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Myrtha Hurtado Rivas is Global Head Trademarks, Domain Names & Copyright with Novartis Pharma AG in Basel, Switzerland. She is a Senior Legal Expert with extensive experience in intellectual property, international business law and pharmaceutical area, in particular Trade Mark, Design, Copyright and Domain Names Law.

She has extensive international practice working in a multicultural environment and is fluent in German, French, English, Italian and Spanish.

Myrtha has been in her present role as Global Head Trademarks, Domain Names & Copyright at Novartis Pharma AG since 2011.

Prior to joining Novartis Pharma AG, Myrtha was Global Head of Trademarks & Domain Names at Sandoz from 2006 to 2011, and has previously worked at the Swiss Federal Institute of Intellectual Property, Bern, from 2001 – 2006.