

# Luis Blaquez

PARTNER

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📍 San Diego



Luis Blaquez is an international antitrust and competition law attorney with 15 years of experience at the European Commission and major international law firms in the European Union (Brussels, Madrid and London).

Before moving to the United States in 2016, Luis served with the Merger Task Force, Directorate-General for Competition of the European Commission in Brussels, (DG Comp), where he investigated and analyzed proposed mergers including: Oracle/Peoplesoft, Banco Santander/Abbey, and EDP/GDP/ENI. From there he spent ten years with international law firms in the EU, representing clients in cartel and other competition-law related investigations, merger control proceedings, as well as general competition law advice and compliance. These matters included: advising Telefónica on its £17.7bn takeover offer for O2; acting for HSBC on the public bid by EON for Endesa; and advising two different Japanese clients on European Commission cartel investigations.

Luis' earlier European experience also includes training at the Directorate General of Information Society of the European Commission in Brussels, where he was actively involved in the drafting process of the Regulatory Framework of Electronic Communications Networks and Services (i.e. the Framework, Authorization, Access and Interconnection Directives, User's Right's Directive, Data Protection Directive and Unbundled Local Loop Regulation); and the "Leonardo da Vinci" European program—where he supported French legal chambers and judges as a junior attorney working in several local French law firms in Nantes.

In 2016, Luis joined Bona Law PC in San Diego, California. He received his license to practice as a US attorney from the California Bar in 2018. Since joining Bona law in 2016, Luis has prosecuted and defended clients in antitrust actions in federal and state courts, including the defense of a Japanese capacitor manufacturer against class action antitrust claims (In re Capacitors Antitrust Litigation).

## Education

**J.D., Universidad de Zaragoza (Spain) and  
Université de Nantes (France)**  
Erasmus Exchange Program

**LLM, European Business Law, Universiteit  
van Amsterdam (The Netherlands)**  
Political Science and Military Science

**LLM, European Competition Law, Kings  
College London (UK)**  
With merit

## Government Service

Merger Task Force, Directorate-General for  
Competition of the European Commission,  
Brussels (DG Comp)

## Admissions

California

U.S. District Court for the Northern District  
of California

U.S. District Court for the Southern District  
of California

Spain (European Union)

In addition, Luis continues to provide support to our US clients on EU competition law and advises on the various dissimilarities and substantive differences between the United States' consumer-welfare based laws and the EU's rivalry bias.

Luis is a native Spanish speaker, fluent in English, and proficient in French. He holds a citizenship in Spain (EU) and is a permanent Green Card holder in the United States.

## Representative Matters

- [Represented client in a dozen antitrust lawsuits against Orange County municipalities and private company for monopolizing the ambulance industry.](#)
- Defended Japanese capacitor manufacturer against class action antitrust claims in federal Multi-District Litigation. (*In re Capacitors Antitrust Litigation*).
- Represented plaintiff nutrition supplement company in federal Lanham Act false advertising case against competitor-sponsored review publication. Argued appeal of Lanham Act claim dismissal on behalf of nutrition supplement company at U.S. Court of Appeals for the Ninth Circuit [resulting in reversal and a significant precedential decision](#) (*Ariix v. NutriSearch et al.*).
- [Represented plaintiff in federal antitrust lawsuit against City of Richmond, Virginia](#) and its corporate ambulance subsidiary for monopolizing the non-emergency ambulance market (*Metro Health EMS v. City of Richmond*).
- [Petitioned for writ of certiorari to U.S. Supreme Court on the scope of the state action immunity](#) and argued for a market participant exception to the doctrine (*AmeriCare v. City of Anaheim et al.*).
- [Represented Restore the Fourth, In amicus curiae supporting certiorari in Nichols v. Wayne County before the U.S. Supreme Court.](#)
- Appealed class certification on behalf of electronics manufacturer in antitrust MDL under Fed. R. Civ. P. 23(f) before the U.S. Court of Appeals for the Ninth Circuit.
- Prior to joining the firm, Luis was also involved with other international law firms in antitrust cases in the European Union.

## Publications

### Concurrences: Antitrust Publications

- [Biden's Antitrust: The Transformation is Here But Will it Last](#) - April 2022
- [The Spanish Supreme Court halves an antitrust fine in the bakery sector to 150.000 Euros.](#)
- [The Spanish National Court issues a third judgment in the asphalt roads cartel case addressing the issue of the burden of proof in bid rigging cases \(Asphalt roads cartel\).](#)
- [The Spanish National Court applies the ECJ "dual pricing" ruling to quash a decision by the Spanish Competition Commission concerning prices imposed to wholesalers by pharmaceutical company \(Pfizer\).](#)
- [The Spanish Competition Authority fines the holder of football TV rights for abusing its dominant position in the resale of these rights and in the pay TV market \(Mediapro\).](#)

- Gaceta Jurídica de la Competencia y la Unión Europea
- [La noción de efectos unilaterales en el Reglamento comunitario 139/2004 de control de concentraciones y en las Directrices sobre la evaluación de las concentraciones horizontales: especial atención a los asuntos GE/Instrumentarium y Oracle/Peoplesoft.](#)

## Others

- [Three Strikes But Not Out: Antitrust Enforcers Swing and Miss in Recent Merger Challenges](#)
- [La investigación de la Comisión Europea sobre el sector farmacéutico ¿Empresas Innovadoras vs. Fabricantes de Genéricos?](#)
- Glaxo Wellcome e Irish Beef: ¿Qué acuerdos tienen realmente por “objeto” restringir la competencia en Derecho Comunitario?
- [La reparación de daños y perjuicios por incumplimiento de las normas comunitarias de defensa de la competencia: en busca de la Directiva perfecta, pero ¿existe realmente?](#)

## Speeches & Presentations

- [Bona Law's Luis Blaquez Talks About State Action Immunity at ABA Antitrust Spring Meeting 2022](#)

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### New York

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