



European Communities Trade Mark Association  
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## Ernesto Rubio

Ernesto Rubio, a national of Uruguay, is Assistant Director General at the World Intellectual Property Organization (WIPO).

A *juris doctor* graduate from the *Universidad de la República* in Montevideo, Mr. Rubio supervises the Sector of Trademarks, Industrial Designs and Geographical Indications at WIPO. The Sector has responsibility for international law development in the framework of the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT). The Sector is also responsible for the administration of the International Registration Systems for trademarks (Madrid Agreement and Protocol), industrial designs (Hague Agreement) and appellations of origin (Lisbon Agreement), as well as for the administration of the International Classifications for trademarks (Nice and Vienna Classifications) and designs (Locarno Classification).

Mr. Rubio joined WIPO in 1983 and has also held positions within the Organization as Senior Director of the Trademarks, Industrial Designs and Geographical Indications Department and as Director of the Cooperation for Development Bureau for Latin America and the Caribbean. Before joining WIPO, he worked for the Government of Uruguay and was engaged in private practice as an attorney at law, in Montevideo.