

Roberto Romero Pineda of Romero Pineda & Asociados Receives International Lifetime Achievement Award

SAN SALVADOR, November 19, 2008 — Dr. Roberto Romero Pineda, Chairman and Founding Partner of Romero Pineda & Asociados, is the recipient of the 2008 Informa WorldLeaders Lifetime Achievement Award. The Awards were announced at a ceremony in London on November 19.

Each year, Informa, the publisher of such well-known titles as *Trademark World*, *Patent World* and *Copyright World*, conducts open nominations and elections to recognize law firm and in-house leaders in the international intellectual property community. The Lifetime Achievement Award is designed to “recognize a consistent and demonstrable track record of a widely respected individual whose career has been characterized by leadership in the intellectual property field.”

Dr. Romero celebrated his 40th year as an intellectual property lawyer in 2006. He began his career in corporate legal practice in 1966, advising local and foreign companies on commercial, civil, intellectual property, foreign investment and notary law. In 1978 he established Romero Pineda & Asociados. He and the firm survived the dark days of the Salvadoran civil war – convinced that he could make a contribution to a better future for his country.

Throughout his career, Dr. Romero has been committed to establishing both a national and international practice in business and intellectual property law to support the economic development of El Salvador. He has assisted many multinational companies in establishing, diversifying or expanding their operations in his country. He served as a legal advisor during the DR-CAFTA (Dominican Republic-Central America Free Trade Agreement with the United States) negotiations. He also defended the trademark rights of McDonald’s Corporation – a landmark case in the annals of intellectual property law in El Salvador.

In addition to his legal accomplishments, Dr. Romero was a founding member of FUNDEMAS – the organization that introduced the concept of corporate social responsibility to El Salvador – as well as the prestigious think tank FUSADES and San Salvador’s Northwest Rotary Club. He has pursued a lifelong passion for music as a guitarist and singer, with two CDs to his credit. The second was completed just days before a 2001 earthquake that caused many deaths and terrible destruction. The president of FUSAL, a private service organization of businessmen dedicated to helping the less fortunate, encouraged Dr. Romero to release the recording despite the tragic situation. Dr. Romero contributed the profits from sales to FUSAL, which built 70 houses for victims of the earthquake.

“We are very proud that the head of our firm has received this significant award,” said José Roberto Romero, Managing Partner of Romero Pineda & Asociados. “He has been an inspiration to all of us in the firm since he started our practice in 1978 and it is very gratifying to see him receive this high level of recognition.”



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