and its impact on the fashion industry", published by Derecho de la Moda.

She has collaborated in writing the conclusions of the book "Fashion Law in Peru", published by Estudio Muñiz of Peru. Likewise, she has been a guest editor of the Argentina chapter in the "Ibero-American Guide to Fashion Law", published by ASIPI. Also, he has participated in Fashion Law publications in Poland, Brazil, Portugal, Chile, Peru and Spain. She has participated in numerous seminars and conferences in Argentina, Chile, Uruguay, Peru, the United States, Spain, the Dominican Republic, Guatemala and Brazil.