

Mr. Maximiliano Santa Cruz



Maximiliano Santa Cruz holds legal qualifications from the University of Chile and LLM from the University of San Francisco, CA, USA. He directed the National Institute of Industrial Property (INAPI), Chile's trademark and patent office, for nine years, from the year of its creation in 2009 to October 2018. In recent years INAPI has been twice elected the best agency in Chile, being at the forefront of the digital transformation of the State and was the first public service authorized to telework. An International Patent Authority, INAPI is one of the 21 most important patent offices in the world and was elected in 2019 the second most innovative IP office in the world by the World Trademark Review. He chaired the Standing Committee on Patents and the Working Group of the Patent Cooperation Treaty (PCT), both for two terms, and was Vice Chairman of the Standing Committee on Trademarks in WIPO. He was also a negotiator of the IP chapters in several of Chile's free trade agreements.

He was appointed to the panel on the WTO dispute over IP and technology transfer between the US and China, and serves as consultant for the Inter-American Development Bank, the EU, the World Bank and WIPO. He publishes frequently on IP issues, and has served as professor of IP at the Catholic, Chilean and Finisterrae universities. He participates in different initiatives related to IP, such as the Academic Council of the Smart IP for Latin America project of the Max Planck Institute for Innovation and Competition and until recently was president of the Advisory Group of Experts of the Medicines Patent Pool.