



# LEADERS LEAGUE

INTELLIGENCE REPORT & RANKINGS

## MARKETING, BRANDS, TRADEMARKS & COPYRIGHT

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LITIGATION FUNDERS, RECRUITMENT  
& CONSULTING AGENCIES

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Trademark, Prosecution and Litigation  
Data Protection & Cybersecurity  
Media, Entertainment & Sport  
General IP  
Law Firms

2023 EDITION



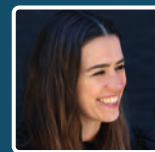
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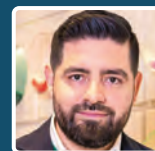
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**SOPHIE STEVENARD**  
Managing Editor

## CHAT GPT AND NFT UNEASE

**F**ebruary, 2023. For the first time, an American court ruled on the intellectual property ownership of a brand reproduced in NFT form, in this case a virtual recreation of Hermès' iconic Birkin bag. The luxury brand, which claimed the NFTs profited unlawfully off the goodwill of its product, won its case against American artist Mason Rothschild. This case was closely watched, since it helped clarify how existing trademark rights will be applied to verify ownership of digital art.

On a related note there is cybersquatting, where profiteers use the domain names confusingly similar to a trademark to profit from the goodwill associated with it or to redirect internet traffic to their own website. A problem most people associated with the dot.com age, the fight for online territory is back in a big way in the Web3 era thanks to the cryp-to rush, resulting in increasing litigation to recover domain names for .nft or .eth sites.

### Parasitism is in the eye of the beholder

In the next 18 months France will play host to two of biggest tournaments in world sport, the 2023 Rugby World Cup and Paris 2024 Olympic Games. World Rugby and IOC, as well as event sponsors, are gearing up for legal battles to defend their IP rights, notably from counterfeit goods and ambush marketing.

The latter occurs when an advertiser associates its brand with a prominent event, such as the Super Bowl or World Cup, despite not being an official sponsor. Coinciding with the 2022Football World Cup, the enfant terrible of British marketing, Brewdog, advertised it beer as an "anti-sponsor" of the tournament, tapping into public unease about the ethics of the event, while simultaneously reminding those same people to consume its beer while watching their favorite team in Qatar.

Official sponsors may be dismayed at this sort of coat-tailing but unless the company engaged in ambush marketing infringes on an event organiser's or sponsor's trademark, there is little they can do to prevent it, especially if said advertising takes place offline, in a different country from where the event is being held.

### AI and authorship

It may be all too easy to dismiss ChatGPT as Siri on steroids, but the rise of increasingly sophisticated generative AI poses significant IP questions and even has lawyers (like every other white-collar worker, it seems) nervously cracking jokes about the service taking their job.

It is unclear whether any of the material produced by ChatGPT (or other such generative works) is copyrightable under existing laws, but the prevailing notion is that individuals using AI technology may claim copyright protection for the finished work.

Entrepreneurs have not been slow to use ChatGPT and the backlash has begun. In the US, ChatGPT powered AI lawyer DoNotPay is being sued for practicing law unlicensed and giving poor legal advice, while in April Italy became the first Western country to issue a blanket ban on the use of ChatGPT, although this was later lifted. The coming 12 months promise to be eventful in the world of intellectual property. ♦



## LEADERS LEAGUE

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# MARKETING

# The transformation of the auto industry is putting pressure on our IP work... and making it more interesting



Interview with  
**MIROSLAV ČERNÝ**  
Head of Intellectual property, ŠKODA

**"Intellectual property has a recognized role in our company"**

In order to get a picture of the challenges and opportunities Škoda faces in 2023, Leaders League spoke to Miroslav Černý, Head of Intellectual Property for Czech car-manufacturer Škoda, who shared his vision on the role of IP in the transforming automotive industry.

**LEADERS LEAGUE: What IP related challenges does Škoda face?**

**Miroslav Černý:** The challenges we currently face in the area of intellectual property result from the rapid and dramatic transformation of the automotive industry towards electromobility, autonomous driving, the Internet of Things, digitalization, the growing role of software in cars, mobility services, Industry 4.0 and other related topics.

This transformation is putting pressure on our work and at the same time making it more interesting and enjoyable as well. It has implications for all areas of our work relating to intellectual property rights, including trademarks, patents, designs, as well as risks and licensing. We have been taking appropriate measures in areas such as asset management, risk management and licensing. In recent years, we have managed to expand our competencies into new technical areas and have learned to manage a huge degree of complexity and increasing agenda.

In addition to these challenges, which are common to the entire automotive sector, Škoda has focused in recent years on consolidating its key trademark rights. One of the crucial tasks for our IP team is to build solid legal protection for our brand. In conjunction with the strengthening of the Škoda brand, a new marketing strategy was introduced last year, including a modernized form of the logo. We had the opportunity to ensure the protection of all related intellectual property rights. On this occasion, we updated the list of goods and services used for trademark applications to match the latest trends including NFTs and Metaverse. Beside traditional word and image trademarks, we also protected the sound logo and dealt with related copyright issues.

**How would you describe the IP culture and level of awareness at your company?**

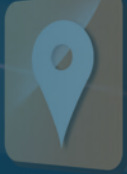
I am very pleased that intellectual property has a recognized role in our company. The importance of intellectual property has repeatedly been confirmed in recent years, when deal-

ing with practical business issues. Intellectual property considerations are firmly embedded in our internal processes, ensuring the timely protection of our innovations and preventing infringement of intellectual property of third parties. Participating in these processes and maintaining awareness of the importance of intellectual property is part of our daily work. Regular discussions with colleagues from R&D as well as Sales and Marketing help us to direct our work to where business needs lie.

**What brand protection strategies does Škoda employ?**

The issue of brand and product protection is particularly important in the automotive industry, as many counterfeited spare parts can be safety relevant. Our goal is to ensure that customers can rely on the fact that goods bearing our trademarks (usually sold in authorized trade channels) meet the high-quality requirements that ensure the safe operation of the car. To achieve this, we take a proactive approach. It pays to be persistent and consistent, because only in this way can infringers be deterred from continuing their illegal activities damaging our brand.

In addition to the traditional brand protection agenda in the form of counterfeit spare parts, accessories and merchandising goods, the number of cases of cybercrime and cyber security has increased in recent years, which represent completely new threats to our brand, to which we must respond adequately. In these areas, we take appropriate preventive measures and actively deal with detected cases. More than in the past, it is necessary to react quickly and choose effective tools to suppress this illegal activity. In addition to the traditional legal instruments aimed at combating infringements of intellectual property rights, from the production of goods to their sale, the Internet plays an increasingly important role. That's why our brand protection strategy has been adjusted and expanded to support us in addressing these new challenges. ♦



# BRANDS & E-COMMERCE



# The metaverse and crypto-currencies pose a new challenge for trademark owners



Interview with

## KERSTIN GRÜNDIG-SCHNELLE

Chairperson of the Trademark Office Practices Committee, **INTA** & Partner (Germany), **SCHALAST**

**"A trademark infringement requires likelihood of confusion resulting from identical or similar marks or goods"**

In April, the International Trademark Association (INTA) published a pair of white papers on what are largely uncharted waters with regard to intellectual property: Trademarks in the metaverse. Kerstin Gründig-Schnelle, chairperson of the Trademark Office Practices Committee at INTA, gives her thoughts on how lawyers can best assist their clients in this new environment.

**LEADERS LEAGUE: What challenges does the metaverse pose for IP?**

**Kerstin Gründig-Schnelle:** As trademark lawyers, we help our clients to navigate the metaverse challenges for their IP by reviewing their trademark portfolio and adapting it to the requirements of this new virtual environment. Clients should consider both the future business activities of their company in the metaverse and also the need for trademark protection that enables them to proceed against trademark infringements in the metaverse.

**Do you recommend filing new trademark applications for virtual goods?**

It is indeed questionable whether a trademark, for example "Levis", which is registered for clothing in class 25, covers also the use of the trademark for virtual clothing. EUIPO issued a statement regarding this question in June 2022 stating that virtual goods would be grouped in class 9 like digital content or digital images, according to EUIPO. They are distinct from so called NFTs (Non-Fungible Tokens) which certify the authenticity of a digital product.

**Are owners of trademarks that include physical goods protection able to enforce their trademarks against 'copycat' virtual goods?**

A trademark infringement requires likelihood of confusion resulting from identical or similar marks and identical or similar goods. Courts and IPOs will therefore need to assess, whether, for example, virtual jeans which may be offered in the metaverse as fashion for avatars are "similar goods" in relation to jeans in the real world.

An important criterion for this assessment may be whether there are companies in the business world which offer both types of products. In particular in the field of consumer goods, there seems to be a development that owners of well-known trademarks offer their products under the same brand also in the metaverse. Should this trend continue,

it would serve as an important argument to support the view that such goods are indeed similar.

However, we are still waiting to see precedents of EUIPO, national European Trademark Offices or courts. In view of this uncertainty, we strongly recommend our clients obtain additional trademark protection for virtual goods in class 9. Also classes 35, 41 and 42 may be relevant when covering virtual services.

**Will famous trademarks be easier to defend in such disputes than less well-known ones?**

Indeed, famous trademarks enjoy an increased scope of protection in case of unfair exploitation of the distinctive character or the high reputation of the trademark both under the EU trademark regulations and national trademark laws in EU countries. Claims for trademark infringement may therefore be easier to establish.

In the US, there was a recent legal action initiated by Hermès International enforcing its famous Birkin handbag trademark against the artist Mason Rothschild, who had produced an NFT collection called MetaBirkins that consisted of virtual recreations of Birkin handbags with fur in different colors and put them for sale on several metaverse platforms. In February, the US District Court for the Southern District of New York ruled that Hermès' trademark rights were infringed and awarded Hermès \$133,000 in damages.

**In which countries should trademark protection be sought?**

In the offline world, trademark protection is always limited by territory, while the metaverse has no such boundaries and may, in principle, be accessed from every country in the world. Trademark owners should obtain trademark protection not only in countries which are important sales markets but also in all countries with major production plants and, last but not least, in countries in which counterfeiters may be operating. ♦

# Current legal rules are sometimes ineffective in this new digital world we call the metaverse



Interview with

## CATHERINE MATEU

Chair of the Emerging Issues Committee,  
INTA & Partner (France)  
ARMENGAUD GUERLAIN

**"Digital environments call for an adaptation of the contractual practices of intellectual property rights"**

On May 16th, the International Trademark Association (INTA) issued a resolution on intellectual property rights in New Digital Ecosystems (NDEs). Catherine Mateu, Chair of INTA's Emerging Issues Committee, decodes for us the ins-and-outs of this new environment.

**LEADERS LEAGUE:** Which section of the public is concerned by this new revolution?

**Catherine Mateu:** The younger generations, our bankers, our gallery owners, everybody can be immersed in the metaverse, the digital world imagined by author Neal Stephenson in 1992 in his science-fiction work *Snow Crash*, which has come to life. NFTs (Non-Fungible Tokens), Blockchain and crypto-currency are terms the general public are already used to hearing. These new developments, which attract a wide audience of users, consumers and businesses, revolve around major brands nowadays.

**What is the basis of the New Digital Ecosystems resolution?**

The resolution on intellectual property rights in New Digital Ecosystems is based on INTA's work on NFTs and metaverse, including its white papers entitled: *NFTs - Non-Fungible Tokens and Trademarks in the Metaverse*, produced by its Emerging Issues Committee in collaboration with many other INTA Committees, and widely distributed to public authorities around the world and to people interested in trademark law and new technologies.

**What does the new resolution, adopted by INTA's Board of Directors on May 16th, stipulate?**

The resolution adopted unanimously by the INTA Board of Directors on May 16th, 2023, sets out five cardinal points, namely:

- 1 . Recognition of the possibility of the existence, exercise and infringement of intellectual property rights in NDEs,
- 2 . Application of international laws and treaties, regional laws, national laws and self-regulation regarding

the recognition and enforcement of intellectual property rights in NDEs, as well as their revision and development,

- 3 . Enforcement of some or all of the applicable intellectual property rights in NDEs to the extent that the existing or exercised intellectual property is protected by more than one type of intellectual property right, and this at the discretion of the intellectual property rights holder,
- 4 . Developing a harmonized approach between jurisdictions as far as possible for the recognition and enforcement of each type of intellectual property, recognizing the territorial limits of intellectual property rights, but also taking into account the global accessibility of these ecosystems,
- 5 . And finally, encouraging stakeholders to develop and implement tools and options for the protection and enforcement of intellectual property rights in NDEs.

**In its two aforementioned reports, you said that INTA raised a number of legal questions. What are they?**

Yes, such as: What are the specific issues raised by trademark law and NFTs in the metaverse? What challenges does the metaverse pose in this respect? Are the legal rules established in the physical world applicable in the virtual world? Do we need a lex specialist for NFTs and trademark law in the metaverse?

Although the metaverse still lacks a universal definition, it is generally perceived as a 3D, immersive and persistent virtual reality universe, which also raises questions of interoperability and contract law, and which may be based on a decentralized web. NFTs are non-interchangeable digital assets that can represent the ownership of unique

digital assets (such as photographs or videos), tangible assets (tickets, contracts) or representative assets (linked to collectibles, unique products).

It is undeniable that the metaverse has initially gained momentum with the introduction of new elements, including NFTs, which are trying to integrate themselves into the current legal landscape. In its reports, INTA points out how the sudden and massive growth of these virtual reality universes, as well as of NFTs, has prompted the legal and intellectual property communities to seek answers to questions specific to the NDEs environment. As the constant evolution of NFTs and decentralized communities is difficult to control, current legal rules are sometimes ineffective in this new digital world. Intellectual property law also needs to be protected and strengthened in these new environments, sometimes by harmonizing laws and jurisdictional approaches in this emerging digital space.

#### **From trademark registration to infringement, which challenges do the metaverse and NFTs pose?**

INTA has pointed out a number of unavoidable challenges in its aforementioned white papers, which point out the questions regarding the advisability of new trademark registrations involving the metaverse and NFTs, as well as the use of existing classes including classes 9, 35, 41 and 42 to protect di-

gital products and services, and the value of having a 46th class in the Nice classification for virtual products and services.

There are also questions about the natural diversification of tangible products and services into virtual media such as metaverses and NFTs. Similarly, the legal qualification of the use of trademarks linked to the metaverse and NFTs may be subject to questioning, both as rights-generating use, to defeat claims for lapse for lack of exploitation, or to acquire trademark rights as a result of its use, and as use that may constitute acts of infringement. Such questions are amplified by the diversity of the platforms on which such use takes place, and by their territorial attachments, given that the medium on which such use takes place may be that of a decentralized web. As a result, the usual concepts of attachment, such as habitual residence or domicile, are likely to prove inoperative.

Such digital environments call for an adaptation of the contractual practices of the intellectual property rights involved in these NDEs, and an assessment of the distribution networks due to the actions of the owners themselves, partners, consumers or even third parties.

These white papers conclude by highlighting the need to pursue awareness-raising efforts to help build a legal framework for these NDEs. The resolution INTA has just adopted is a first step in this direction. ♦

**"The metaverse has gained momentum with the introduction of NFTs, which are trying to integrate themselves into the current legal landscape"**



# Creating solid protection for IP rights should be an important element in any company's strategy



Interview with

**FERNANDA DIAZ**

Global Intellectual Property Counsel,  
**AMERICA MOVIL**

**"I strongly believe that our IP counsel are a direct extension of our team, and they have shown me they deserve to be considered as such"**

Fernanda Diaz, Global Intellectual Property Counsel at America Movil, a multinational telecom company present in more than 20 countries in the Americas and Europe, gives us her views on the protection of intellectual property rights and the main challenges facing the IP sector in Mexico.

**LEADERS LEAGUE:** Tell us briefly about your role at America Movil.

**Fernanda Diaz:** América Móvil is the leading company in integrated telecommunication services in Latin America. We offer a complete portfolio of value-added services and enhanced communication solutions in 23 countries in Latin America, Central and Eastern Europe. Our main trademarks include Telcel and Claro.

I am América Móvil's Global IP Counsel, which means that I am in charge of the management, protection and expansion of its IP rights, including trademarks, copyrights, confidential information, trade secrets, patents, trade names, licensing and entertainment. Similarly, I oversee agreements that include intellectual property matters or clauses which comply with the vision of the company, bolstering its value and ROI through adequate protection, but also from registration and contractual perspectives. This obviously goes hand-in-hand with all the rest of the company; therefore, my role is to help companies have proper protection for their rights, doing so with the invaluable help of our external counsel around the world.

**How has your previous law firm experience helped you in your current role as in-house counsel?**

In my everyday work, it's been a great source of aid! Working in a law firm such as Olivares, which is one of the leading intellectual property law firms in Mexico, helped me become a strong all-around IP practitioner and enthusiast.

My previous experience as a litigator, with specific focus on anti-counterfeit/piracy matters, helped me create and develop a vision to protect the company's IP rights proactively, rather than reactively, being cost-conscious to ensure proper housekeeping was achieved. Given my 15 years of specialization, I would say that my

vision of the intellectual property rights of a company is centered on a protective vision of the client; therefore, I view the IP rights of the company through the prism of protection.

I strongly believe that creating solid protection for IP rights is an important element in any company's strategy, and to do that, you have to take into consideration the company's scope, market trends, its competitors, and the impact of the services offered.

**How does the firm's intellectual property department work?**

We invest a lot of effort to develop an excellent team along with our IP counsel, with the aim of protecting our clients' IP rights. It is important to mention that these counsel are not only involved in the IP department; not only do we work with them on matters strictly related to the intellectual property department, but also every time we face a situation where an intellectual property matter might arise (now or in the future) – it is essential to know that you have capable and committed people by your side. I strongly believe that our IP counsel are a direct extension of our team, and to this day they have shown me they deserve to be considered as such.

**What technological tools do you use to improve the efficiency of IP department at Olivares?**

We use the technological tools that our law firm has developed over the past number of years, those that aim to create a better understating, follow up, and surveillance of IP rights, mainly as regards trademarks and domain names.

**What do you consider to be the main challenges for IP in Mexico at present?**

The main challenge is educating the Mexican society about intellectual property



rights, their importance, and how they have an impact in our daily lives, from an economic perspective. The fact that Mexico has so much cultural wealth – including art, traditions and creativity – should already be sufficient for us to understand IP rights and appreciate their importance; however, in practice, things are more complicated.

Nevertheless, universities, business associations and chambers of commerce, have been creating outreach programs to inform the Mexican people of the relevance of IP rights in our lives. Despite this, nothing worthwhile will be accomplished if the relevant stakeholders do not work hand-in-hand to reach this goal. ♦



# Pantys has transformed women's relationship with menstruation



Interview with  
**EMILY EWELL**  
CEO, PANTYS

**"No company is 100% sustainable and no product is 100% sustainable: sustainability is a commitment to be transparent and continuously improve"**

Leaders League interviewed Emily Ewell, CEO of Pantys, an innovative Brazilian femtech that specializes in absorbent underwear. She discusses the characteristics of the feminine hygiene products market in Brazil, the main environmental and social impact of Pantys, and what to expect from the brand in the next 12 months.

**LEADERS LEAGUE:** Pantys was founded in 2017 with the goal of improving the quality of women's lives during their period and reducing the environmental impact of disposable pads. What were the main challenges in developing the brand?

**Emily Ewell:** We were the first player in this segment not just in Brazil but in Latin America, so there was a huge responsibility to create a very good product. We knew that, for example, if the technology, the comfort of the garment, and even the beauty of the product were not perfect, the brand could fail. If people tried it and didn't like it, they probably wouldn't take the risk of trying another brand. We spent a lot of time designing and developing the product and made more than 50 changes to it during that process. We focused a lot on performance and comfort, as well as style, which I think is necessary for finding the right balance and creating a product that women want to use but one which also meets their needs and expectations as regards functionality.

Aside from the launch, I think the biggest challenge we face as a company is actually breaking the taboo around menstrual products in the market and inspiring people to make this lifestyle change, which is not the same as buying a new type of shoes or skirt, because it involves a change in habits and even a shift in psychology, stepping out of your comfort zone and trying a new type of product. We constantly receive feedback, and often the first purchase is by customers inspired by the environmental impact of the product, but they come back because of the comfort.

We see that it is a product that delivers more comfort and quality of life. This brings about a transformation in a woman's relationship with menstruation, making them less uncomfortable, helping them sleep better, be more productive. Over 70% of those taking part in our survey mentioned that, while wearing Pantys they

forgot they were menstruating, feeling like it was a "normal" day, and for me, that is a dream impact on a person's life, making them feel so empowered that they feel like it's just another day. In addition, we had many production challenges. Our entire stock sold out in the first three weeks after the brand's launch. We had a few months of pre-sales, followed by our first pop-up store just four months later, so we had to have a lot of courage to bring a lot of complexity to the business so quickly, with the goal of creating awareness among people and having a strong brand and category launch.

**You have over 20 years' experience in the health and consumer sector, having previously worked at companies such as Novartis and Johnson & Johnson before founding Pantys. How did these experiences help you in the conception of Pantys and in your first experience as an entrepreneur?**

I worked for many years in the healthcare industry, both in the pharmaceutical sector and in consumer, medical devices, and even NGOs, where I had the opportunity to gain experience in impact-related areas in various markets, with a focus mainly on diabetes.

Brazil has many peculiarities, and the biggest one I see in the menstrual product market is that 90% of women use external pads, while in the United States and Europe it's the opposite, there they mostly use internal tampons. It's really a cultural preference, but when we launched Pantys, I also observed that the market is very open to new innovations.

Moreover, Brazil is one of the few countries that has the entire production chain for various industries and an abundance of raw materials, including in production and content creation. So this was a huge advantage for Pantys during the launch, and I still say this today – Brazil has an incredibly creative economy and a lot of potential for

innovation, not only in the domestic market but also globally, and especially in the sustainability sector.

In Brazil, I think there is this perception that sustainability is a luxury and conscious products are more expensive, but we are working to break that perception because we want to democratize our product, so besides being sustainable, it's very important for us to have accessible products.

When we launched Sempre Livre, for example, it was the cheapest absorbent underwear in the global market, so we have a strong focus on not only having premium products but also having affordable ones that bring savings to the consumers in the long run, given their durability. Brazil is a country that is sensitive to prices, so it's something we promote more and more, the savings that a person can make by buying a Pantys product.

**Innovation and sustainability are clearly important to Pantys. Can you tell us a bit about the advances your company has made in these areas?**

I have a different view of the market, very much aligned with the vision of the B Corp system. I strongly believe that no company is 100% sustainable, no product is 100% sustainable. Sustainability is a commitment to be transparent and continuously improve as a company in all aspects, with the goal of reducing environmental damage and increase social impact.

The role of companies in society, I believe, is not just to generate financial value, but to generate value in all senses – financial, social, for their team, health, community – this is also deeply embedded in the vision of the B Corp system.

When we launched, our focus was on reducing the waste generated by disposable feminine hygiene products, and to this day we have prevented more than 700 million disposable products from going to waste. But we also have, since the launch, new environmental objectives. For example, we were the first company in the fashion sector to conduct a complete carbon emission mapping and launch the first carbon label in the Brazilian market.

We do a lot of carbon offsetting – last year, we offset 250 tons of carbon – but we also have plans for emission reduction, which is what I consider most important.

Also last year, we switched all the energy usage in our Sorocaba facility solar energy, and we also switched all our fabrics to biodegradables, thanks to technology from Rhodia, a Brazilian tech company. We have many projects focused on sustainability.

On the social side, our main focus is reducing menstrual poverty and improving access. Our product brings much more comfort and quality of life, sustainability, but also cost savings. I always say, if you give someone a disposable pad, you give them access for a month, but if you give them Pantys, you give them access for years. So that's our big goal.

We want to reach as many people as possible. Last year, we donated over 300,000 Brazilian reais worth of underwear, which was a huge effort on our part considering the size of our company. Most of our projects are in villages in the Amazon rainforest, but we also work closely with various NGOs and institutions.

**As a startup founder, what do you look for in an internal legal team and in partner law firms?**

For entrepreneurs anywhere in the world, having highly efficient legal teams is very important. The legal department can either block or enable all the innovation you want to pursue. We work with many different law firms, whether it's in civil law, trademarks, patents, or others. We have partners who help us with everything we want to do.

For example, Johnson & Johnson is one of our major partners, but is also a direct competitor, so it was a long and difficult contract to negotiate.

As an entrepreneur, it is very important to have teams that you trust implicitly, who have a proactive approach to making things happen. They should have a keen eye for protecting the company, of course, but also for finding efficient ways to make things work, because that is the main challenge in the field of innovation. Now that we are also in Europe, we have a team there too.

The legal team is involved every step of the way, and we always assemble teams that we trust implicitly.

**What can we expect from Pantys in the next 12 months?**

The role of Pantys is always to innovate and bring new products to the market. We have many innovations to launch this year. We are also a brand that is very focused on activism, so we have some projects focused on environmental, social, and public policy changes. We believe it is very important to have a brand voice in this regard and help our community evolve in the market.

As for specifics, I cannot disclose exact details of the product launches we have planned, but we will be introducing new categories of products in the areas of family care, as well as feminine care. ♦

**"Last year, we donated over 300,000 Brazilian reais worth of underwear, mostly in villages in the Amazon rainforest"**

# Trademark search and IP management software are vital for delivering better results



Interview with

**CECÍLIA ARARIPE  
VISCANTI**

Senior Legal Counsel, **VRIO CORP**

**"Many professionals outside of Latin America have a negative image of the region's IP protection capabilities"**

Cecília Araripe Visconti is a senior legal counsel at Vrio Corp, a provider of subscription-based entertainment and information services present in 11 countries in Latin America and the Caribbean. She tells us about the recent changes at the group's intellectual property department and the main IP-related challenges in Latin America.

**LEADERS LEAGUE:** What does your role consist of?

**Cecília Araripe Visconti:** I am a contract senior legal counsel at SKY Brasil and coordinate the intellectual property portfolio of Vrio Corp. and its affiliates. From a Brazil perspective, my role consists of monitoring, drafting and reviewing the contracts and IP portfolios of the group's Brazilian companies, in addition to advising on matters related to these areas. From a Latin American perspective, I am responsible for the coordination of the Latam intellectual property portfolio of Vrio group.

**What were the main challenges for your division after the sale of Vrio Corp. to the Werthein Group?**

The main challenges for our area were to restructure the intellectual property legal team in the right way and review the new group's entire portfolio. From a personal point of view, it was a challenge to start coordinating law firms in very different countries across Latin America as well as to be able to study and implement the most effective IP systems, in order to meet each of our companies' needs.

**What role do technology and innovation play in the efficiency of the IP and contracts area within your company?**

As someone who has recently been part of the process of restructuring an IP department practically from scratch, I can say with strong conviction that technology helps a great deal in all areas of a modern company. The implementation of trademark search and asset management systems has been fundamental to the organization of the IP team, as they are vital for delivering better results to

our internal customers and speeding up the processes and analyses that today's market demands. The same applies to contracts and other areas: technology has come to add value to any job position, providing agility while maintaining quality.

**What do you think are the biggest challenges in the intellectual property field in Latin America?**

For many professionals outside Latin America, the protection of intellectual property rights in this region appears extremely complex and inconsistent, due to different legislations and regulations in each country. This negative image is aggravated by contradictory decisions and excessive time for analysis of cases by the various trademark and patent offices and courts.

In addition, although IP rights are protected by laws and international treaties in Latin America, we also face challenges in effectively enforcing these laws, due to lack of resources, knowledge and the necessary technology. One of the main areas of concern is intellectual property theft, which negatively impacts our economies and the ability of creators to profit financially from their work.

Perhaps it's being simplistic regarding such a comprehensive theme, but I would say Latin American countries need to promote education, research and an innovation culture at their IP institutes, to reverse the impression described above.

**What do you value most when working with external counsel?**

When choosing an external lawyer, I look for the right skills and expertise. Lawyers we work with must have a high degree of legal knowledge, expe-

rience and understanding of the industry in which our company operates. Furthermore, for me, and external lawyer's soft skills are as important as their hard skills and, just as you would expect of an in-house lawyer, external advisors must display integrity,

teamwork, agility, critical thinking, creativity, adaptability and be effective communicators. The external lawyer who seeks not only to point out the applicable law and the risks to their client, but also to collaborate on solutions, really stands out in the market. ♦



# “Intellectual property is the pharmaceutical industry's most important asset”



Interview with

**JUAN PABLO MALFAVON**  
Legal Director LatAm, **ASTRAZENECA**

**"The most important challenge within each of the functions in pharmaceutical companies, including legal, is to seek to have the best possible climate for innovation"**

Juan Pablo Malfavon, Legal Director LatAm at AstraZeneca, discusses intellectual property in the pharmaceutical industry and the use of innovative technological tools by the company's legal department.

**LEADERS LEAGUE:** What role do technology and innovation play in the legal sector of the business?

**Juan Pablo Malfavon:** The legal departments of companies have the great challenge of carrying out the role of a true business partners that add value, and therefore it is increasingly necessary to have technological tools that allow you to simplify and maximize resources and interactions with the different departments, in order to devote as much time as possible to the strategic issues that have the biggest impact on the business.

Something that we must take advantage of in our areas is the technological impetus that the new generations are already bringing. Listening to their ideas can help us to see things from a different point of view and in some cases solve internal processes which can be improved or simplified with the use of the right technology.

One of the most important and time-consuming issues in the legal department of companies is the process of drafting, reviewing and managing all types of contracts. In this regard, digital platforms that can be developed internally or externally are very important to simplify the time that is invested from the request, preparation, negotiation, signing and safekeeping of contracts. The issue of budgets in the legal areas will always be a challenge because they are not business areas, so if it is not possible to hire platforms from external suppliers, I recommend using internal technology areas for the development of such digital platforms.

Take, for example, the issue of the electronic application of a contract: if it does not come complete with the necessary information and documentation, you cannot start the development or review. This often avoids the need to send several emails with the information and documentation of the contract (the famous back and forth emails), consuming im

portant time for both parties and on many occasions delaying the projects themselves.

Digital platforms in general can save you time in the administration and tracking of day-to-day work, time that's better spent dedicated to strategic business issues, which allows us to be involved in the most interesting and impactful matters as part of our role as in-house lawyers.

**What do you see as the major differences in pharmaceutical industry pre and post pandemic?**

During the Covid-19 pandemic the pharmaceutical industry, together with the scientific community, played a vital role in the development of vaccines to combat the virus in record time. According to information published by IFPMA (International Federation of Pharmaceutical Manufacturers and Associations), prior to 2020 the fastest vaccine developed was the Ebola vaccine, which took approximately five years, while in the Covid-19 pandemic, from the moment the genetic sequence of the virus became available until the first emergency authorization was granted for the first vaccine, took less than a year, 325 days, to be precise.

An Airfinity study estimated that AstraZeneca's vaccine helped save more than six million lives, in the first year of availability alone, that is, in the period from December 8th 2020 to December 8th 2021, during which time it was distributed in Latin America on a non-profit basis.

The most important challenge for the pharmaceutical industry during the pandemic was the need to quickly and effectively adapt its business models to the reality of the day. For example, virtual visits with physicians, delivery of medical samples, continuous medical education, launching new products and indications digitally. Business strategies and various digital platforms all had to

be developed in a short period of time to allow for the promotion of our products and the contact we had to have with the medical community, so that this critical service would not come to a standstill as many other activities had.

As we continue to deal with what seems to be the final phase of the pandemic, we must pause to consider the lessons it leaves us. The first is to take advantage of the synergy and collaboration that has been generated in the different sectors, governments, businesses and society in general, to analyze what has worked for us and prepare the mechanisms that will allow us to better combat future health emergencies. One example is the goal of the “The 100 Days Mission” (which would see governments work to ensure pandemic preparedness via the detection of diseases, early diagnosis of patients, as well as facilitating and expediting research and development of therapies and vaccines in a timeframe of no more than 100 days.

Finally, virtual connectivity has accelerated during this pandemic and on this point, the community of lawyers must commit itself to fostering the creation or adaptation of regulations that generate the promotion of digital health, such as telemedicine, the system of digital prescriptions allowing pharmacies to make home deliveries etc.

Some Latin American countries such as Argentina, Mexico, Chile and Peru also achieved important advances by allowing online judicial and administrative processes during the pandemic, to ensure continuity in the provision of judicial services, or in the case of Colombia, with virtual means that allowed family conciliation and arbitration centers to continue to provide services.

#### **What are the biggest challenges for the pharmaceutical industry in Mexico?**

The most important challenge within each of the functions in pharmaceutical companies, including legal, is to seek to have the best possible climate for innovation. The role of in-house counsel in the pharmaceutical industry is critical to generate the regulatory framework and administrative systems that allow the fulfillment of this objective. For example, promoting industry-wide initiatives to foster intellectual property protection systems, thereby strengthening the ecosystem conducive to promoting

innovation, discovery, development and access to new treatments and cures.

Evidence shows that the rate at which developing countries grow depends substantially on the transfer of technology from developed nations, and intellectual property protection in developing countries plays a critical role in determining whether such transfers take place. Robust intellectual property systems in countries help foster innovation, research and development, helping prevent and cure increasingly complex diseases and improve patients’ quality of life.

Another example is encouraging the creation of adequate regulatory frameworks that help with the implementation of protocols and clinical studies in the countries in question, which reduce the impact of certain diseases that affect so many of populations in the region. On many occasions, the decision to carry out clinical studies in a country depends on the regulatory facilities offered. Unfortunately, in this regard, this type of investment often finds its way to other continents, due to the complexity of the regulations in this region and the time involved in the development of clinical studies.

#### **What are the keys to adequate intellectual property rights management in this industry?**

Let’s remember that intellectual property is not only an engine of growth for economies globally, for the pharmaceutical industry it represents its most important asset.

A report published by NDP Analytics notes that “...countries with a high level of patent registration (those that register more patents) tend to experience higher rates of economic growth and this growth accelerates over time as patenting activities increase...”, so it is essential that Latin America continues promoting systems that guarantee the protection of intellectual property, especially taking into account that patents are considered the most effective tool to reward and encourage innovation, including all the benefits mentioned above for patients and for countries’ economies.

Some recommendations for the management of intellectual property rights are as follows: 1) make sure you have properly identified all intellectual property assets that are subject to protection (patents, trademarks, works, industrial

**"Intellectual property protection in developing countries plays a critical role in determining whether technology transfer from developed nations takes place"**

secrets, etc.); 2) protect them before the relevant authorities; 3) generate strategies that guarantee the protection of the benefits granted in the market; 4) create internal procedures and policies that guarantee their management and internal protection; 5) it is also important to train your personnel to understand the importance of these assets and avoid their misuse; among others.

Within transnational pharmaceutical companies, it is common for patents and trademarks to be centralized and managed globally by the corresponding IP areas. For example, the process of registration, follow-up and administration of patents is handled globally by the patent attorneys in the intellectual property department of companies, who coordinate directly with law firms in each country.

The local legal areas intervene on some occasions in the process on market-related issues, such as the granting of exploitation licenses when required by regulatory authorities or to assess the potential infringement of illegal generic patents, among others.

**How does management of outside counsel work, and what matters do they typically get referred?**

When handling legal matters it's important to know which matters should be handled in-house and which can be handled by outside counsel.

For example, routine day-to-day matters can be handled in-house, but cases such as those related to intellectual property, civil, commercial or administrative litigation are best handled by an expert law firm.

For matters where the support of an external lawyer is required, it is important to know how to identify the best fit for a specific case. Sometimes it is important to select a Tier 1 firm, sometimes a specialized boutique firm and sometimes an independent lawyer. Everything will depend on the nature of the matter at hand and which law firm or lawyer can best provide the results you need.

Once the firm has been selected, a fee proposal should then be requested. There are several alternatives (hourly rate, flat fee, capped fee, fixed fee, etc.), the important thing will be to see which is the best and most convenient depending on the nature of the matter, to establish adequate remuneration for the services provided, thinking of both parties with a view to establishing a long-term relationship. ♦







# ARTS, CULTURE & COPYRIGHT

# Protecting Tomorrowland's distinctive and unified identity is crucial from an IP law perspective



Interview with

**ISABELLE GHISLAIN**  
Head of Legal, **TOMORROWLAND**

**"Tomorrowland's strong brand identity has also led to more companies approaching us for collaborations, further increasing the value of our IP assets"**

Isabelle Ghislain, Head of Legal for Tomorrowland, one of the most acclaimed dance-music festivals in the world, discusses its robust intellectual property assets and its endeavors to prevent and counter infringements.

**LEADERS LEAGUE: How is Tomorrowland's legal department structured?**

**Isabelle Ghislain.** I was hired in 2019 to set-up and lead Tomorrowland's legal department. It has already been quite a ride, not forgetting Covid-19, which was challenging for the event sector. The Belgian Tomorrowland festival has been the beating heart of our organization for 15 years now. Over the years we've added several foreign projects such as Tomorrowland Winter in France and an annual summer residency at Ushuaia Ibiza. Since last year, we have been doing CORE festival, in collaboration with Livenation and started a glamping concept *Terra Solis* in Dubai. In October, we will return to Brazil with Tomorrowland.

We are also entrepreneurial outside the festival circuit. To name a few things, we have our own media house, record label, artist agency, fiction books, restaurant, fashion label and DJ academy. With our Tomorrowland Foundation, we contribute to a more sustainable future on an international level. The legal team currently has a staff of two. Of course, we do collaborate with our lawyers on legal matters, but we try to minimize their involvement. As a team, we handle as much of the legal work as we can internally. Considering the recent growth of our company, with nearly 80 new additions to the staff in the last six months, it has become crucial for us to expand our legal department. We are knee deep in planning how we would like to further expand our team.

**What do you consider the main IP assets of Tomorrowland?**

Tomorrowland has become more than a festival, it's a global community, a culture. Everything we do exudes our distinct brand identity. We offer a unique story and experience and stay true to it.

Regarding trademarks, we've built an extensive internationally protected portfolio over time. The basis is of course the

Tomorrowland world mark and logo but, we actually have over 70 trademarks in our portfolio reaching across various projects. But trademarks aren't our only IP assets. We do almost all our creative work in-house, resulting in a wealth of copyrights. Our uniquely designed stages and partner activations are carefully crafted by a strong team of artists & developers.

In addition to our physical presence, we have a significant digital footprint. We use live-streaming and social media platforms to enhance the reach and impact of our intellectual property. For example, in January we hosted a stage with our CORE concept in Mexico, creating a unique IP experience. Recently, we even launched our own record label, Tomorrowland Music, and ventured into book publishing, engaging with authors, publishers, and agents for IP contracts worldwide. We're constantly exploring new avenues and informed choices to further strengthen our intellectual property.

Our strong brand identity has also led to more companies approaching us for collaborations, further increasing the value of our IP assets. Over time we have created a beautiful range of co-branded products with partners like Absolut Vodka, JBL, Solo Vida, Ellesse, BAOBAB, Loop Earplugs.

Ultimately, the strength of our brand and trademark portfolio, along with our intricate storyline, is the foundation of our IP valuation. Our creative department, the largest in our organization, contributes to the level of detail and quality people are willing to pay for in the Tomorrowland concept. When we enter new (international) collaborations, whether or not within the entertainment business, we carefully consider and value these assets.

**Do you have some hard IP or other innovations under management?**

We're constantly seeking new and innovative ways to showcase Tomorrowland.

We're particularly fascinated by emerging technologies in the entertainment industry, and it's a topic we frequently discuss. Right now, our focus is on protecting our trademarks, copyrights, and design rights, especially when it comes to our incredible stages and creative output.

While we're not idle in this regard, it's important to understand that obtaining a patent for example requires meeting specific criteria and involves extensive research and development. It's a process we're working diligently on. As an organization, we strive to be at the forefront of innovation, ensuring that both the visual and auditory aspects of our businesses offer a unique experience. Protecting our distinct identity is crucial from an IP law perspective, and it remains a timely and significant matter for us.

In our pursuit of innovation, we believe that exploring the potential of artificial intelligence and the crypto market holds great promise. As a collective team, we delve into what these markets could offer Tomorrowland and how we can contribute in return. As a commercial company, we value not only the financial aspect but also the trustworthiness of any collaboration we undertake. Therefore, it may take a significant amount of time before we fully commit to a new venture. One area that has piqued our interest is the gaming industry, showcasing our diverse interests.

#### **How does Tomorrowland address cases of intellectual property infringement and unauthorized use of content?**

It really varies. What recurs regularly, especially in the run-up to our festivals, is ticket fraud and third parties using our (audio)visual content without our permission to promote their own products/services. We monitor this very actively and

are consistent in our approach to countering such abuse. Usually, a friendly letter is sufficient but sometimes we have to take legal action. Last year, our livestream of the festival was misused to promote another festival in another country. We also recently bumped into a copycat of our CORE stage. For our suppliers, it is a contractual obligation "to keep the magic secret" during build-up of our festivals. We do everything we can, also from a legal point of view, to ensure the uniqueness of Tomorrowland remains intact.

#### **How does Tomorrowland ensure GDPR compliance and enhance privacy measures?**

When I joined the team, one of the first steps I took was to establish a DPO office. Privacy used to fall under my jurisdiction, and it still does, but now we have a dedicated team consisting of a DPO (with legal expertise) and a more technical profile. Their role is to oversee privacy matters across the board, whether related to our suppliers, government interactions, or customer-facing operations.

#### **What specific challenges and legal considerations do you anticipate in the coming year?**

We are excited to announce that, at the end of the year, we will be returning to Brazil. As we embark on this journey, it is crucial for us to surround ourselves with experts who possess knowledge of Brazilian law. From a legal standpoint, there are numerous aspects to consider, ranging from consumer law and tax law to labor law, each with its own specificities (under Brazilian law). There are many questions to be answered and much knowledge to be gained in the process. ♦

**"In our pursuit of innovation, we believe that exploring the potential of artificial intelligence and the crypto market holds great promise"**



# “Lego’s brand-protection strategy combats online and offline piracy”



Interview with

## **ARTURO ISHBAK GONZALEZ**

Senior Corporate Counsel, **LEGO**

Arturo Ishbak Gonzalez is the Lego Group’s senior corporate counsel for the Latin America region. In this interview he explains the company’s intellectual property strategy, their fight against piracy and the main challenges to protect IP rights in the region.

**LEADERS LEAGUE:** Tell us briefly about your role at the Lego Group.

**Arturo Ishbak Gonzalez:** In the Lego Group I am responsible for the development and implementation of the company’s intellectual property strategy for the Latin American region.

In this sense, my activities are mainly focused on the protection of the intellectual property rights of the Lego Group throughout the region with an important focus on our priority countries in terms of sales and combating piracy. For this purpose, it is essential to protect trademarks, inventions – mainly patents, industrial models and designs – and copyrights, with the primary purpose of being able to use them against infringements of our intellectual property rights.

**“We continuously train authorities so they become familiar with our intellectual property rights and can more easily identify counterfeit products”**

**How does the firm’s intellectual property department work?**

The Lego Group has regional IP teams in the Americas, APAC, REEMEA and Europe, in addition to a legaltech team that has, among other roles, responsibility for the company’s online brand-protection strategy.

In the case of the Americas, the IP team is composed of two lawyers based in the United States who are in charge of the Lego Group’s IP strategy in the United

States and Canada, plus a lawyer responsible for the online IP strategy, while I am based in Mexico City and as I mentioned before, am in charge of IP strategy in Latin America.

Nevertheless, the different IP teams are in constant communication with the purpose of developing joint and consistent strategies at the global level for the protection and enforcement of our IP rights. Ongoing communication includes the use of shared databases and regular meetings to discuss common strategies.

**What is Lego’s strategy when it comes to protecting its brand and fighting piracy?**

Our brand protection strategy is divided into online and offline piracy. As a first step, we determine the priority countries for the protection of intellectual property rights; these countries are chosen according to the needs of the business in each region.

Subsequently, we register our intellectual property rights in the customs databases of the countries where the legislation allows it. Once this has been done, we continuously train authorities, either in person or virtually, through training sessions that allow them to get to know the company, become familiar with our intellectual property rights and identify counterfeit products in order to obtain alerts on imports with counterfeit products that allow us to initiate administrative or criminal actions as appropriate in each country.

The online strategy is based on the use of brand protection tools provided by e-commerce platforms, where we register our intellectual property rights so that our legaltech team can identify and remove counterfeit products that infringe our intellectual property rights. ♦



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ATTENDEES

**80+**  
SPEAKERS

**50**  
AWARDS

# **RANKINGS 2023**

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Trademark litigation .....	36

### **MEXICO**

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Enforcement & anti-counterfeiting .....	43
Media & entertainment .....	44
Data protection & cybersecurity .....	45

### **USA**

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Trademark litigation .....	48
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# NORTH AMERICA

# CANADA

## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bereskin &amp; Parr</b>	Janice Bereskin, Jonathan Burkinshaw
<b>Gowling Wlg</b>	Martha Savoy, Shelagh Carnegie, Monique Couture
<b>Smart &amp; Biggar</b>	Phillip Lapin, Mark Evans, Steven Garland
<b>EXCELLENT</b>	
<b>1 Borden Ladner Gervais</b>	Justine Wiebe, Geneviève Bergeron, Kathleen Lemieux
<b>2 Bennett Jones</b>	Stephen Burns, Dominique Hussey
<b>Norton Rose Fulbright</b>	Jean-François Drolet
<b>Osler, Hoskin &amp; Harcourt</b>	Donna White
<b>ROBIC</b>	Laurent Carrière, Catherine Bergeron
<b>HIGHLY RECOMMENDED</b>	
<b>Cassels Brock &amp; Blackwell</b>	Casey Chisick
<b>Fasken</b>	Roger Kuypers, Janine MacNeil
<b>McCarthy Tétrault</b>	Daniel Glover
<b>Ridout And Maybee</b>	Timothy Bourne, Mitchell Charness
<b>Torys</b>	Eileen McMahon, Edward Fan
<b>RECOMMENDED</b>	
<b>Aventum</b>	Chantal Bertoša
<b>Baker McKenzie</b>	Christopher Aide, Stephanie Vaccari
<b>Blake, Cassels &amp; Graydon</b>	Christine Hunter, Sunny Handa,
<b>Cpst Intellectual Property</b>	Anthony Prenol, Antonio Turco
<b>Deeth Williams Wall</b>	Gervas Wall
<b>Dentons</b>	Christopher Zelyas, Panagiota Dafniotis
<b>DLA Piper</b>	Sangeetha Punniyamoorthy
<b>Lavery</b>	Chantal Desjardins
<b>Marks &amp; Clerk</b>	Jonathan Colombo
<b>McMillan</b>	Peter Giddens
<b>Moffat &amp; Co. Macera &amp; Jarzyna</b>	Andy Jarzyna
<b>Riches Mckenzie &amp; Herbert</b>	Marta Tandori Cheng



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bereskin &amp; Parr</b>	Donald Cameron, Janice Bereskin, Terry Edwards
<b>Gowling Wlg</b>	Shelagh Carnegie
<b>Smart &amp; Biggar</b>	Mark Evans, Francois Guay, Steven Garland, Graham Hood, Mark Biernacki
<b>EXCELLENT</b>	
<b>Baker Mckenzie</b>	Jim Holloway
<b>Blake, Cassels &amp; Graydon</b>	Christine Hunter, Sunny Handa
<b>Borden Ladner Gervais</b>	Jamie Mills
<b>DLA Piper</b>	Sangeetha Punniyamoorthy
<b>Norton Rose Fulbright</b>	Christopher Wilson
<b>Osler, Hoskin &amp; Harcourt</b>	J. Bradley White
<b>ROBIC</b>	Barry Gamache
<b>HIGHLY RECOMMENDED</b>	
<b>Aird &amp; Berlis</b>	Timothy Lowman
<b>Aitken Klee</b>	Bill Mayo
<b>Bennett Jones</b>	Dominique Hussey
<b>Cassels Brock &amp; Blackwell</b>	Mark Davis
<b>Goodmans</b>	Andrew Brodtkin
<b>Marks &amp; Clerk</b>	Andrew Jones, Jonathan Colombo
<b>McMillan</b>	Peter Giddens
<b>RECOMMENDED</b>	
<b>Cpst Intellectual Property</b>	Anthony Prenol
<b>Deeth Williams Wall</b>	Gervas Wall
<b>Dentons</b>	Christopher Zelyas
<b>Fasken</b>	Marek Nitoslawski, Sébastien Roy, Jean-Philippe Mikus
<b>McCarthy Tétrault</b>	David Tait
<b>Ridout And Maybee</b>	Timothy Bourne
<b>Torys</b>	Andrew Saughnessy, Andrew Bernstein

# MEXICO

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Arochi & Lindner	Roberto Arochi
Basham Ringe y Correa	Eduardo Kleinberg, Adolfo Athié, Juan Carlos Hernandez, Mariana Vargas
Olivares	Alonso Camargo, Víctor Ramírez
Uthhoff, Gómez Vega & Uthhoff	Eryck Castillo Orive, Consuelo Gonzalez, Marcela Bolland
<b>EXCELLENT</b>	
<b>1</b> Axkati Legal	Luis Alcaraz, Eduardo Toledo
Becerril, Coca & Becerril, S.c.	Juan Carlos Amaro, Victor Adames, Roberto Durán
Calderon & De la Sierra	Carlos Mauricio Salazar Gutiérrez, Mariel Velez, Carlos Pérez de la Sierra
Dumont	Laura Collada, Ariadna Galvez, Christian Thomae, Ramon Cruz
<b>2</b> Bgbg - Bello, Gallardo, Bonequi y García, S.c.	Jonathan Rangel
Clarkemodet Mexico	Claudia Márquez, Roman Soto
Goodrich Riquelme y Asociados	Enrique Diaz
Iberbrand	Gilberto Martinez
Méndez + Cortes Abogados	Jose Juan Mendez, Emmanuel G. Cortes, Oscar Hurtado
<b>HIGHLY RECOMMENDED</b>	
Bip Legal	Leticia Natividad, Jorge Arteaga
Bufete Soni	Mariano Soni
C&L Attorneys	Ana Castañeda
González Rossi	Alejandro Gonzalez
Hogan Lovells	Bernardo Herrerias
Jáuregui y Del Valle	Israel Ledesma Meléndez

<b>Ortiz Monasterio Marcas y Patentes</b>	Fernanda Ortiz Monasterio
<b>Panamericana De Patentes y Marcas</b>	Miguel Esteva
<b>Tmi Abogados</b>	Kiyoshi Tsuru
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Fernando Robles
<b>BGAL Asociados</b>	Flor Bermudez, Inti Alva, John Murphy
<b>Bgw Legal</b>	Eduardo Birman
<b>Caype Abogados</b>	Eduardo Ostos, Pablo Carrillo Riva
<b>COREip</b>	Carla Sanchez, Jorge Gomez Robles
<b>Gm Attorneys At Law</b>	Gerardo A. Magaña Adame
<b>Ibarra, Del Paso y Gallego</b>	Juan Manuel Álvarez del Castillo
<b>Isla Del Campo</b>	Gloria Isla
<b>Mcoy Abogados</b>	Alejandro Cardenas, Eduardo Miravete
<b>Nerubay</b>	Emilio Torres Medina
<b>Noriega + Escobedo Abogados</b>	Alfredo Rangel
<b>VALUABLE PRACTICE</b>	
<b>Arias, Charua, Macias &amp; Prum</b>	Oscar Arias Corona
<b>Breakthrough Ip Intelligence</b>	Sarita Mosqueda, Alma Alvarez
<b>Cannizzo, Ortiz Y Asociados</b>	Enrique García, Stefano Amato
<b>Cordova Campos &amp; Calderón</b>	Erika Cordova
<b>De La Parra &amp; Asociados</b>	Eduardo de la Parra
<b>Easymark</b>	Oly Ayala
<b>ECIJA Mexico</b>	Georgina García
<b>Eljure Legal</b>	Maria Teresa Eljure
<b>Els - Peñalosa + Donnadieu</b>	Jean Yves Penalosa
<b>En Sus Marcas</b>	Carla Gavaldon
<b>Garcia Barragan Abogados</b>	Adriana Lopez Gonzalez
<b>Gonzalez Calvillo</b>	Pablo Hooper
<b>Legarreta y Asociados</b>	Luis Legarreta
<b>LEXINF</b>	Cynthia Solis
<b>Malpica, Iturbe, Buj Y Paredes</b>	Álvaro Huerta
<b>Müggenburg, Gorches y Peñalosa, S.C.</b>	Ana Esther Urquizo
<b>Nereo Legal</b>	Patricio Gonzalez, Jorge Montalvo
<b>Rlos Abogados</b>	Agustín Ríos
<b>Regalado &amp; Galindo Abogados</b>	Oliver Galindo Avila
<b>Solórzano Linaldi</b>	Guillermo Solorzano
<b>Specific Ip</b>	Gilberto Sánchez
<b>Von Wobeser Y Sierra</b>	Rupert Hüttler, Patricia Kaim



## YOUR MAP TO MEXICO AND LATIN AMERICA

The asymmetries of intellectual property systems in the region and the difficulties given by conflict of interest and scarce expertise in patents and technology related intellectual assets, makes it difficult to make decisions for businesses and generally IP owners.

Let Mexstrategy® guide you through the Latin American IP system. Our team of leading expert in patents, technology transfer and intellectual assets management, representing world-class companies and advising IP firms about the Mexican IP system with up to 25 years of experience, will lighten your way in maximizing the economic value of the knowledge of organizations and provide independent strategy advisory for IP firms and companies that manage patent portfolios in Mexico and Latin America.

Mexstrategy® provides sound strategies for IP enforcement, IP policy lobbying, IP rights selection for strategic protection, expert opinions for damages, strategic patent drafting, and patent validity or infringement, and even advise for selecting firms in the region for all of the above and interacting with partners for technology transfer, considering the skills and potential conflicts of interest given the scarcity of skilled patent advisors in the region.



## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Arochi &amp; Lindner</b>	Heidi Lindner, Roberto Arochi
<b>Basham Ringe y Correa Olivares</b>	Eduardo Kleinberg, Adolfo Athié, Claudio Ulloa, Juan Carlos Hernandez, Eduardo Castañeda, Mariana Vargas
<b>Uthhoff, Gómez Vega &amp; Uthhoff</b>	Daniel Sánchez, Alejandro Luna F., Sergio Olivares, Rommy Morales Saul Santoyo Orozco, Xavier Hadad
<b>EXCELLENT</b>	
<b>Becerril, Coca &amp; Becerril, S.c.</b>	Juan Carlos Amaro, Carlos Hernandez
<b>Calderon &amp; De la Sierra</b>	Carlos Pérez de la Sierra, Alberto Huerta Bleck
<b>Dumont</b>	Israel Escobedo, Laura Collada
<b>Méndez + Cortes Abogados</b>	Jose Juan Mendez, Emmanuel G. Cortés, Oscar Hurtado
<b>Panamericana De Patentes Y Marcas</b>	Miguel Esteva
<b>HIGHLY RECOMMENDED</b>	
<b>1 Goodrich Riquelme y Asociados</b>	Enrique Diaz, Guillermo Sosa
<b>Axkati Legal</b>	Alfredo Pineda, Manuel Augusto Pérez
<b>Hogan Lovells</b>	Bernardo Herrerias
<b>Müggenburg Gorches Y Peñalosa</b>	Esteban C. Gorches G., Ana Esther Urquizo
<b>Tmi Abogados</b>	Kiyoshi Tsuru
<b>2 AVA</b>	Tomas Arankowsky
<b>Baker McKenzie</b>	Fernando Robles, Marina Hurtado Cruz
<b>Bip Legal</b>	Leticia Natividad, Jorge Arteaga
<b>Bufete Soni</b>	Mariano Soni, Miguel Ortiz
<b>Iberbrand</b>	Ana Laura Vargas, Samantha González, Christian Nava, Michel Obscura, Ana Cisneros
<b>Solórzano Linaldi</b>	Guillermo Solorzano, Eréndira Frias, Christian Parra
<b>RECOMMENDED</b>	
<b>BGAL Asociados</b>	Inti Alva, Veronica Garcia
<b>Bgbg - Bello, Gallardo, Bonequi Y Garcia, S.c.</b>	Jonathan Rangel
<b>Bgw Legal</b>	Isaac Guakil
<b>C&amp;L Attorneys</b>	Jorge León
<b>COREip</b>	Jorge Gomez
<b>Els - Peñalosa + Donnadiu</b>	Jean Yves Penalosa
<b>Gm Attorneys At Law</b>	Gerardo A. Magaña Adame
<b>Malpica, Iturbe, Buj Y Paredes</b>	Alvaro Huerta Gonzalez
<b>Mcoy Abogados</b>	Alejandro Cardenas
<b>Noriega + Escobedo Abogados</b>	Alfredo Rangel
<b>Specific Ip</b>	Gilberto Sánchez
<b>Von Wobeser Y Sierra</b>	Rupert Hüttler, Patricia Kaim
<b>VALUABLE PRACTICE</b>	
<b>Alegria Martínez &amp; Fernández Wong</b>	Sergio Gutiérrez, Abraham Alegría
<b>Arias Charrua Masias &amp; Prum</b>	Oscar Arias, Elias Charrua
<b>Beltrán Fortuny &amp; Beltrán Rivera S.C.</b>	Rafael Beltrán Rivera
<b>Breakthrough Ip Intelligence</b>	Pablo Fuentes
<b>Caype Abogados</b>	Eduardo Ostos
<b>Clarkemodet Mexico</b>	Claudia Márquez, Roman Soto
<b>Cuesta Campos</b>	Mauricio Chozas
<b>Cuesta Llaca Esquivel</b>	Gaston Esquivel
<b>Gonzalez Calvillo</b>	Pablo Hooper, Alberto Pliego
<b>Gonzalez Rossi Abogados</b>	Alejandro Gonzalez
<b>Ibarra, Del Paso y Gallego</b>	Juan Manuel Álvarez del Castillo
<b>Jalife Caballero &amp; Asociados</b>	Mauricio Jalife
<b>Jáuregui y Del Valle</b>	Israel Ledesma Meléndez
<b>Eljure Legal</b>	Maria Teresa Eljure
<b>Mijares, Angoitia, Cortés y Fuentes</b>	Alejandro Diaz
<b>Nerubay</b>	Alejandro Hernández, Emilio Torres
<b>Ortiz Monasterio Marcas Y Patentes</b>	Fernanda Ortiz Monasterio
<b>Pérez Correa González</b>	Mike Margáin
<b>Rios Abogados</b>	Agustín Ríos, Joseef Saldaña
<b>Regalado &amp; Galindo</b>	Oliver Galindo
<b>Santamarina y Steta</b>	José Pablo Pérez Zea



## Our analysis

### BASHAM: COMMITTED TO THE CLIENT'S BUSINESS PRIORITIES



Eduardo Kleinberg

**Key figure(s):** Eduardo Kleinberg, Adolfo Athié, Juan Carlos Hernández, Claudio Ulloa and Eduardo Castañeda  
**Established:** 1912

**Track record:** Known for its trademark and patent prosecution capabilities, as well as IP litigation expertise related to cancellations, infringements, enforcement and counterfeiting of trademarks and copyrights. Basham also advises on the implementation of local data-protection legislation, national and international transfers of personal data, cybersecurity regulations and IT contracts.

**Team & differentiation:** With a multidisciplinary in-house team consisting of lawyers, patent attorneys, and chemists, biologists, translators and engineering experts, the firm ensures a comprehensive vision from a technical, regulatory and legal point of view, a fact that makes Basham a one-stop IP rights protection shop.

### BECERRIL, COCA & BECERRIL: ASSERTIVE STRATEGY FOR SOPHISTICATED CASES



Juan Carlos Amaro

**Key figure(s):** Juan Carlos Amaro, Octavio Espejo, Mariana González, Carlos Hernández and Victor Adames  
**Established:** 1969

**Track record:** The firm has achieved major recognition in patent and trademark prosecution and litigation strategy, with a high success rate due to the experience and deep expertise of its professionals, who represent multinational pharmaceutical, luxury apparel, consumer goods, tire, automobile, pneumatics, chemicals, technology and food companies.

**Team & differentiation:** BC&B's undeniable quality and client-centric service have seen it become a prominent intellectual property firm which is capable of creating and developing distinctive services to meet clients' most complex needs. Juan Carlos Amaro has more than 20 years' experience. He has represented local and foreign clients in more than 500 litigation cases.

### DUMONT: IP AND IT SPECIALISTS



Laura Collada

**Key figure(s):** Laura Collada, Christian Thomae, Victor Garrido and Israel Escobedo  
**Established:** 1940

**Track record:** Dumont is made up of highly experienced attorneys and technicians who specialize in the processing and registration of IP. The firm concentrates its work on patents, trademarks, copyright, IP litigation, data protection, compliance and civil and commercial law, with an emphasis on utility models, industrial designs and distinctive signs.

**Team & differentiation:** The firm is led by five partners, all of whom have extensive experience in the pharmaceutical, chemical, electronics, mechanical engineering, biotechnology and information technology sectors. Managing Partner Laura Collada's practice includes covering the full life-cycle of intellectual property rights, from consulting to filing, including the resolution of related disputes.

### UHTHOFF GOMEZ VEGA & UHTHOFF: IP TEAM WITH A STORIED HISTORY



Javier Uthoff

**Key figure(s):** Javier Uthoff, Connie González, Carlos Uthoff, Eryck Castillo, Satil Santoyo, Marcela Bolland, Eugenio Pérez and Xavier Hadad  
**Established:** 1905

**Track record:** The firm specializes in trademark and patent prosecution and registration, copyright, entertainment law, regulatory law and litigation. The wide network of associate firms the firm maintains helps clients secure protection for their intellectual property rights in multiple jurisdictions around the world. Clients typically come from the cosmetics, automotive, telecoms and pharma sectors.

**Team & differentiation:** The firm provides a comprehensive, quality service to its clients, perfected over more than a century. Javier Uthoff, who heads the patent department, has accrued significant experience helping clients including multinational companies protect various types of innovations. Connie Gonzalez, Eryck Castillo and Marcela Bolland lead the trademark area.



### METHODOLOGY

The criteria are:

- Recognition & reputation of the firm in its market
- Team size at partner and senior associate level; seniority and track record of partners
- Nature, quality and volume of matters handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Recent team expansions that have proved demonstrably successful

In the course of our research, we gather detailed information from diverse sources:

Law firms: through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

Clients: we solicit the feedback of several thousand General Counsel, CFOs, Tax Managers and CEOs of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

Qualified third-parties: we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

Peer-review: We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.

### OLIVARES: CONSOLIDATED IP FIRM



Sergio Olivares Jr.

**Key figure(s):** Sergio L. Olivares Jr, Daniel Sánchez, Abraham Díaz, Alonso Camargo, Victor Ramírez, Armando Arenas, Gustavo Alcocer, Luis C. Schmidt, Rommy Morales, Jaime Rodríguez and Alejandro Luna  
**Established:** 1969

**Track record:** The firm focuses on copyright, litigation, regulatory, anti-counterfeiting, plant variety protection, domain names, digital rights and internet-related matters. Its specialization in civil and commercial litigation and advisory services ideally complements its IP advisory services. Clients come from the pharmaceutical, food & drink, hospitality, consumer goods and consumer products sectors.

**Team & differentiation:** The team has a track record of continual success, setting precedents in patent, trademark and copyright law in Mexico. Its patent team has extensive experience in chemistry, nanotechnology, electronics, biotechnology, bioinformatics, software and mechanics and works with engineers and technical experts across Latin America. The firm is home to 11 partners and 54 associates, in addition to numerous other professionals.

Our analysis

**IBERBRAND:  
CREATIVE AND STRATEGIC APPROACH**



Diego González Rossi

**Key figure(s):** Diego González Rossi, Ana Laura Vargas, Gilberto Martínez, Francisco Capetillo and Marcelo Blanco  
**Established:** 2011

**Track record:** The firm specializes in the registration, protection and enforcement of IP assets and puts its remarkable legal knowledge and creative and innovative strategy at the service of clients in Mexico, Latin America and the Caribbean. Its list of clients includes biochemical, electronics, automotive, fashion and jewelry, social media and technology companies.

**Team & differentiation:** Iberbrand's litigation department has broad expertise in all kinds of IP matters, with Diego G. Rossi taking a personal involvement in the most complex matters the firm handles, ensuring the highest quality standards. Marcelo Blanco has more than 15 years' experience in the prosecution of patents, utility models, industrial designs and plant varieties.

**AROCHI & LINDNER:  
OUTSTANDING IP TRACK RECORD**



Roberto Arochi

**Key figure(s):** Roberto Arochi, Heidi Lindner and Jorge Mier y Concha  
**Established:** 1994

**Track record:** The firm distinguishes itself via its exceptional grasp of commercial imperatives. It has developed a tenacious IP practice praised for its technical and litigation skills in the areas of trademarks, patents, copyrights, enforcement, life sciences and advertising. Clients are drawn from sectors such as information technology, entertainment, pharmaceuticals and luxury goods.

**Team & differentiation:** The team has a deep understanding of the needs of clients and designs creative strategies to fulfill them. Roberto Arochi has more than 40 years' experience in the IP field, with particular expertise in anti-counterfeiting enforcement. Heidi Lindner is a patent litigator of reference in life sciences, while Jorge Mier y Concha is a design litigation and copyright expert.

**SPECIFIC IP:  
THRIVING IP BOUTIQUE**



Gilberto Sánchez

**Key figure(s):** Gilberto Sánchez  
**Established:** 2017

**Track record:** Specific IP offers comprehensive services in copyright, administrative litigation, industrial property litigation and Amparo proceedings. It also maintains active alliances with leading industrial property firms in Europe, Asia, Oceania, Africa, United States, Canada and Latin America. Clients come from the automotive, construction, financial and pharmaceutical sectors, among others.

**Team & differentiation:** The team makes a point of translating the complex world of IP into easily understandable insight for clients, providing effective, practical and useful solutions. Gilberto Sanchez has more than 20 years' experience as an attorney specializing in intellectual property. He previously worked at the Mexican Institute of Industrial Property (IMPI) for several years.

**RIOS:  
EFFICIENT AND PRACTICAL SOLUTIONS**

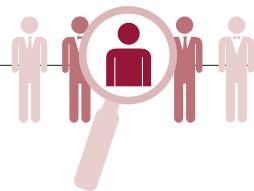


Agustín Ríos

**Key figure(s):** Agustín Ríos and Fátima Cambronero  
**Established:** 1999

**Track record:** The firm is well versed in litigation related to copyright, in addition to domain name recovery issues. The IP team's scope includes trademarks and patents, enforcement, data protection, media & entertainment and copyright. It mainly provides services to clients in the entertainment, finance, tourism, cosmetics and construction sectors.

**Team & differentiation:** Founding Partner Agustín Ríos, who handled the first domain name litigation and the first criminal complaint for computer crime in Mexican history, heads the practice alongside Fátima Cambronero. With over 22 years' experience in the field, the Mexico City firm specializes in information law, corporate law, intellectual property, copyright and litigation.



METHODOLOGY

In the course of our research, we gather detailed information from diverse sources:

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Clients: we solicit the feedback of several thousand General Counsel, CFOs, Tax Managers and CEOs of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

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- Nature, quality and volume of matters handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Recent team expansions that have proved demonstrably successful

## ENFORCEMENT & ANTI-COUNTERFEITING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Arochi &amp; Lindner</b>	Roberto Arochi, Leslie Flores
<b>Basham Ringe y Correa</b>	Adolfo Athié, Eduardo Kleinberg, Eduardo Castañeda
<b>Uthhoff, Gómez Vega &amp; Uthhoff</b>	Saul Santoyo Orozco, Xavier Hadad
<b>EXCELLENT</b>	
<b>1 Jáuregui y Del Valle</b>	Israel Ledesma Meléndez
<b>2 Becerril, Coca &amp; Becerril, S.c.</b>	Juan Carlos Amaro
<b>Dumont</b>	Israel Escobedo, Laura Collada
<b>Olivares</b>	Abraham Diaz, Alonso Camargo, Armando Arenas
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Carlos Davila-Peniche, Fernando Robles-Pesqueira
<b>Bgb - Bello, Gallardo, Bonequi Y Garcia, S.c.</b>	Jonathan Rangel
<b>Bip Legal</b>	Leticia Natividad, Jorge Arteaga
<b>C&amp;L Attorneys</b>	Jorge León
<b>Calderon &amp; De la Sierra</b>	Carlos Pérez de la Sierra, Miguel Angel Merino
<b>Iberbrand</b>	Ana Laura Vargas, Diego González Rossi
<b>Jalife Caballero &amp; Asociados</b>	Mauricio Jalife, Joel Garrido
<b>Müggenburg Gorchés Y Peñalosa</b>	Esteban C. Gorchés G., Ana Urquizo
<b>Tmi Abogados</b>	Kiyoshi Tsuru, Irely Aquique

### JAUREGUI Y DEL VALLE: GUARANTEED EXPERIENCE AND KNOW-HOW



Israel Ledesma

**Key figure(s):** Israel Ledesma and Luis Alberto Balderas Fernandez  
**Established:** 1975

**Track record:** The firm's IP practice is widely admired throughout Mexico. It provides in-depth analysis in trademark, copyright and patent matters and has broad expertise in litigation and battling counterfeiting. The firm also has deep experience of media & entertainment matters. Clients include the History Channel, Total Play, A&E entertainment and Genomma Lab.

**Team & differentiation:** The team is skilled at defense of copyright, enforcement and litigation matters. Israel Ledesma heads the IP team and has almost fifteen years' experience representing national and international companies before the Mexican authorities. He is a proactive figure in copyright legislation and an authorized arbitrator of the Mexican Copyright Office.

**MEDIA & ENTERTAINMENT****Best Law Firms**

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Jalife Caballero & Asociados	José Luis Caballero
Obon Abogados	Juan Ramon Obon
Basham Ringe y Correa	Eduardo Castañeda, Juan Carlos Hernández, Eduardo Kleinberg
De La Parra & Asociados	Eduardo de la Parra
Olivares	Luis C. Schmidt, Jaime Rodríguez
Senn, Ferrero, Asociados Sports & Entertainment	Luis Torres Septien Warren, José María Zayas
<b>EXCELLENT</b>	
Bgbg - Bello, Gallardo, Bonequi Y García, S.c.	Carlos A. Bello-Hernandez
Lexel Abogados	Genaro Fernandez, Jesus Martinez
Nerubay	Alejandro Hernández, Emilio Torres
<b>HIGHLY RECOMMENDED</b>	
Baker McKenzie	Carlos Vela-Treviño
Calderon & De la Sierra	Alberto Huerta Bleck, Paloma Contreras
Els - Peñalosa + Donnadiou	Jean-Yves Peñalosa
Solórzano Linaldi	Guillermo Solorzano, Miriam Orozco
Uhthoff, Gómez Vega & Uhthoff	Javier Uhthoff-Orive
<b>RECOMMENDED</b>	
All Entertainment Abogados	Antonio Rebollar
De Alva & Asociados	Sergio de Alva, Luis Gaya
ECIJA Mexico	Ricardo Chacon, Joaquin Rodriguez
Gonzalez Calvillo	Jorge Mondragon
Insignia Consultoria Legal	Claudia Uribe
Jauregui & Del Valle	Israel Ledesma

## DATA PROTECTION & CYBERSECURITY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Bello, Gallardo, Bonequi Y García, S.c.	Hector E. Guzman-Rodriguez, Carlos J. Díaz
Davara Abogados	Isabel Davara
<b>2</b> Basham Ringe y Correa	Adolfo Athié, Renata Buerón
Calderon & De la Sierra	Luis Mario Lemus, Carla Beltrán
<b>EXCELLENT</b>	
<b>1</b> Axkati Legal	Rosa Maria Franco
Lex Informática Abogados	Joel Gomez, Omar Soto
Rlos Abogados	Agustín Ríos, Fátima Cambroner
<b>2</b> Baker McKenzie	Carlos Vela-Treviño
Bufete Soni	Mauricio Hernandez
Novus Concilium	Juan Luis Hernandez Conde
Olivares	Abraham Diaz, Gustavo A. Alcocer
<b>HIGHLY RECOMMENDED</b>	
Bufete Quijano	Carmen Quijano
Gonzalez Calvillo	Jorge Mondragon, Alfredo Chávez, Lucía Fernández, Patricio Martínez
Jáuregui y Del Valle	Israel Ledesma Meléndez
LEXINF	Alfredo Reyes, Cynthia Solis
ProtDataMx	Cristos Velasco
<b>RECOMMENDED</b>	
Arochi & Lindner	David Quezada
Becerril, Coca & Becerril, S.c.	Emilio Garate
Cannizzo, Ortiz Y Asociados	Stefano Amato, Enrique García
ECIJA Mexico	Joaquin Rodriguez
Hogan Lovells	Ana Paula Rumualdo
Jones Day	Guillermo Larrea
Lexel Abogados	Genaro Fernandez, Jesus Martinez
Lopez Luna Abogados	Paulo López Luna
Nerubay	Alejandro Hernández
Ortiz Monasterio Marcas Y Patentes	Fernanda Ortiz Monasterio
Rapa - Ruiz Ahumada Palazuelos	Bernardo Espinosa Aranda
Solórzano Linaldi	Luis Armando López Linaldi
Tmi Abogados	Kiyoshi Tsuru

### BGBG: FAST AND ACCURATE RESPONSE TO CLIENTS' NEEDS



Carlos Bello

**Key figure(s):** Carlos Bello, Héctor Guzmán, Rolando Guevara, Carlos Díaz, Jonathan Rangel and Romeo Chora  
**Established:** 2001

**Track record:** BGBG maintains a leading position in the Mexican market in the area of TMT, data protection, privacy and eSports. It is highly specialized in satellites and MVNOs, in addition to having vast experience advising automotive companies. Clients appreciate the different teams' willingness to provide a timely response to their issues.

**Team & differentiation:** The firm provides its clients with comprehensive advice, adding value to their businesses and creating synergies with other sectors. Its TMT practice has four partners, reflecting its high level of specialization. In 2022 the firm added patent engineer, Romeo Chora to lead the patent team and boost the patent infringement capabilities of the team.

## USA

## TRADEMARK PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Fross Zelnick Lehrman &amp; Zissu</b>	Allison Strickland Ricketts, Leo Kittay, Andrew Fredbeck
<b>Kelly IP</b>	David Kelly, Lynn Jordan
<b>Kilpatrick Townsend &amp; Stockton</b>	Anthony Malutta
<b>Finnegan, Henderson, Farabow, Garrett &amp; Dunner</b>	Danny Awdeh
<b>EXCELLENT</b>	
<b>1 Arent Fox</b>	Ricardo Fischer
<b>Cowan, Liebowitz &amp; Latman</b>	Deborah Squiers
<b>DLA Piper</b>	Keith Medansky, Ann Ford
<b>Fenwick &amp; West</b>	Connie Ellerbach
<b>Haynes And Boone</b>	David Bell
<b>Pattishall, McAuliffe, Newbury, Hilliard &amp; Geraldson</b>	Brett August, Thad Chaloehtiarana
<b>Perkins Coie</b>	Patchen Haggerty
<b>Pirkey Barber</b>	Louis Pirkey
<b>2 Baker McKenzie</b>	Pamela Church
<b>Brinks, Gilson &amp; Lione</b>	Andrew Avsec
<b>Cooley</b>	John Paul Oleksiuk, Brendan Hughes
<b>Dechert</b>	Glenn Gundersen
<b>Foley &amp; Lardner</b>	Kay Schwartz, Mark Diliberti
<b>Hunton Andrews Kurth</b>	John Gary Maynard, Susan Smith
<b>K&amp;L Gates</b>	Frank Politano, Sana Hakim
<b>Knobbe Martens</b>	Jeff Van Hoosear, Susan Natland
<b>McDermott Will &amp; Emery</b>	Jennifer Mikulina
<b>HIGHLY RECOMMENDED</b>	
<b>Arnold &amp; Porter</b>	Paul Llewellyn, Louis Ederer, Matthew Salzmann
<b>Banner Witcoff</b>	Joseph Berghammer, Richard Stockton
<b>Bracewell</b>	David Ball
<b>Davis Wright Tremaine</b>	Alexandra Nicholson
<b>Dentons</b>	Carol Anne Been, Frank Benjamin
<b>Dorsey &amp; Whitney</b>	Charlene Krogh
<b>Fish &amp; Richardson</b>	Cynthia Johnson Walden
<b>Greenberg Traurig</b>	Susan Heller, Mark Galis
<b>Jones Day</b>	Meredith Wilkes
<b>Kelley Drye &amp; Warren</b>	Andrea Calvaruso
<b>King &amp; Spalding</b>	Richard Groos
<b>Ladas &amp; Parry</b>	Dennis Prahl
<b>Morgan, Lewis &amp; Bockius</b>	Karen Butcher
<b>Norton Rose Fulbright</b>	Timothy Kenny
<b>Orrick, Herrington &amp; Sutcliffe</b>	Beth Goldman
<b>Sughrue Mion</b>	Leigh Ann Lindquist
<b>Troutman Sanders</b>	Ryan Schneider, Susan Stabe
<b>Venable</b>	Andrew Price, Rebecca Liebowitz
<b>RECOMMENDED</b>	
<b>Alston &amp; Bird</b>	David Stewart
<b>Amster Rothstein &amp; Ebenstein</b>	Max Vern, Chester Rothstein
<b>Barnes &amp; Thornburg</b>	Julia Spoor Gard
<b>Leason Ellis</b>	Peter Sloane
<b>Merchant &amp; Gould</b>	Christopher Schulte, Danielle Mattessich



USA

# TRADEMARK INFRINGEMENT

## Best Investigations Firm

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
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### MAPPING

**Bishop IP Investigations**

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**Integrity Risk**

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**Investigative Consultants**

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**Kelly Pioneer Group**

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**Marksman**

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**Robert Jackson And Associates**

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**Treadstone Group**

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USA

## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Debevoise & Plimpton	David Bernstein
Fross Zelnick Lehrman & Zissu	Barbara Solomon, Laura Popp-Rosenberg
Kilpatrick Townsend & Stockton	William Brewster, David Mayberry, Theodore Davis Jr., Lisa Pearson
<b>EXCELLENT</b>	
<b>1</b> Cowan, Liebowitz & Latman	Richard Mandel, Meichelle MacGregor
Finnegan, Henderson, Farabow, Garrett & Dunner	Douglas Rettew, Danny Awdeh
Kelly IP	David Kelly
Kirkland & Ellis	Dale Cendali
Pirkey Barber	Louis Pirkey, Bill Barber, William Barber
<b>2</b> Cooley	Bobby Ghajar
Fenwick & West	Jedediah Wakefield, Andrew Bridges
Jones Day	Meredith Wilkes, John Froemming
Pattishall, McAuliffe, Newbury, Hilliard & Geraldson	Jonathan Jennings, Phillip Barengolts, Robert Sacoff
Proskauer Rose	Brendan J. O'Rourke
<b>HIGHLY RECOMMENDED</b>	
Arnold & Porter	Louis Ederer, Paul Llewellyn, Matthew Salzmann
Crowell & Moring	Andrew Avsec, Valerie Goo, Howard Michael
DLA Piper	Gina Durham
Hunton Andrews Kurth	Edward Colbert
Loeb & Loeb	David Grace, David Grossman, Douglas Masters
Morrison & Foerster	Jennifer Lee Taylor
Orrick, Herrington & Sutcliffe	Peter Vogl, Beth Goldman, David Hosp, Mark Puzella
Quinn Emanuel Urquhart & Sullivan	Robert Raskopf, Margret Caruso
Sheppard, Mullin, Richter & Hampton	Laura Chapman, Carlo Van den Bosch, Jill Pietrini
Venable	Sarah Brooks, Frank Gasparo
Weil, Gotshal & Manges	Randi Singer
<b>RECOMMENDED</b>	
Davis Wright Tremaine	G. Roxanne Elings
Fish & Richardson	Lisa Greenwald-Swire, Cynthia Johnson Walden
Greenberg Traurig	Susan Heller, Mark Galis
Knobbe Martens	Michael Friedland, Lynda Zadra-Symes
<b>VALUABLE PRACTICE</b>	
Amster Rothstein & Ebenstein	Chester Rothstein
Arent Fox	Allan Anderson, Randall Brater
Covington & Burling	Simon Frankel
Foley & Lardner	Jonathan Moskin
Katten Muchin Rosenman	Floyd Mandell
Kelley Drye & Warren	Andrea Calvaruso
King & Spalding	Kathleen McCarthy
Latham & Watkins	Jennifer Barry
Mayer Brown	John Mancini, Richard Assmus
McDermott Will & Emery	Robert Zelnick
Norton Rose Fulbright	Timothy Kenny
O'Melveny & Myers	Drew Breuder
Stephoe & Johnson	Michael Allan
Winston & Strawn	Jennifer Golinveaux





# COPYRIGHT

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Cowan, Liebowitz & Latman	Richard Mandel, Thomas Kjellberg
Fross Zelnick Lehrman & Zissu	Laura Popp-Rosenberg, David Donahue, Roger Zissu
Jenner & Block	Andrew Bart, David Singer
Kirkland & Ellis	Dale Cendali
Loeb & Loeb	Barry Slotnick
<b>2</b>	
Kilpatrick Townsend & Stockton	Joseph Petersen, James Trigg
King & Spalding	Kenneth Steintal
Mitchell Silberberg & Knupp	Karin Pagnanelli, Christine Lepera
Orrick, Herrington & Sutcliffe	Annette Hurst
Weil, Gotshal & Manges	Benjamin Marks
Winston & Strawn	Michael Elkin, Jennifer Golinveaux
<b>EXCELLENT</b>	
<b>1</b> Arnold & Porter	Jennifer Sklenar, Matthew Wolf
Fenwick & West	Andrew Bridges, Laurence Pulgram
Quinn Emanuel Urquhart & Sullivan	Margret Caruso, Todd Anten
<b>2</b>	
Davis Wright Tremaine	Peter Anderson, Nicolas Jampol, Eric Stahl
Debevoise & Plimpton	Jeffrey Cunard
Morrison & Foerster	Joyce Liou, Michael Jacobs
Munger, Tolles & Olson	Kelly Klaus, Glenn Pomerantz
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Mayer Brown	John Mancini
O'Melveny & Myers	David Eberhart, Daniel Petrocelli
Proskauer Rose	Sandra Crawshaw-Sparks
Pryor Cashman	Frank Scibilia, Ilene Farkas
<b>2</b>	
Arent Fox	Anthony Lupo
Fish & Richardson	Kristen McCallion
Katten Muchin Rosenman	Floyd Mandell
Paul, Weiss, Rifkind, Wharton & Garrison	Jay Cohen, Lynn Bayard
Venable	Joshua Kaufman
<b>RECOMMENDED</b>	
Baker & Hostetler	Oren Warshavsky
Davis & Gilbert	Sara Edelman
Latham & Watkins	Andrew Gass, Joe Wetzel
Manatt, Phelps & Phillips	Robert Jacobs, Jessica Wood
Morgan, Lewis & Bockius	Karen Butcher
Williams & Connolly	Thomas Hentoff



USA

**DATA PROTECTION & CYBERSECURITY****Best Law Firms**

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Hogan Lovells	Marcy Wilder, Harriet Pearson
Morrison & Foerster	Miriam Wugmeister
<b>2</b> Baker McKenzie	
Baker McKenzie	Brian Hengesbaugh, Lothar Determann
Cooley	Michael Rhodes, David Navetta, Matthew Brown, Travis LeBlanc
Covington & Burling	Stefanie Doebler, Anna Kraus
DLA Piper	Andrew Serwin
Hunton Andrews Kurth	Lisa Sotto
Orrick, Herrington & Sutcliffe	Doug Meal, Aravind Swaminathan, Heather Egan Sussman
<b>EXCELLENT</b>	
BakerHostetler	Theodore Kobus III
Debevoise & Plimpton	Luke Dembosky
Goodwin	Boris Segalis
Mayer Brown	Rajesh De
Reed Smith	Anthony Diana
Steptoe & Johnson	Michael Vatis
WilmerHale	Benjamin Powell, Kirk Nahra
ZwillGen	Marc Zwilling
Venable	Emilio Cividanes, Stuart Ingis
<b>HIGHLY RECOMMENDED</b>	
Akin Gump Strauss Hauer & Feld	Natasha Kohne, Michelle Reed

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**Cleary Gottlieb Steen & Hamilton** Daniel Ilan, Joon Kim, Jonathan Kolodner, Rahul Mukhi

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**Davis & Gilbert** Richard Eisert, Gary Kibel

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**Gibson, Dunn & Crutcher** Alexander Southwell

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**Kelley Drye & Warren** Alysa Hutnik

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**Latham & Watkins** Jennifer Archie, Michael Rubin, Serrin Turner

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**Loeb & Loeb** Jessica Lee, James Taylor

---

**Manatt, Phelps & Phillips** Scott Lashway, Donna Wilson

---

**McGuireWoods** Andrew Konia

---

**Perkins Coie** Janis Kestenbaum, Miriam Farhi

---

**Pillsbury Winthrop Shaw Pittman** Brian Finch, Deborah Thoren-Peden

---

**Proskauer Rose** Margaret Dale, Jeffrey Neuburger, Edward Kornreich

---

**Ropes & Gray** Edward McNicholas, Edward Black

---

**Seyfarth Shaw** Scott Carlson, John Tomaszewski

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**Sheppard, Mullin, Richter & Hampton** Craig Cardon, Liisa Thomas

---

**Sidley Austin** Alan Raul

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**Wilson Sonsini Goodrich & Rosati** Christopher Olsen

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## RECOMMENDED

**Alston & Bird** Kimberly Kiefer Peretti

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**Arnold & Porter** Ronald Lee, Kenneth Chernof, Marcus Asner

---

**Hintze Law** Mike Hintze

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**McDermott Will & Emery** Michael Morgan, Mark Schreiber, Daniel Gottlieb

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# CENTRAL AMERICA

# COSTA RICA

## GENERAL IP

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 <b>Zurcher Ip</b>	Harry Zürcher, Edgar Zurcher, Marco López
2 <b>Arias</b>	Luis Diego Castro, Simón Valverde, María del Pilar López
<b>BLP</b>	Giselle Reuben
<b>EXCELLENT</b>	
<b>Epoint</b>	Gabriela Bodden, Aaron Montero
<b>Facio &amp; Cañas</b>	Milagro Chaves
<b>Ideas</b>	Maricruz Villanea, Ana Cristina Arroyave Rojas
<b>HIGHLY RECOMMENDED</b>	
<b>Consortium Legal</b>	Fabiola Sáenz
<b>Dentons Muñoz</b>	Roy de Jesús Herrera
<b>Divimark Abogados</b>	Marianella Arias
<b>Mmonivation</b>	Andrés Hernandez, Ana Catalina Monge
<b>RECOMMENDED</b>	
<b>BDO Legal Costa Rica</b>	Gabriela Miranda
<b>Colbs Estudio Legal</b>	Sebastián Jiménez, Jessica Ward
<b>ECIJA Costa Rica</b>	Monserrat Soto
<b>Ey Law Central America</b>	Hernán Pacheco
<b>Hulbert Volio</b>	Luis Esteban Hernandez
<b>Jiménez &amp; Pacheco</b>	Sergio Jiménez, Alejandro Pacheco, Giselle Pacheco
<b>Lexincorp</b>	Arnoldo André
<b>Nassar Abogados</b>	María Lupita Quintero Nassar
<b>Oller Abogados</b>	Ricardo Vargas, Yaliam Jaime
<b>Tactic Estudio Legal</b>	Javier Escalante, Karla Villalobos



# NICARAGUA

## GENERAL IP

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Guy José Bendaña Guerrero &amp; Asociados</b>	Guy Bendaña-Guerrero, Julián Bendaña-Aragon
<b>EXCELLENT</b>	
<b>Alvarado &amp; Asociados</b>	Gloria María de Alvarado, Zayda Cubas
<b>Arias</b>	Gustavo-Adolfo Vargas
<b>Bendaña &amp; Bendaña</b>	María José Bendaña-Guerrero
<b>Estudio Caldera</b>	Martha Lorena Zelaya, Karla Mejía
<b>HIGHLY RECOMMENDED</b>	
<b>BLP</b>	Orlando Cardoza
<b>Central Law Nicaragua</b>	Álvaro Molina Vaca
<b>Dentons Muñoz</b>	Edgard Torres, Mayra Navarrete
<b>García &amp; Bodán</b>	Lía Incer Flores
<b>RECOMMENDED</b>	
<b>Consortium Legal</b>	Darliss Gordon
<b>Latin Alliance Nicaragua</b>	Ana Carolina Barquero
<b>Nassar Abogados</b>	Karen Bonilla Gaitán

# PANAMA

## INTELLECTUAL PROPERTY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Alfaro, Ferrer &amp; Ramírez</b>	Marissa Lasso de la Vega, Monique Ferrer
<b>Estudio Benedetti</b>	Ramon R. Benedetti, Audrey Williams, Diana Carolina Leandro, Ramon Benedetti Alemán
<b>Icaza, González-Ruiz &amp; Alemán</b>	Gabriela Tejada de Britton, Moisés Rivera
<b>EXCELLENT</b>	
<b>1 Guinard &amp; Noriega</b>	Luis Guinard Rennert, Vanessa Noriega
<b>Cedeño &amp; Méndez</b>	Roberto Emilio Gómez Cedeño
<b>2 Jimenez, Molino &amp; Moreno</b>	Edwin Molino, Cristina de Molino
<b>Morgan &amp; Morgan</b>	Maria Eugenia Brenes, Allen Candanedo
<b>HIGHLY RECOMMENDED</b>	
<b>Central Law</b>	Yolianna Arosemena Benedetti, Tania Chen Guillén
<b>Cld Legal</b>	Nicole Pérez
<b>Eproint Panama</b>	Alexander Garcia Lopez
<b>RECOMMENDED</b>	
<b>Arias, Fábrega &amp; Fábrega</b>	Melissa del Busto
<b>Arosemena Noriega &amp; Contreras</b>	Shanina Contreras
<b>Bufete Candanedo</b>	Lizka Rodriguez
<b>De Puy &amp; Asociados</b>	Miguel De Puy III, Delia Arosemena
<b>Moran Ip</b>	Hugo Morán R., Luz Hernandez
<b>Pedreschi &amp; Pedreschi</b>	Ivette del C. Llerena
<b>Tapia, Linares Y Alfaro</b>	Anabel Gamallo

## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>EXCELLENT</b>	
<b>De Puy &amp; Asociados</b>	Miguel De Puy III, Delia Arosemena
<b>Estudio Benedetti</b>	Audrey Williams
<b>Moran Ip</b>	Hugo Morán R.
<b>HIGHLY RECOMMENDED</b>	
<b>Bralep &amp; Co</b>	Raul Zappi, Cesar Augusto Amaya
<b>Cedeño &amp; Méndez</b>	Roberto Emilio Gómez Cedeño
<b>Guinard &amp; Noriega</b>	Luis Guinard Rennert, Marta Almanza
<b>Icaza, González-Ruiz &amp; Alemán</b>	Gabriela Tejada de Britton

A satellite view of South America at night, showing the continent illuminated by city lights. The lights are concentrated in the eastern and southern parts of the continent, with a dense network of bright yellow and orange points. The surrounding oceans are dark, and the sky is a deep blue with scattered stars. The horizon of the Earth is visible at the top of the frame, with a thin layer of atmosphere glowing in shades of blue and purple.

# SOUTH AMERICA



# MARKETING AND BUSINESS DEVELOPMENT FOR LAWYERS

## Best Communication Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
<b>LEADING</b>	
<b>Audentia</b>	Ian Badiola, Christian Fuenzalida
<b>Gericó Associates</b>	Wilfredo Murillo, Mar Gericó, Patricio Espinoza
<b>Leega Mkt</b>	Fernando Nieto
<b>Upwyse</b>	Alejandra Rojas, Natalia Knhomyshyna, Natalia Villanueva
<b>EXCELLENT</b>	
<b>C&amp;legal</b>	Judith Caliz, Alejandra Llantada
<b>Ed Comunicación Legal</b>	Fran Dominguez, Anita Encina
<b>Kidd &amp; Aitken Legal Marketing</b>	Daniel Kidd, Jacob Aitken, Giseli Farias
<b>Mirada 360°</b>	Rafael Mery, Lorena Borgo
<b>Real Comunicación Legal</b>	Jimena Altuzarra, Magdalena Rencoret
<b>HIGHLY RECOMMENDED</b>	
<b>Firm Forward</b>	Elyssa Lefreve Chayo, Maria Fernanda Cornejo
<b>Harpa Legal Marketing</b>	Marco Guasti
<b>Kerma Partners</b>	Leopoldo Hernández
<b>Trebol Comunicaciones</b>	Alejandra Vidal
<b>Williams Salas &amp; Peraza</b>	Cecilia Peraza, Paola Jiménez
<b>Ximena Urrejola (Sole Practitioner)</b>	Ximena Urrejola
<b>RECOMMENDED</b>	
<b>Attitude Consulting</b>	Marie Battier
<b>Cecilia Fontaine (Sole Practitioner)</b>	Cecilia Fontaine
<b>Bolder Legal Consulting Group</b>	Eduardo Paiz
<b>GibsonPR</b>	Charles A. Gibson
<b>Ian Wall (Sole Practitioner)</b>	Ian Wall
<b>Lets Americas</b>	Amanda Paccola
<b>Lextop</b>	Walter Cobos
<b>Lomo Comunicaciones</b>	Bruno Zavaleta Ampuero
<b>Milena Camargo (Sole Practitioner)</b>	Milena Camargo
<b>Oi Comunicaciones</b>	Horacio Chavarria
<b>PhilCox (Sole Practitioner)</b>	Phil Cox
<b>TOTL Legal Marketing</b>	Paloma Gutierrez Keever
<b>Wink Comunicaciones Legales</b>	Carola Cifuentes
<b>VALUABLE PRACTICE</b>	
<b>Bloom Coaching &amp; Marketing</b>	Victoria Pereira
<b>Cesmar Consulting</b>	Maritza Martinez
<b>Laport Coaching &amp; Strategy</b>	Andrea Aguilera Adad
<b>Leguleya</b>	Denisse Flores, Keyshey Torres

### HARPA LEGAL MARKETING: STRATEGIC MARKETING APPROACH



Marco Guasti

Key figure(s): Marco Guasti  
Established: 2021

**Track record:** Consummate legal marketing specialists with a proven track record assisting law firms worldwide with legal directory submissions and social media networks. In the past year, it has worked with over 60 clients, in more than 15 different jurisdictions, helping them with submissions to over 25 different legal directories and in developing their social media presence.

**Team & differentiation:** Harpa prides itself on offering personalized advice provided directly by director Marco Guasti, a marketing consultant and lawyer with experience in the legal publishing industry, who leads a team of marketing specialists with both law firm and legal directory experience. The firm offers help to law firms applying to legal directories and those in need of marketing and management advice.

### UPWYSE: LEGAL MARKETING EXPERTS



Alejandra Rojas

Key figure(s): Alejandra Rojas  
Established: 2019

**Track record:** UpWyse expertly plans and executes the marketing, communication and business development strategies of members of the legal sector in Latin America. It provides advice on branding, legal rankings and legal design, among other key communications topics, to law firms, legaltechs, associations and guilds, and governments, etc. The firm has offices in Colombia, Peru and Mexico.

**Team & differentiation:** UpWyse founding partner Alejandra Rojas, a lawyer with considerable legal marketing and business development knowledge, has more than a decade's worth of experience in the legal marketing field. She has worked both in the marketing department of a law firm and as an external consultant. The firm is home to a multidisciplinary team with extensive experience in the legal sector across Latin America.

# ARGENTINA

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>G. Breuer</b>	Alejandro Breuer-Moreno, Agustina M. Estrada
<b>Marval O'Farrell &amp; Mairal</b>	Sergio M. Ellmann, Juan M. López Mañán, Iris Quadrio
<b>EXCELLENT</b>	
<b>1 Berton Moreno Ip Law</b>	Juan Berton Moreno, Ricardo Amigo, Alberto Berton Moreno Jr.
<b>Ferrer Reyes, Tellechea &amp; Bouché</b>	Santiago Ferrer Reyes, Julia Elena Tellechea, Diego Bouché, Laura Plavnick
<b>Ojam Bullrich Flanzbaum</b>	Juan Carlos Ojam, Raquel Flanzbaum, Mercedes Bullrich, Diego Montangero, Camila Sirianni
<b>Palacio &amp; Asociados</b>	Hector Palacio, Mercedes Durlach, Diego Palacio
<b>2 Baker McKenzie</b>	Bernard W. Malone, Ana Paula Gallardo
<b>Hausheer Belgrano &amp; Fernández</b>	Graciela Perez, Juan Carlos de la Vega
<b>Noetinger Armando Abogados</b>	Miguel Armando, Matias Noetinger, Fernando Noetinger, Pablo Armando
<b>Richelet &amp; Richelet</b>	Roberto Parrette, Ricardo Richelet III
<b>HIGHLY RECOMMENDED</b>	
<b>Berken Ip</b>	María Aurora García, Federico Ulled, Pedro Berkenwald, Guadalupe Ocampo
<b>Bruchou &amp; Funes de Rioja</b>	Dámaso Pardo, Alejandro Barrientos
<b>Clarkmodet Argentina</b>	Maria Cecilia Aloise, Marcos Santivañez Vieyra, Maria Luisa Santa Maria

<b>Estudio Chaloupka</b>	Olga Maidana, Claudia Serritelli, María del Carmen Álvarez, Brígida Verónica Kapovic
<b>Mitrani Caballero &amp; Ruiz Moreno</b>	Ignacio Bérèterbide
<b>Obligado &amp; Cia</b>	Federico Aulmann, Juan Martin Aulmann
<b>RECOMMENDED</b>	
<b>Achával, Porcario, San Juan</b>	Laura de Achaval, Barbara Porcario
<b>Allende &amp; Brea</b>	Pablo Andrés Palazzi
<b>Barbat y Cia</b>	Matty Barbat
<b>Beccar Varela</b>	Emilio Beccar Varela, Florencia Rosati
<b>Bip Buffarini Intellectual Property</b>	Luciano Buffarini
<b>Bomchil</b>	Patricio Albornoz
<b>Brons &amp; Salas</b>	Maria José Rodríguez M.
<b>Litvin Marzorati Legales</b>	Constanza Capici
<b>Moeller IP Advisors</b>	Victoria de Lasa Andrés
<b>O'Conor &amp; Power</b>	Santiago Ricardo O'Conor
<b>Pagbam Ip</b>	Julio Francisco Lago, Fernando Alonso, Santiago M. Fiorito
<b>Ryan-Lussich &amp; Asociados</b>	Juan Felipe Porta, Matias Bembibre
<b>Sena &amp; Berton Moreno</b>	Gustavo Sena, Alfredo Marcelo Sena
<b>VALUABLE PRACTICE</b>	
<b>Herrero &amp; Asociados</b>	Ariel Juan Ibáñez
<b>IPars Abogados</b>	Federico Berger
<b>Lauritsen Marcas &amp; Patentes</b>	Ivana Betina Lauritsen
<b>Lerman &amp; Szlak</b>	Celia Lerman
<b>Ungria Patentes Y Marcas</b>	Veronica Vater

## OBLIGADO & CÍA: IN-DEPTH KNOWLEDGE OF IP RIGHTS



Juan Martin Aulmann

**Key figure(s):** Juan Martin Aulmann and Federico Aulmann  
**Established:** 1889

**Track record:** Acting in a wide range of matters, from registration of rights and portfolio handling to transactional IP work and complex litigation, the firm has a large client base, mainly consisting of individuals, emerging businesses and renowned global companies. It has a highly developed activity in patents, trademarks, industrial designs & models, in addition to domain names.

**Team & differentiation:** Obligado & Cía is run by Federico and Juan Martín Aulmann, descendants of the founder. Federico has in-depth knowledge of rising businesses and multinationals in trademark matters regarding the telecoms, technology, software and pharmaceutical sectors while, Juan Martín specializes in trademarks and patents. He is a member of ASIPI and INTA.



ARGENTINA

## IP LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>G. Breuer</b>	Pedro Breuer-Moreno, Alfonso Carles, Alejandro Breuer-Moreno
<b>Marval O'Farrell &amp; Mairal</b>	Gustavo Giay, Martín G. Chajchir, Martín Bensadón, Ignacio Sánchez Echagüe
<b>EXCELLENT</b>	
<b>1 Berton Moreno Ip Law</b>	Ricardo Amigo, Alberto Berton Moreno Jr., Juan Berton Moreno, Mariam Omran
<b>Estudio Chaloupka</b>	Claudia Serritelli, Brigida Verónica Kapovic
<b>Ferrer Reyes, Tellechea &amp; Bouché</b>	Laura Plavnick, Diego Bouche, Julia Tellechea, Santiago Ferrer Reyes
<b>Hausheer Belgrano &amp; Fernández</b>	Marina O. Fernández, Gabriela Musante, Graciela Perez
<b>Noetinger Armando Abogados</b>	Fernando Noetinger, Miguel Armando, Matias Noetinger, Pablo Armando
<b>Ojam Bullrich Flanzbaum</b>	Juan Carlos Ojam, Raquel Flanzbaum, Mercedes Bullrich, Diego Montangero
<b>2 Baker McKenzie</b>	Bernard W. Malone, Ana Paula Gallardo
<b>Obligado &amp; Cia</b>	Federico Aulmann, Juan Martin Aulmann
<b>Richelet &amp; Richelet</b>	Ricardo Richelet III, Gastón Richelet
<b>HIGHLY RECOMMENDED</b>	
<b>Achával, Porcario, San Juan</b>	Laura de Achaval
<b>Beccar Varela</b>	Emilio Beccar Varela, Florencia Rosati
<b>Berken Ip</b>	Pedro Berkenwald, Federico Ulled
<b>Brons &amp; Salas</b>	Maria José Rodríguez M.
<b>Clarkemodet Argentina</b>	María Cecilia Aloise, Marcos Santivañez Vieyra, Maria Luisa Santa Maria
<b>Moeller IP Advisors</b>	Mariano Municoy, Victoria de Lasa Andrés
<b>Pagbam Ip</b>	Fernando Alonso, Julio Francisco Lago, Santiago M. Fiorito
<b>Palacio &amp; Asociados</b>	Hector Palacio, Mingo Palacio, Mercedes Durlach, Diego Palacio
<b>RECOMMENDED</b>	
<b>Allende &amp; Brea</b>	Pablo Andrés Palazzi, Octavio Mitelman
<b>Apellaniz &amp; O'Farrell</b>	Ignacio de Apellaniz
<b>Bomchil</b>	Patricio Albornoz
<b>Bruchou &amp; Funes de Rioja</b>	Dámaso Pardo, Alejandro Barrientos
<b>Izquierdo &amp; Vicetto</b>	José María Vicetto, Juan Bautista Vicetto
<b>Litvin Marzorati Legales</b>	Melisa Litvin, Osvaldo Marzorati
<b>Mitrani Caballero &amp; Ruiz Moreno</b>	Ignacio Bèrèterbide
<b>O'Conor &amp; Power</b>	Santiago O'Conor
<b>Ryan-Lussich &amp; Asociados</b>	John Ryan-Lussich, Juan Felipe Porta, Victoria Taylor, Eugenia Krieger
<b>Sena &amp; Berton Moreno</b>	Gustavo Sena

## NOETINGER &amp; ARMANDO: THE CLIENT'S STRATEGIC PARTNER



Matias Noetinger

**Key figure(s):** Matias Noetinger, Fernando Noetinger, Miguel Armando, Mariana Bullrich, Pablo Armando, Enrique Noetinger and Juan Pringles  
**Established:** 1994

**Track record:** Noetinger Armando Abogados advises clients on all IP aspects, including patent prosecution and litigation, and also handles a range of important trademark portfolios. Noetinger Armando Abogados' roster of clients includes local and international companies from diverse sectors including pharmaceuticals, retail, TMT and construction and engineering.

**Team & differentiation:** The firm has a multidisciplinary team that is truly committed to constant innovation and providing efficient solutions to its clients, whom they accompany in a highly personalized manner. Peers consistently highlight the excellence of the firm when it comes to intellectual property litigation and anti-piracy enforcement actions.



ARGENTINA

## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>G. Breuer</b>	Alberto Ernesto Villegas, Pedro Breuer-Moreno, Alfonso C. Carlés, Jorge Otamendi
<b>Marval O'Farrell &amp; Mairal</b>	Gustavo Giay, Martín G. Chajchir
<b>EXCELLENT</b>	
<b>Ferrer Reyes, Tellechea &amp; Bouché</b>	Santiago Ferrer Reyes, Laura Plavnick, Diego Bouche , Julia Tellechea
<b>Noetinger Armando Abogados</b>	Fernando Noetinger, Matias Noetinger, Pablo Armando
<b>Ojam Bullrich Flanzbaum</b>	Juan Carlos Ojam, Mariano Peruzzotti
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Bernard W. Malone, Ana Paula Gallardo
<b>Berton Moreno Ip Law</b>	Alberto Berton Moreno Jr., Juan Berton Moreno, Ricardo Amigo
<b>Estudio Chaloupka</b>	Claudia Serritelli, Brígida Verónica Kapovic
<b>Palacio &amp; Asociados</b>	Mingo Palacio
<b>RECOMMENDED</b>	
<b>Clarkemodet Argentina</b>	María Nájera, Marcos Santivañez Vieyra
<b>Hausheer Belgrano &amp; Fernández</b>	Gabriela Musante, Graciela Perez
<b>Litvin Marzorati Legales</b>	Melisa Litvin, Constanza Capici
<b>VALUABLE PRACTICE</b>	
<b>Lauritsen Marcas &amp; Patentes</b>	Gabriela Martínez Schnaider, Ivana B. Lauritsen
<b>Mitrani Caballero &amp; Ruiz Moreno</b>	Manuel Alonso
<b>Richelet &amp; Richelet</b>	Ricardo Richelet III
<b>Ryan-Lussich &amp; Asociados</b>	Victoria Taylor, Juan Felipe Porta



## ADVERTISING & MARKETING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>EXCELLENT</b>	

<b>Abeledo Gottheil Abogados</b>	Marcelo E. Gallo
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<b>Allende &amp; Brea</b>	Pablo Andrés Palazzi
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<b>HIGHLY RECOMMENDED</b>	
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<b>Berton Moreno Ip Law</b>	Alberto Berton Moreno Jr., Ricardo Amigo, Juan Berton Moreno
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<b>Marval O'Farrell &amp; Mairal</b>	Sergio M. Ellmann
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<b>Noetinger Armando Abogados</b>	Matias Noetinger, Pablo Armando
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<b>RECOMMENDED</b>	
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<b>Beccar Varela</b>	Florencia Rosati
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<b>Bruchou &amp; Funes de Rioja</b>	Dámaso Pardo
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<b>Legal4marketing</b>	Mariano Luna
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<b>Ojam Bullrich Flanzbaum</b>	Juan Carlos Ojam, Mariano Peruzzotti
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<b>Pagbam Ip</b>	Julio F. Lago
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## DATA PROTECTION & CYBERSECURITY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Allende & Brea	Pablo Andrés Palazzi
Beccar Varela	Florencia Rosati
Marval O'Farrell & Mairal	Diego Fernandez
Ojam Bullrich Flanzbaum	Mariano Peruzzotti
<b>EXCELLENT</b>	
Avoa Abogados	Romina Iannello, Juan Dario Veltani
Lerman & Szlak	Celia Lerman, Gabriela Szlak
Richards, Cardinal, Tützer, Zabala & Zaefferer	Lisandro Frene
<b>HIGHLY RECOMMENDED</b>	
Allende Larreta & Asociados	Agustin Allende Larreta
Bomchil	Adrian Furman, Francisco Zappa
Bruchou & Funes de Rioja	Dámaso Pardo, Alejandro Barrientos, Franco Raffinetti
G. Breuer	Pedro Breuer-Moreno, Alfonso Campos Carles
Tanoira Cassagne Abogados	Juan Gregorio Pozzo
<b>RECOMMENDED</b>	
MHR Abogados	Martín Lepiane
Mitrani Caballero & Ruiz Moreno	Cristian Mitrani, Maria Paula Díaz, Julio Martinez
Pagbam Ip	Arnaldo Cisilino, Mariano Grondona, Pia Politi
Tanús, Steinborn, Kaprielan & Sáenz de Santa María - Abogados	Gustavo Tanús

# BOLIVIA

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Moreno Baldivieso</b>	Ramiro Moreno Baldivieso, Rodrigo Moreno Gutiérrez
<b>EXCELLENT</b>	
<b>Bolet &amp; Terrero</b>	Juan Ignacio Zapata
<b>Bufete Aguirre, Quintanilla, Soria &amp; Nishizawa (Baqsñ)</b>	Perla Koziner, Moira Ascarrunz
<b>DAK</b>	Carlos Arze, Pablo Kyllmann, Octavio Álvarez
<b>Landivar &amp; Landivar</b>	Martha Landivar
<b>Ppo Legal &amp; Tax</b>	Ana Valeria Escobar, Pilar Soruco
<b>HIGHLY RECOMMENDED</b>	
<b>Cervieri Monsuarez</b>	Diego Rocabado
<b>Dentons Guevara &amp; Gutiérrez</b>	Melina Curbelo
<b>Escobar &amp; Escobar</b>	Joaquín Escobar Cabezas
<b>Lima &amp; Asociados</b>	Pablo Marin Salinas
<b>W.A Mendez &amp; Asociados S.R</b>	Álvaro Siles
<b>RECOMMENDED</b>	
<b>C.R. &amp; F. Rojas – Abogados</b>	Alejandra Bernal
<b>Indacochea &amp; Asociados</b>	María José Martínez, Alonso Indacochea
<b>Garrón Bozo Abogados</b>	Rodrigo Javier Garrón Bozo
<b>Rigoberto Paredes &amp; Asociados</b>	Rigoberto Paredes Candia, Mijail Tovar
<b>Trujillo &amp; Fernandez Servicios Legales</b>	Santos Numbela, Alejandro Trujillo



## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Moreno Baldivieso</b>	Ramiro Moreno Baldivieso, Rodrigo Moreno Gutiérrez
<b>PPO Abogados</b>	Pilar Soruco, Ana Valeria Escobar
<b>EXCELLENT</b>	
<b>Bufete Aguirre, Quintanilla, Soria &amp; Nishizawa (Baqsñ)</b>	Perla Koziner, Moira Ascarrunz
<b>Cervieri Monsuarez</b>	Mónica Rivero, Diego Rocabado
<b>DAK</b>	Carlos Arze, Pablo Kyllmann, Octavio Álvarez
<b>HIGHLY RECOMMENDED</b>	
<b>Dentons Guevara &amp; Gutiérrez</b>	Melina Curbelo
<b>Landivar &amp; Landivar</b>	Martha Landivar
<b>RECOMMENDED</b>	
<b>Bolet &amp; Terrero</b>	Juan Ignacio Zapata
<b>C.R. &amp; F. Rojas – Abogados</b>	Alejandra Bernal
<b>Escobar &amp; Escobar</b>	Joaquín Escobar Cabezas
<b>Indacochea &amp; Asociados</b>	María José Martínez, Alonso Indacochea
<b>Lima &amp; Asociados</b>	Pablo Marin Salinas
<b>Rigoberto Paredes &amp; Asociados</b>	Rigoberto Paredes Candia, Mijail Tovar
<b>Trujillo &amp; Fernandez Servicios Legales</b>	Santos Numbela, Alejandro Trujillo

### LANDIVAR & LANDIVAR: CONSUMMATE INTELLECTUAL PROPERTY SPECIALISTS



Martha Landivar

Key figure(s): Martha Landivar  
Established: 1960

**Track record:** Landivar & Landivar was one of the first dedicated IP law firms in the Bolivian market, one recognized for its efficient and timely legal advice. The firm specializes in trademarks, patents, utility models, industrial designs, copyrights and IP litigation. Clients come from a diverse range of sectors, such as technology, pharmaceuticals and automotive.

**Team & differentiation:** Senior partner Martha Landivar is an internationally renowned IP attorney, who is an active member of ASIPI's Education Committee. She has a successful track record in trademark oppositions, domain names and IP litigation. The firm is made up of a team of experts who are constantly honing their craft in order to provide the most appropriate advice to clients.

# BRAZIL

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Dannemann Siemsen	L. Henrique O. do Amaral, G. Morais, P. Eduardo Siemsen, J. Eugenio Goulart, A. Gorini
<b>2</b> Gusmão & Labrunie Propriedade Intelectual Kasznar Leonardos	José Roberto Gusmão, Jacques Labrunie, Thiago Arpagaus de Souza, Vanessa Gaeta Filipe Leonardos, Flávia Tremura, Maria Pia Guerra
<b>EXCELLENT</b>	
Daniel Law	Isabella Cardozo, Robert Daniel-Shores, Carina Souza Rodrigues
Mansur Murad Advogados / Murad PMA Intellectual Property	Alexandre Fragoso Machado, Isadora Schumacher Jeong
Montauray Pimenta, Machado & Vieira de Mello	E. Magalhães Machado, C. Jaeger, J. Siqueira, R. Vieira de Mello, S. Araújo, D. Vieira de Mello
<b>HIGHLY RECOMMENDED</b>	
Bhering Advogados	Pedro Bhering, Philippe Bhering
David do Nascimento Advogados Associados	Marcello do Nascimento, Soraya I. de Mello, Adriana do Valle Garotti
Demarest Advogados	Tatiana Campello
Di Blasi, Parente & Associados	Paulo Parente Marques Mendes, Gabriel Di Blasi, Renata Hohl
Guerra IP	Cristina Guerra, Adriana Zaidan
Soerensen Garcia Advogados Associados	Mario Soerensen Garcia, Renata Corrêa Cardozo Pereira Carneiro
Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Vasconcelos
<b>RECOMMENDED</b>	
ClarkeModet	Fabrizo Pereira da Cruz, Claudio Castanheira, Patricia Falcão
Dias Teixeira Sociedade de Advogados	Diogo Dias Teixeira, Mariana Patané
Felsberg Advogados	Diogo Goulart de Oliveira Vieira
Gruenbaum, Possinhas & Teixeira	Andréa Possinhas, Luciana Noronha, Isadora Lima
Luiz Leonardos & Advogados	Luiz Leonardos, Gustavo Leonardos
MNIP - Magalhães Nogueira Sociedade de Advogados	Monica Nogueira
Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
Peduti Advogados	Cesar Peduti, Rafael Bruno Jacintho de Almeida
Pinheiro Neto Advogados	André Giacchetta, Ciro Torres Freitas, José Mauro Decoussau Machado
Ricci Propriedade Intelectual	Antonio Ferro Ricci, Helcio Ferro Ricci, Daniel Adensohn de Souza
Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur
Souto Correa Advogados	Leticia Provedel, Mariana Vicenti Taylor
Veirano Advogados	Valdir Rocha
Vilela Coelho Sociedade de Advogados	Fabricio Vilela Coelho, Fernanda Vilela Coelho
<b>VALUABLE PRACTICE</b>	
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr.
BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz
BVA - Barreto Veiga & Advogados	Danniel Barbosa Rodrigues, Felipe Barreto Veiga
Lia e Barbosa Propriedade Intelectual	Mauricio Serino Lia
Mattos Filho	Paulo Marcos Rodrigues Brancher, Fabio Ferreira Kujawski, Luiz Felipe di Sessa
Ouro Preto Advogados	Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga

# TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Dannemann Siemsen</b>	L. Henrique O. do Amaral, G. Morais, P. Eduardo Siemsen, J. Eugenio Goulart, A. Gorini
<b>Gusmão &amp; Labrunie Propriedade Intelectual</b>	José Roberto Gusmão, Jacques Labrunie, João Vieira da Cunha, Marcos Blasi
<b>Kasznar Leonardos</b>	Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral
<b>EXCELLENT</b>	
<b>Daniel Law</b>	André Oliveira, Rafael Marques Rocha, Carina Rodrigues
<b>Di Blasi, Parente &amp; Associados</b>	Paulo Parente Marques Mendes, Gabriel Di Blasi, Lucas Antoniazzi
<b>Montaury Pimenta, Machado &amp; Vieira de Mello</b>	L. Edgard Montaury Pimenta, M. Furtado de Mendonça, A. Paula Affonso Brito, Y. Fancher Machado, L. Penna
<b>HIGHLY RECOMMENDED</b>	
<b>1 BMA – Barbosa, Müssnich, Aragão</b>	Antonella Carminatti, Claudia Schulz, Pedro Frankovsky Barroso
<b>Murta Goyanes Advogados</b>	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
<b>Pinheiro Neto Advogados</b>	André Giacchetta, José Mauro Decoussau Machado, Márcio Junqueira Leite
<b>2 Bhering Advogados</b>	Isabel Milman, Philippe Bhering
<b>Licks Attorneys</b>	Eduardo Hallak, Liliane Roriz, Otto Licks
<b>Mansur Murad Advogados / Murad PMA Intellectual Property</b>	Flavia Mansur Murad, Pedro Vilhena
<b>Trench Rossi Watanabe</b>	Marcela Trigo de Souza, Flávia Rebelo, Flávia Amaral
<b>RECOMMENDED</b>	
<b>Ariboni, Fabbri &amp; Schmidt Sociedade de Advogados</b>	Hélio Fabbri Jr., Léo Denicoli Schmidt
<b>David do Nascimento Advogados Associados</b>	Marcello do Nascimento, Ana Paula Tempesta, Raphael Lemos Maia
<b>Demarest Advogados</b>	Camila Biral, Marcelo Inglez de Souza, Tatiana Campello
<b>Ricci Propriedade Intelectual</b>	Antonio Ferro Ricci, Daniel Adensohn de Souza
<b>Salusse, Marangoni, Parente e Jabur Advogados</b>	Wilson Pinheiro Jabur
<b>Souto Correa Advogados</b>	Leticia Provedel, Mariana Vicentini Taylor, João Harres
<b>VALUABLE PRACTICE</b>	
<b>Aoki, Ferreira, Mattioli &amp; Yamashita Propriedade Intelectual</b>	Tânia Aoki Carneiro
<b>BVA – Barreto Veiga Advogados</b>	Danniel Barbosa Rodrigues, Felipe Barreto Veiga
<b>Gruenbaum, Possinhas &amp; Teixeira</b>	Andréa Possinhas, Carlos Gruenbaum, Isadora Lima
<b>Luiz Leonardos &amp; Advogados</b>	L. Leonardos, G. Leonardos, P. Lusoli, S. Lemos, R. Pinho, Constanza Woltzenlogel
<b>Mommalaw - Müller Mazzone</b>	Karina Müller, Nathalia Mazzone
<b>Ouro Preto Advogados</b>	Rodrigo A. de Ouro Preto Santos
<b>Peduti Advogados</b>	Cesar Peduti Filho, Thaís de Kássia Rodrigues Almeida Penteadó
<b>SiqueiraCastro</b>	Eduardo Ribeiro Augusto
<b>Soerensen Garcia Advogados Associados</b>	Mario Soerensen Garcia
<b>Veirano Advogados</b>	Valdir Rocha

### KASZNAR LEONARDOS ADVOGADOS: TRADEMARK LITIGATION POWERHOUSE



Elisabeth Kasznar

Key figure(s): Rafael Lacaz Amaral, Elisabeth Kasznar, Claudio Barbosa, Gabriel Leonardos and Nancy Caigawa

Established: 1919

**Track record:** Outstanding intellectual property law firm recognized for its successful track record advising on must-win trademark disputes before the judiciary and the Brazilian Patent and Trademark Office (BPTO). Frequently retained for the academic pedigree of its professionals, as well as for its tailor-made services. Routinely advises on precedent-setting cases before Brazil's higher courts.

**Team & differentiation:** Based in Rio de Janeiro, with an additional office in São Paulo, the firm's trademark litigation team is composed of 21 partners and 80 associates. The department is captained by respected founding partners, Elisabeth Kasznar and Gabriel Leonardos, who collectively have 70 years of experience in the field. Trusted by prominent local and foreign companies from the food, financial services and power industries.

### MONTAURY PIMENTA, MACHADO & VIEIRA DE MELLO: DISTINGUISHED TRADEMARK LITIGATORS



Luiz Edgard Montaury Pimenta

Key figure(s): Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Ana Paula Brito, Yuri Fancher Machado, Luis Penna and Maria Eduarda Junqueira

Established: 1939

**Track record:** Distinguished trademark litigation department within a seasoned IP law firm highly regarded for its proficient counsel on high-stakes disputes involving national and international household names from the electronics, financial services and fashion industries. Well-equipped to counsel on complex mandates before Federal and State courts. Additionally valued for its high success rate and the quality of its legal opinions.

**Team & differentiation:** Rio de Janeiro-based Montaury Pimenta has a branch office in São Paulo and a trademark litigation team that consists of nine partners and four associates. Founding partner Luiz Edgard Montaury Pimenta, who has over three decades of experience in the IP market, was the president of the Brazilian Association of Intellectual Property from 2018 to 2021.



BRAZIL

## MEDIA & ENTERTAINMENT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados	Fabio Cesnik, Rodrigo Salinas, Jose Mauricio Fittipaldi, Ygor Valerio, Felipe Senna, Aline Akemi Freitas
2 Bitelli Advogados	Marcos Alberto Sant'Anna Bitelli
Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
<b>EXCELLENT</b>	
b/luz	Pedro H. Ramos
Caio Mariano Advogados	Caio Mariano, Caio Fujiyama
Lins de Vasconcelos Advogados Associados	Claudio Lins de Vasconcelos, Orlando Netto
Mattos Filho	Fabio Ferreira Kujawski, Lisa Worcman, Paulo Marcos Rodrigues Brancher
Pinheiro Neto Advogados	Raphael de Cunto, André Giacchetta, José Mauro Decoussau Machado
Sanches Advogados Associados	Sydney Sanches
Souto Correa Advogados	Leticia Provedel, Mariana Vicentini, João Carlos Arieira Harres
Schivartche Advogados	André Schivartche
<b>HIGHLY RECOMMENDED</b>	
BMA - Barbosa, Müssnich, Aragão	Antonella Carminatti
Kasznar Leonardos	Fernanda Magalhães
Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, Laetitia Maria Alice Pablo d'Hanens, Marcos Chucralla Moherdaui Blasi, Gabriela Lima
Veirano Advogados	Fábio Pereira, Valdir Rocha
<b>RECOMMENDED</b>	
BFA - Bialer Falsetti Associados	Ana Paula Bialer
Dannemann Siemsen	Peter Eduardo Siemsen, Joaquim Eugenio Goulart, Filipe Fonteles Cabral, Marcelo Mazzola
Dias Carneiro Advogados	Vanessa Pareja Lerner
Huck Otranto Camargo	Luiz Otávio Rodrigues Ferreira, Priscila Furgeri Morando
KLA Advogados	Melissa Kanô, Ana Carolina Cesar
Levy & Salomão Advogados	Simone Lahorgue Nunes
Senna Advogados	Eduardo Ghiaroni Senna, Roberta Rodrigues, Barbara Fraga
TozziniFreire Advogados	Marcela Waksman Ejnisman, Carla do Couto Hellu Battilana, Stephanie Consonni De Schryver
Trench Rossi Watanabe	Flavia Rebello, Marcela Trigo De Souza, Flavia Amaral

### CQS/FV: MEDIA & ENTERTAINMENT ROYALTY



Fabio Cesnik

Key figure(s): Fabio Cesnik, Rodrigo Salinas, José Mauricio Fittipaldi, Ygor Valerio, Felipe Senna and Aline Akemi Freitas  
Established: 1996

**Track record:** Market-leading team widely recognized as a one-stop-shop for the entertainment industry. Frequently retained for its track record advising major players from the industry, such as artists, authors, producers, studios, record labels, publishers and digital platforms. Trusted by household names such as Motion Picture Association, O2 Filmes and Mauricio de Souza Produções.

**Team & differentiation:** With offices in São Paulo, Rio de Janeiro, Brasília and Los Angeles, CQS/FV has a highly qualified team of 10 partners and 26 associates. Founding partners Fabio Cesnik, Rodrigo Salinas, José Mauricio Fittipaldi and Ygor Valério captain a firm that has established itself as the go-to name for legal advice in the entertainment industry.

# COPYRIGHT

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1 CQS/FV – Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados</b>	Guilherme Carboni, Rodrigo Salinas, José Maurício Fittipaldi, Ygor Valerio, Felipe Senna
<b>Murta Goyanes Advogados</b>	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
<b>2 Gusmão &amp; Labrunie Propriedade Intelectual</b>	João Vieira Da Cunha, Laetitia d’Hanens, Vanessa Ribeiro, Marcos Chucralla Moherdau Blasi, Gabriela Lima
<b>EXCELLENT</b>	
<b>Dannemann Siemsen</b>	Atilio Gorini, Gustavo Piva de Andrade, José Henrique Werner, Peter Eduardo Siemsen
<b>Eliane Y. Abrão Advogados Associados</b>	Eliane Y. Abrão
<b>Kasznar Leonardos</b>	Rafael Lacaz Amaral, Nancy Caigawa, Ísis Moretti
<b>Lins de Vasconcelos Advogados Associados</b>	Claudio Lins de Vasconcelos
<b>Manoel J. Pereira dos Santos - Sociedade de Advogados</b>	Manoel Joaquim Pereira dos Santos
<b>Sanches Advogados Associados</b>	Sydney Sanches
<b>Souto Correa Advogados</b>	Leticia Provedel, Mariana Vicentini Taylor, João Harres
<b>HIGHLY RECOMMENDED</b>	
<b>1 Bitelli Advogados</b>	Marcos Alberto Sant’Anna Bitelli
<b>Pinheiro Neto Advogados</b>	André Zonaro Giacchetta, José Mauro Machado, Larissa Galimberti
<b>Veirano Advogados</b>	Fábio Pereira
<b>2 Bhering Advogados</b>	Pedro Bhering, Philippe Bhering
<b>Daniel Law</b>	Alicia Daniel-Shores, Robert Daniel-Shores
<b>Gustavo Martins de Almeida Advogados</b>	Gustavo Martins de Almeida
<b>RECOMMENDED</b>	
<b>Caio Mariano Advogados</b>	Caio Mariano
<b>KLA Advogados</b>	Ana Carolina Cesar
<b>Montaury Pimenta, Machado &amp; Vieira de Mello</b>	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Maria Eduarda Junqueira
<b>Salusse, Marangoni, Parente e Jabur Advogados</b>	Wilson Pinheiro Jabur
<b>Trench Rossi Watanabe</b>	Marcela Trigo de Souza, Flávia Rebello Pereira



BRAZIL

## FASHION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
D.Portilho	Deborah Portilho
Gusmão & Labrunie Propriedade Intelectual	L. D'Hanens, J. Vieira da Cunha, T. Arpagaus de Souza, V. Ribeiro, M. Chucralla Moherdaui
Kasznar Leonardos	Gabriel Leonardos, Elisabeth Kasznar, Nancy Caigawa
<b>EXCELLENT</b>	
Dannemann Siemsen	Alvaro Loureiro Oliveira, Filipe Fonteles Cabral
L.O. Baptista Advogados	André Mendes Espírito Santo, Fabricio Bertini Pasquot Polido
Mansur Murad Advogados / Murad Pma Intellectual Property	Flavia Mansur Murad, Isadora Schumacher Jeong, Alexandre Fragoso
Montaury Pimenta, Machado & Vieira de Mello	L. Edgard Montaury Pimenta, M. Furtado de Mendonça, A. Paula Brito, M. Eduarda Junqueira, L. Penna
MOSSE IP, Fashion & Social Media Law	Cássio Mosse
Veirano Advogados	Bruna Rego Lins
<b>HIGHLY RECOMMENDED</b>	
AGFF Law - Andrade Gomes & Ferreira Filho Advogados	Andreia de Andrade Gomes
Cortez de Carvalho e Furegate Sociedade de Advogados	André Furegate, Priscila Cortez de Carvalho
Daniel Law	Isabella Cardozo, Roberta Arantes
Moreau   Valverde Advogados	Pierre Moreau, Mariana Hamar Valverde, Jean Pierre Moreau
<b>RECOMMENDED</b>	
Bhering Advogados	Pedro Bhering, Philippe Bhering
HMA Hamuche Advogados	Michelle Hamuche
Gruenbaum, Possinhas & Teixeira	Andréa Possinhas, Luciana Noronha, Isadora Lima
Baril Advogados	Natan Baril, Alysson Hautsch Oikawa, Mariana Chacur

## SPORTS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Bichara e Motta Advogados	Bichara Abidão Neto, Marcos Motta
CSMV Advogados	André Sica, Luis Fernando Carvalho, Graciema Almeida
<b>EXCELLENT</b>	
Ambiel, Belfiore, Gomes e Hanna Advogados	Carlos Eduardo Ambiel, Marcel Belfiore, Tiago Gomes
CCLA Advogados	Cristiano Caús, Márcio Fernando Andraus Nogueira, Alécio Ciaralo
PVBT Law	Rafael Botelho, Vinícius Lucílio, Flavio Torres
Tannuri Ribeiro Advogados	André Ribeiro, Breno Tannuri
<b>HIGHLY RECOMMENDED</b>	
Asseff Zonenschein Advogados	Michel Asseff Filho, Mariana Zonenschein
Cravo, Pastl e Balbuena Advogados Associados	Daniel Cravo, Francisco Balbuena Dal Forno, Rogério Pastl
Laporta Costa Associados	Leonardo Laporta Costa
Mattos de Paiva, Nogueira e Ribeiro Advogados	Gustavo Nogueira Mendes, Luiz Fernando Ribeiro, Thomaz Sousa Lima Mattos de Paiva
<b>RECOMMENDED</b>	
Campos Mello with DLA Piper	Fabio Campos Mello
Jordão & Possídio Sociedade de Advogados	Milton Jordão, Cristiano Possídio
BMA - Barbosa, Müssnich, Aragão	Victor Buturuce

## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>B/Luz</b>	Fernando Bouso, Pedro H. Ramos, Vanessa Pirro
<b>Leonardi Advogados</b>	Marcel Leonardi
<b>Mattos Filho</b>	Fabio Ferreira Kujawski, Paulo Marcos Rodrigues Brancher, Thiago Luis Sombra
<b>Pinheiro Neto Advogados</b>	Raphael de Cunto, André Zonaro Giacchetta, José Mauro Decoussau Machado
<b>EXCELLENT</b>	
<b>BMA - Barbosa, Müssnich, Aragão</b>	Felipe Palhares
<b>Machado Meyer Advogados</b>	Juliana Abrusio
<b>Opice Blum, Bruno e Vainzof Advogados Associados</b>	Renato Opice Blum, Marcos Bruno, José Roberto Opice Blum
<b>Prado Vidigal Advogados</b>	Luis Fernando Prado, Paulo Vidigal, Pedro Sanches
<b>TozziniFreire Advogados</b>	Marcela Waksman Ejnisman, Patrícia Helena Marta Martins, Carla do Couto Hellu Battilana
<b>HIGHLY RECOMMENDED</b>	
<b>Campos Mello Advogados</b>	Paula Mena Barreto
<b>Demarest Advogados</b>	Tatiana Campello, Eduardo Magrani
<b>Lefosse</b>	Paulo Lilla
<b>Peck Advogados</b>	Patricia Peck, Leandro Bissoli, Lorena Botelho
<b>Trench Rossi Watanabe</b>	Flávia Rebello, Flávia Amaral, Marcela Trigo de Souza
<b>Veirano Advogados</b>	Fábio Pereira, Valdir de Oliveira Rocha Filho, Gustavo Fróes
<b>RECOMMENDED</b>	
<b>1 Campos Thomaz &amp; Meirelles Advogados</b>	Alan Campos Elias Thomaz, Sergio Cury Meirelles, Filipe Starzynski, Juliana Gebara Sene Ikeda
<b>Daniel Law</b>	André Oliveira, Robert Daniel-Shores, Nuria López

**Dias Carneiro Advogados**

Vanessa Pareja Lerner, Eduardo Turkienicz

**Felsberg Advogados**

Clarissa Luz

**Kasznar Leonardos**

Claudio Barbosa, Nancy Caigawa

**Silveiro Advogados**

Rodrigo Azevedo, Leonardo Braga Moura, Maurício Brum Esteves

**VMCA - Vinicius Marques de Carvalho Advogados**

Marcela Mattiuzzo, Nathalie Fragoso

**2 Alexandre Atheniense Advogados**

Alexandre Atheniense

**Artese Advogados**

Gustavo Artese, Pedro Iorio

**Barcellos Tucunduva Advogados**

Karin Klempf Franco

**Kestener & Vieira Advogados**

Fabio Alonso Vieira

**Rennó Pentado Sampaio Advogados**

Ronaldo Lemos, Carlos Affonso Souza, Sergio Branco

**Serur Advogados**

Fabricio da Mota Alves

**Souto Correa Advogados**

Fernanda Girardi Tavares, Roberta Feiten

**VALUABLE PRACTICE**
**Almeida Advogados**

Márcio Chaves

**Assis e Mendes Sociedade de Advogados**

Adriano Mendes, Bianca Pinheiro, Ana Carolina Teles, Fernanda Rosa

**Cabanellos Advocacia**

Cristhian Homero Groff

**Cascione Pulino Boulos Advogados**

Marcelo Padua Lima, Brunno Morette

**CGM Advogados**

Adriano Chaves, Marcia Mandelbaum

**Dannemann Siemsen**

Filipe Fonteles Cabral

**Focaccia, Amaral e Lamonica Sociedade de Advogados - FAS Advogados**

Marcio Lamonica Bovino, Paulo Mertz Focaccia, Danilo Weiller Roque



<b>Gusmão &amp; Labrunie</b>	Vanessa Ribeiro, Carolina Martins, Felipe Bueno Zular
<b>L.O. Baptista Advogados</b>	Ana Carolina Gontijo, Denise Berzin Reupke
<b>Lobo de Rizzo Advogados</b>	Ana Paula Celidonio
<b>Loeser e Hadad Advogados</b>	Enrique Tello Hadad, Bibiana Valadares
<b>Madrona Fialho Advogados</b>	Lucas Spadano
<b>Mansur Murad Advogados / Murad PMA Intellectual Property</b>	Pedro Vilhena, Pietra Quinelato
<b>NOTABLE PRACTICE</b>	
<b>Azevedo Sette Advogados</b>	Ricardo Barretto Ferreira, Luiz Azevedo Sette
<b>Becker Bruzzi Lameirão Advogados – BBL</b>	Daniel Becker, Beatriz Haikal
<b>Chenut Oliveira Santiago Advogados</b>	Fernando A. Santiago Júnior, Iara Peixoto Melo
<b>KLA Advogados</b>	Ana Carolina Cesar
<b>Licks Attorneys</b>	Douglas Leite, Alexandre Dalmasso
<b>Mello Torres</b>	Fabricio A. Cardim de Almeida
<b>Viseu Advogados</b>	Luis Gustavo Leão
<b>Vella Pugliese Buosi e Guidoni Advogados</b>	Frederico Buosi, Patricia Barbosa, Isabella Rovesta

### CT | CAMPOS THOMAZ ADVOGADOS: DATA PROTECTION SPECIALISTS



**Alan Campos Elias Thomaz**

**Key figure(s):** Alan Campos Elias Thomaz, Sergio Cury Meirelles, Filipe Starzynski and Juliana Ikeda  
**Established:** 2020

**Track record:** Thriving technology boutique singled out for its strong track record advising major domestic and foreign companies on the full range of data protection matters, such as structuring and implementing projects related to the Brazilian General Data Protection Law (LGPD), DPO as a service, review and draft of contracts and data breach scenarios. Clients' include Telegram, Canva and McDonalds.

**Team & differentiation:** Founded in 2020 by Alan Campos Thomaz, CT's data protection department consists of four partners and 11 highly qualified associates. Thomaz has more than 12 years' experience in the legal market and an LL.M. in Law, Science and Technology from Stanford University. The firm recently welcomed a new partner, the distinguished attorney Filipe Starzynski.

### LOESER HADAD ADVOGADOS: DATA PROTECTION EXPERTS



**Enrique Tello Hadad**

**Key figure(s):** Enrique Tello Hadad  
**Established:** 1989

**Track record:** Mid-sized outfit well-known for its track record advising key names from the aviation, banking and sanitation industries in the full range of data protection matters. Capably implements and monitors privacy programs, as well advises DPOs and companies on LGPD compliance. Additionally valued for its use of cutting-edge technology, such as AI, to provide innovative, custom-built services.

**Team & differentiation:** Headquartered in São Paulo, the long-standing practice has branch offices in Brasília, Rio de Janeiro and Campinas. Founding partner Enrique Tello Hadad captains the practice, which consists of five skilled attorneys all geared towards data protection matters. Its international network of lawyers allows Loeser e Hadad to advise on complex, globalization-centric challenges.



## LGPD ADVISORS

### Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1 Deloitte</b>	André Gargaro, Marcelo Farias, José Pela Neto, Leonardo Moraes, Anselmo Bonservizzi
<b>EY</b>	Marcos Sêmola
<b>KPMG</b>	Leandro Marco Antônio
<b>2 Grant Thornton</b>	
<b>PwC</b>	Eduardo Batista, Magnus Santos, Rafael Cortes, Maressa Juricic
<b>EXCELLENT</b>	
<b>Accenture</b>	Vanessa Fonseca, Angela Maria Rosso
<b>Protiviti</b>	André Cilurzo, Alexandre Tamura, Vania Freitas, Klelio Gentilucci
<b>HIGHLY RECOMMENDED</b>	
<b>Capgemini</b>	Leonardo Carissimi
<b>Every Cybersecurity And GRC</b>	Eduardo Nery
<b>Kroll</b>	Walmir Freitas, Pedro Carazato
<b>PP&amp;C</b>	Claudio Matos, Aline Poiani, Marcos Rodrigues
<b>RECOMMENDED</b>	
<b>BDO</b>	Mauro Johashi
<b>FTI Consulting</b>	Antonio Gesteira
<b>HeadMind Partners</b>	Leandro Passos
<b>IBM</b>	Alisson Campos

# ANTI-COUNTERFEITING

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>David do Nascimento Advogados Associados</b>	Marcello do Nascimento, Mariana Benfati, Ana Luiza Gradela Reggiani
<b>Garé Advogados</b>	Luiz Claudio Garé, Elisson Garé, Sari Schneider Franco, Rodrigo Gianni Carney, Marcelo Toledo de Camargo
<b>EXCELLENT</b>	
<b>Bhering Advogados</b>	Philippe Bhering, Isabel Milman, Jiuliano Maurer
<b>Daniel Law</b>	Rafael Rocha, André Oliveira, Igor Morgado
<b>Dannemann Siemsen</b>	José Henrique Werner
<b>Kasznar Leonardos</b>	Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral
<b>SiqueiraCastro</b>	Eduardo Ribeiro Augusto
<b>HIGHLY RECOMMENDED</b>	
<b>Ariboni, Fabbri &amp; Schmidt Sociedade de Advogados</b>	Hélio Fabbri Jr., Maurício Ariboni, Lélío Denicoli Schmidt
<b>Gusmão &amp; Labrunie</b>	Thiago Arpagaus de Souza, Marcos Chucralla Moherdauí Blasi, Vanessa Ribeiro, Vanessa Gaeta
<b>Meirelles IPC</b>	Flavio Augusto Nunes de Meirelles
<b>Montaury Pimenta Machado &amp; Vieira de Mello</b>	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Yuri Fancher Machado, David Fernando Rodrigues
<b>RECOMMENDED</b>	
<b>Azevedo Sette Advogados</b>	Luiz Augusto Azevedo Sette
<b>Lippert Advogados</b>	Guilherme Mallmann Lippert, Fábio Luis de Luca, George Lippert Neto
<b>Mattos Filho</b>	Lisa Worcman, Paulo Brancher, Paula Indalecio
<b>Veirano Advogados</b>	Valdir de Oliveira Rocha Filho, Fabio Pereira, Gustavo Fróes

### GARÉ ADVOGADOS: TOP-TIER ANTI-COUNTERFEITING ADVISORS



Luiz Claudio Garé

**Key figure(s):** Luiz Claudio Garé, Elisson Garé, Sari Schneider Franco, Rodrigo Gianni Carney and Marcelo Toledo de Camargo  
**Established:** 1990

**Track record:** Front-running brand protection team singled out for its stellar track record advising heavy hitters from the luxury goods, beverages and sportswear industries on combating counterfeiting goods, trademark, patents and industrial design infringements, copyright violations and unfair competition. Highly sought out for investigations, market surveys and internet monitoring related to brand protection.

**Team & differentiation:** São Paulo-headquartered Garé Advogados has a team of five partners and nine associates dedicated to the gamut of anti-counterfeiting matters. Founding partner Luiz Claudio Garé is one of the most respected figures in the brand protection market and has taken part in some of Brazil's most emblematic sector-related cases. Of late, the firm has significantly expanded its pharmaceutical client portfolio.



BRAZIL

## LEGAL MARKETING

### Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Chiquetto Comunica	Clarice Chiquetto, Roberta Vilas Boas, Juliana Teixeira
Leal Marketing Jurídico	Flávio Leal, Tatiana Daré, Gerson Bocato
Leega MKT	Fernando Nieto, Yariana Pérez, Angéla Castillo
<b>EXCELLENT</b>	
AGomes Marketing e Desenvolvimento de Negócios	Andréia Gomes
Lets Marketing	Amanda Paccola, Rafael Gagliardi, Willian Fernandes
Winb - Estratégia e Marketing Jurídico	Quim Alcantara, Dilene Mattos, Raphaella Girão
<b>HIGHLY RECOMMENDED</b>	
Arabia Comunicação	Paula Melo Arabia, Helena Pires, Catia Silva
CMpress Comunicação Jurídica Planeja	Carolina Memran, Tatiana Akashi, Tayelen Castro
Fita Métrica Comunicação	Marcela Laje Ferreira
Secco Attuy Comunicação	Alexandre Secco, Gabriel Attuy
Harpa Legal Marketing	Marco Guasti, Fernanda Vitarelli, Gisela Christiano
<b>RECOMMENDED</b>	
BBDE Comunicação e Marketing	Bruno Pedro Bom, Priscila Marocco
Agência Javali	Leandro Ramos
Markle Comunicação	Priscilla Adaime, Mila Langel Van Erven
Original 123	Márcio Chaer, Alessandro Cristo, Silvana Deolinda
TM Comunicações	Fernanda Malcher, Caroline Romero, Jeane Morais
<b>VALUABLE PRACTICE</b>	
Aliá RP	Lígia Batista
Inrise	Alexandre Motta
Kidd Aitken Legal Marketing	Julia Horvath
Selem Bertozzi Consultoria	Rodrigo Bertozzi

### ARABIA COMUNICAÇÃO: LEGAL MARKETING SPECIALISTS



Paula Arabia

Key figure(s): Paula Arabia  
Established: 2012

**Track record:** Renowned legal marketing agency that routinely advises major law firms across Latin America. Widely respected for its stellar track record assisting clients on press relations, business development, rankings, branding, marketing, positioning and recruitment matters. Its impressive client portfolio includes Dentons, Mattos Filho and ASBZ.

**Team & differentiation:** Established in 2012, this São Paulo-based agency is led by admired founding partner Paula Arabia. Ms. Arabia has more than two decades of experience in the market and a postgraduate degree in strategic marketing from Universidade Presbiteriana Mackenzie. The agency currently has clients in 18 countries and has assisted over 2,700 professionals to date.

## CORPORATE COMMUNICATION

### Best Communication Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
<b>LEADING</b>	
<b>Edelman</b>	Ana Julião, Marcília Ursini, Natalia Martinez
<b>FSB Comunicação</b>	Marcos Trindade, Francisco Soares Brandão
<b>Ideal</b>	Ricardo Cesar, Paula Nadal
<b>Grupo In Press</b>	Kiki Moretti, Roberta Machado
<b>Grupo BCW</b>	Simone Iwasso, Rosa Vanzella
<b>EXCELLENT</b>	
<b>1 Approach Comunicação</b>	Beth Garcia, Germana Costa Moura, Tatiana Coura
<b>CDI Comunicação</b>	Antonio Salvador Silva
<b>CDN Comunicação</b>	Fábio Santos
<b>Ketchum</b>	Caio Bamberg
<b>2 Agência Fato Relevante</b>	Danilo Vivan, Angelita Gonçalves
<b>Agência Econunica</b>	Ellen Bileski, Annie Bileski
<b>Jeffrey Group</b>	Patrícia Ávila
<b>Nectar Comunicação Corporativa</b>	Marcelo Aguiar
<b>Nova PR</b>	Cláudia Vassallo, Tiago Lethbridge
<b>HIGHLY RECOMMENDED</b>	
<b>2Pró Comunicação</b>	Carolina Mendes, Giuliana Vallone, Myrian Vallone
<b>Brunswick Group</b>	Roberta Lippi
<b>Danthi Comunicações</b>	Hélio Susseking
<b>Llorente y Cuenca</b>	Thyago Mathias
<b>PiaR</b>	Bruno Pinheiro
<b>Smart PR</b>	Karina Lotze
<b>TM Comunicações</b>	Fernanda Malcher, Caroline Romero
<b>Weber Shandwick</b>	José Schiavoni
<b>RECOMMENDED</b>	
<b>Fala Criativa</b>	Maria Cecília Bere
<b>Tamer Comunicações</b>	Luis Sergio Tamer
<b>Rircardo Viveiros e Associados</b>	Ricardo Viveiros
<b>XCom</b>	Viviana Toletti, Daniel Bruin
<b>VALUABLE PRACTICE</b>	
<b>1 Agência Lema</b>	Leandro Matulja, Leticia Zioni
<b>Profile PR</b>	Gabriel Penna
<b>VCRP</b>	Vinícius Cordoni, Ludmilla Amaral
<b>ViaNews</b>	Pedro Cadina
<b>2 Circular</b>	Carla Gullo
<b>Deal Comunicações</b>	Clarissa Toscano, Stefânia Akel
<b>GWA Comunicação Integrada</b>	Waldomiro Carvas Jr
<b>Talquimy</b>	Leticia Lyra, Fábio Siqueira



BRAZIL

## ENVIRONMENT

### Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 MRS Ambiental	Alexandre Nunes da Rosa, Mariele Fontoura da Rosa
2 ERM	Ricardo Camargo
<b>EXCELLENT</b>	
Ambipar	Leon Tondowski
Ambplus	João Kramp
Brandt Meio Ambiente	Allan Brandt
Grant Thornton	Daniele Barreto e Silva, João Silvério
KPMG	Nelmara Arbex
Nint	Gustavo Pimentel
WSP Brasil	Lucila Telles
<b>HIGHLY RECOMMENDED</b>	
Deloitte	Anselmo Bonservizzi, Alex Lelis Borges
EBP	Rubens Spina, Enrico Valente
EY	Leonardo Dutra
Figueiredo & Associados - Perícias, Avaliações e Ambiental	Adriano de Figueiredo, Flavio Figueiredo
ImaFlora	Marina Piatto, Luiz Iaquinta
JGP Gestão Ambiental	Ana Maria Iversson de Piazza, Juan Gottardo Piazza
PwC	Eliane Kihara
Walm	Jacinto Costanzo Junior
<b>RECOMMENDED</b>	
Clam	Marcelo Rocha Figueiredo
Ideia Sustentável	Ricardo Voltolini
Oikos Ambiental	Thaís Flávia de Menezes
Tera Ambiental	Maria Camila Giannella
WayCarbon	Breno Rates
<b>VALUABLE PRACTICE</b>	
Ambientare	Luciana Lorena
Bicho do mato	Roberto Murta
Concremat	Mauro Viegas Neto
Green View Engenharia e Consultoria Ambiental	César Thomaz

## SOCIAL RESPONSIBILITY

### Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> IDIS	Paula Jancso Fabiani, Marcos Alexandre Manoel, Guilherme Sylos
Instituto Phi	Luiza Serpa
<b>2</b>	
Atados	Daniel Morais Assunção, Alana Jorge
Phomenta	Rodrigo Cavalcante
<b>EXCELLENT</b>	
Compreender - Consultoria em Responsabilidade Social	Monica Maldonado, Lais Alamy, Laudiene Alcantara
KPMG	Raphael Soré, André Winter, Márcio Barreto
MGN Consultoria	Marcelo Nonohay
<b>HIGHLY RECOMMENDED</b>	
ponteAponte	Rachel Añón, Vanessa Prata, Tiana Vilar Lins
Prosas	Bruno Barroso, Tadzia Schanoski
Quintessa	Anna de Souza Aranha, Gabriela Bonotti
REOS Partners	Christel Scholten, Guilherme Rodrigues, Ana Paula Borges
Simbi	Mathieu Anduze, Raphael Mayer
Sitawi	Leonardo Letelier
<b>RECOMMENDED</b>	
Agenda Pública	Sergio Andrade
Bússola Social	Vinicius Schlup, Aureo Giunco Jr.
Incentiv.me	Douglas Nicolau
Proactiva	Rafael Benke, Alice Kasznar
Synergia Consultoria Socioambiental	Maria Albuquerque, Alessandra Benevides, Alexandre Araujo

# CHILE

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> <b>Carey</b>	Francisco Carey, Guillermo Carey
<b>Sargent &amp; Krahn</b>	Alfredo Montaner
<b>SILVA</b>	Juan Pablo Silva, Ricardo Montero, Francisco Silva, Rodrigo León
<b>2</b> <b>Albagli Zaliasnik</b>	Eugenio Gormáz, Ariela Agosin
<b>Alessandri</b>	Santiago Ortuzar, Rodrigo Velasco A.
<b>Covarrubias</b>	Sofía Covarrubias
<b>Villaseca Abogados</b>	Max Villaseca, Bernardo Serrano S.
<b>EXCELLENT</b>	
<b>Claro &amp; Cia</b>	Felipe Claro
<b>Johansson &amp; Langlois</b>	Christopher Doxrud
<b>Porzio Rios García</b>	Cristobal Porzio, Hernan Rios
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> <b>Beuchat - Barros &amp; Pfenninger</b>	Andres Melossi
<b>Dellafiori</b>	Franco Dellafiori
<b>Jarry Ip</b>	Magdalena Barros, Arantazu Bermudez
<b>Marinovic Y Cia</b>	Luis Olmedo
<b>2</b> <b>Clarkemodet Chile</b>	Samuel Hammer, Danica Mardesic
<b>Puga Ip</b>	Juan Enrique Puga
<b>Puga Ortiz</b>	Cristian Mir Balmaceda
<b>Sáenz de Santa María Abogados</b>	Pablo Sáenz de Santa María, José Manuel Urenda
<b>RECOMMENDED</b>	
<b>Andes IP</b>	Rodrigo Sammut, Andrea Lobos
<b>Baker McKenzie</b>	Valentina Venturelli
<b>CMS Carey &amp; Allende</b>	Matías Somarriva
<b>Cooper &amp; Cia</b>	Rodrigo Cooper
<b>Flores Acevedo Abogados</b>	Pablo Acevedo, Carolina Toro
<b>Larrain &amp; Asociados</b>	José Baraona
<b>Magliona Abogados</b>	Claudio Magliona, Nicolás Yuraszeck
<b>Muñoz Jeanneret Álvarez Abogados</b>	Noëlle Jeanneret, Carmen Paz Álvarez
<b>Russi Eguiguren / Quadrant</b>	Nicole Alfero, Francisca Figueroa
<b>Santa Cruz IP</b>	Maximiliano Santa Cruz, Gonzalo Sánchez, Catalina Olivos
<b>Scr Abogados</b>	Juan Francisco Reyes
<b>VALUABLE PRACTICE</b>	
<b>BBD Legal</b>	Javiera Badilla, Agustina Davis
<b>De La Barra, Ernst &amp; Siebel</b>	Christian Ernst S.
<b>Dentons Larrain Rencoret</b>	María Carolina del Río
<b>Diaz Wiechers</b>	Francisco Viollo
<b>Guerrero Olivos</b>	Diego Morandé
<b>MICP Legal</b>	Rodrigo Marré
<b>Morales &amp; Besa</b>	Juan Ignacio Eymin
<b>MUK - Mühlenbrock &amp; Kühner</b>	Alexander Mühlenbrock
<b>Obrador Digital</b>	María José Arancibia
<b>Paiva &amp; Cia Intellecta</b>	Gabriela Paiva
<b>Pereira Covarrubias Montes</b>	Rafael Covarrubias
<b>Vae Abogados</b>	Juan Pablo De la Jara
<b>Zamora IP</b>	Juan Pablo Zamora



## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Albagli Zaliasnik</b>	Eugenio Gormáz, Ariela Agosin
<b>Alessandri</b>	Santiago Ortuzar, Rodrigo Velasco A.
<b>Carey</b>	Francisco Carey, Guillermo Carey
<b>Sargent &amp; Krahn</b>	Juan Pablo Egaña, Alfredo Montaner
<b>EXCELLENT</b>	
<b>Claro &amp; Cia</b>	Felipe Claro
<b>Covarrubias</b>	Arturo Covarrubias
<b>Porzio Rios Garcia</b>	Hernan Rios, Marcelo Correa
<b>SILVA</b>	Andrés Grunewaldt
<b>Villaseca Abogados</b>	Max Villaseca
<b>HIGHLY RECOMMENDED</b>	
<b>Beuchat - Barros &amp; Pfenninger</b>	Andres Melossi
<b>CMS Carey &amp; Allende</b>	Matias Somarriva
<b>Dellafiori</b>	Franco Dellafiori
<b>Jarry Ip</b>	Magdalena Barros, Allan Jarry
<b>Johansson &amp; Langlois</b>	Christopher Doxrud, Max Montero
<b>Marinovic Y Cia</b>	Luis Olmedo
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Valentina Venturelli
<b>Clarkmodet Chile</b>	Danica Mardesic, Daniela Meza
<b>De La Barra, Ernst &amp; Siebel</b>	Helena Siebel
<b>Flores Acevedo Abogados</b>	Pablo Acevedo
<b>Guerrero Olivos</b>	Diego Morandé
<b>Larrain Y Asociados Abogados</b>	José Baraona
<b>MICP Legal</b>	Rodrigo Marré
<b>Magliona Abogados</b>	Nicolás Yuraszeck, Claudio Magliona
<b>Morales &amp; Besa</b>	Juan Ignacio Eymin
<b>Puga Ip</b>	Juan Enrique Puga
<b>Russi Eguiguren / Quadrant</b>	Nicole Alféro, Francisca Figueroa
<b>Scr Abogados</b>	Juan Francisco Reyes
<b>Sáenz de Santa María Abogados</b>	Pablo Sáenz de Santa María
<b>VALUABLE PRACTICE</b>	
<b>BBD Legal</b>	Javiera Badilla, Agustina Davis
<b>MUK - Mühlenbrock &amp; Kühner</b>	Alexander Mühlenbrock
<b>Obrador Digital</b>	María José Arancibia Obrador
<b>Zamora IP</b>	Juan Pablo Zamora Iturra

### ALBAGLI ZALIASNIK: IP TEAM OF DISTINCTION



Eugenio Gormáz

**Key figure(s):** Eugenio Gormáz and Ariela Agosin  
**Established:** 1991

**Track record:** The firm stands out for its methodological approach, which combines prevention as a mechanism for anticipating operational and legal difficulties, and innovation and technology at the service of solutions to the legal and regulatory challenges imposed by the digital economy. Clients include La Polar, Lemontech and Patagon Valley.

**Team & differentiation:** Eugenio Gormáz specializes in trademarks and patents, copyrights, advertising law, licenses and trademark protection, plant varieties, cybersecurity, electronic commerce and artificial intelligence. Ariela Agosin has experience in commercial and regulatory matters such as arbitration and antitrust, as well as a range of IP subjects including patents trademarks and copyrights.

### VILLASECA ABOGADOS: INNOVATING WITH EXPERIENCED INNOVATORS



Max Villaseca

**Key figure(s):** Max Villaseca, Bernardo Serrano, Felipe Pavez and Alvaro Arévalo  
**Established:** 1916

**Track record:** Villaseca Abogados advises on trademarks, plant varieties, patents, anti-piracy, copyrights and competition law. The firm also provides excellent services in the field of intellectual property, promoting innovation and the development of organizations while safeguarding their commercial identity, hand-in-hand with the corporate practice it offers clients.

**Team & differentiation:** Max Villaseca heads the trademark area, which covers internet domains and trademarks, both in Chile and abroad, while Alvaro Arévalo heads the trademarks and domains, and copyright areas, advising individuals and national and international companies with filing, in addition to contractual and judicial protection related to these matters. The firm has vast experience in patents and litigation.

### DELLAFIORI ABOGADOS: LONG FAMILY TRADITION IN IP



Mauro Dellafiori

**Key figure(s):** Mauro Dellafiori and Enrique Dellafiori  
**Established:** 1986

**Track record:** Dellafiori Abogados is a boutique intellectual property firm dedicated exclusively to the provision of intellectual property services, covering trademarks, patents, domain names, industrial designs, utility models, copyrights and related rights, trade secrets, internet, contractual issues and other related aspects. Clients typically come from the food, pharmaceuticals, finance and service industries.

**Team & differentiation:** The firm recently added lawyers experienced at providing advice to startups, and national and multinational companies on intangible asset protection, risk management, innovation and IP-related corporate law matters. Mauro Dellafiori advises domestic and foreign companies and clients on registering and prosecuting trademarks in Chile, in addition to patent, domain name, and corporate matters related to intellectual and industrial property.



## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Albagli Zaliasnik</b>	Eugenio Gormáz, Ariela Agosin
<b>Carey</b>	Francisco Carey
<b>CMS Carey &amp; Allende</b>	Matias Somarriva
<b>Marinovic Y Cia</b>	Antonio Marinovic
<b>EXCELLENT</b>	
<b>Alessandri</b>	Santiago Ortuzar
<b>SILVA</b>	Andrés Grunewaldt
<b>Villaseca Abogados</b>	Felipe Pavez
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Sebastian Doren
<b>Beuchat - Barros &amp; Pfenniger</b>	Andres Melossi
<b>Clarkemodet Chile</b>	Samuel Hammer, Daniela Meza
<b>Contreras Velozo</b>	Francisco Velozo, Natalia Diuana
<b>Covarrubias</b>	Arturo Covarrubias
<b>Dellafiori</b>	Mauro Dellafiori
<b>Jarry Ip</b>	Magdalena Barros
<b>Johansson &amp; Langlois</b>	Max Montero
<b>MICP Legal</b>	Rodrigo Marré
<b>Magliona Abogados</b>	Claudio Magliona, Nicolás Yuraszeck
<b>Porzio Rios Garcia</b>	Cristobal Porzio
<b>Puga Ip</b>	Juan Enrique Puga
<b>Puga Ortiz</b>	Cristian Mir Balmaceda
<b>Sargent &amp; Krahn</b>	Alfredo Montaner
<b>Scr Abogados</b>	Juan Francisco Reyes, Constanza Contreras

### MARINOVIC Y CIA ABOGADOS: SIGNIFICANT ENFORCEMENT & ANTI-PIRACY EXPERTISE



Antonio Marinovic

Key figure(s): Antonio Marinovic and Luis Olmedo  
Established: 1987

**Track record:** Marinovic y Cia has extensive experience in obtaining registrations of trademarks, designs, utility models, invention patents, internet domain names and copyrights, as well as in the criminal prosecution of crimes against intellectual and industrial property and anti-piracy campaigns. The firm has received widespread international recognition from trade publications such as The World Trademark Review.

**Team & differentiation:** Founding partner Antonio Marinovic specializes in civil and criminal matters related to copyright and trademark infringement. He represents the interests of companies in the film, clothing, merchandising and video game industries, among many others. Copyright and trademark specialist Luis Olmedo works with local authorities to implement Chile's Agreement on Trade-Related Aspects of Intellectual Property Rights.

## SPORTS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>EXCELLENT</b>	
<b>Gasman Abogados</b>	Javier Gasman
<b>HIGHLY RECOMMENDED</b>	
<b>Arriagada &amp; Cia</b>	Juan Pablo Arriagada
<b>Carey</b>	Eduardo Martín
<b>Colombara Estrategia Legal</b>	Aldo Diaz
<b>Guerrero &amp; Cia. Abogados</b>	Cristóbal Guerrero
<b>Montero, Silva &amp; Valdés Abogados</b>	Cristobal Valdes
<b>Osorio &amp; Cia</b>	Enrique Campusano Puelma
<b>Prieto</b>	José Andrés Pascual
<b>Spoerer &amp; Valdés Abogados</b>	Oscar Spoerer

### GASMAN ABOGADOS: CORNERSTONE OF THE SPORTS LAW MARKET



Javier Gasman

Key figure(s): Javier Gasman  
Established: 2017

**Track record:** Gasman Abogados was created to provide legal advice on sports merchandising, licensing, and broadcasting rights. The firm has extensive experience advising sports teams and players, with expertise covering national and international player-transfers and proceedings before national and international bodies, such as FIFA and the Court of Arbitration for Sport (CAS).

**Team & differentiation:** Javier Gasman began his career as a lawyer and legal advisor to the Chilean Football Association (ANFP). He also spent time in charge of the prosecutor's office and was legal counsel to Club Deportivo Universidad Católica - Cruzados SADP. Gasman Abogados has ties to Brazilian law firm Carlezzo Abogados, one of the main sports law firms in South America.

# COLOMBIA

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Brigard &amp; Castro</b>	Juan Pablo Cadena, Martin Torres
<b>Cavelier Abogados</b>	Eduardo Varela
<b>Gómez-Pinzón</b>	Mauricio Jaramillo, Juanita Perez
<b>Olarte Moure</b>	Juan Moure, María Alejandra Pava
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha Delgado
<b>Clarkmodet Colombia</b>	Juliana Gonzalez, Miguel Rujana
<b>Dentons Cárdenas &amp; Cárdenas</b>	Luz Helena Adarve, Juanita Acosta
<b>Lloreda Camacho &amp; Co</b>	Natalia Franco, Alicia Lloreda, María José Lamus
<b>Philippi Prietocarrizosa Ferrero DU &amp; Uría</b>	Mauricio Patiño, Gerardo Florez
<b>HIGHLY RECOMMENDED</b>	
<b>1 Castellanos &amp; Co</b>	Ximena Castellanos, Margarita Castellanos
<b>Posse Herrera Ruiz</b>	Helena Camargo
<b>Triana Uribe &amp; Michelsen</b>	Marcela Gómez, Andrés Medina, Juan Carlos Uribe, Nicole Van Boxtel
<b>Vera Abogados</b>	Carolina Vera Matiz
<b>2 Herrera Diaz Abogados</b>	Stephanie Drexler, José Herrera Díaz
<b>Muñoz Abogados</b>	Guillermo Navarro
<b>Sergio Cabrera Abogados</b>	Claudia de Cabrera
<b>Wolf Mendez Abogados Asociados</b>	Mónica Wolf, Jesús María Méndez
<b>RECOMMENDED</b>	
<b>1 Aristizabal Abogados Consultores</b>	Francisco Aristizábal
<b>BBS Barrios Montenegro Abogados</b>	Myriam Montenegro, Felipe Rubio
<b>Castillo Grau Abogados</b>	Felipe Castillo
<b>Cuesta Lawyers</b>	Juan Carlos Cuesta, Diana Romero
<b>Holland &amp; Knight</b>	Danilo Romero Raad
<b>Humberto Rubio &amp; Cia</b>	Humberto Rubio
<b>Marquez Robledo</b>	Santiago Márquez, María Alejandra Ahumada, Felipe Ortega
<b>Nidia Osorio &amp; Co</b>	Nidia Osorio
<b>Raisbeck &amp; Castro</b>	Ian Raisbeck, Natalia Castro
<b>2 Abello Abogados</b>	Felipe Abello
<b>CMS Rodriguez-Azuero</b>	Karl Mutter
<b>EGR &amp; Abogados Asociados</b>	Emilio García
<b>Erazo Abogados</b>	Liza Erazo
<b>Espinosa Olarte Abogados</b>	Jorge Olarte
<b>Estrategia Juridica</b>	Claudette Vernot
<b>Gamboa, Garcia &amp; Cardona</b>	María Fernanda Castellanos
<b>Guerrero &amp; Asociados Propiedad Intelectual</b>	Manuel Guerrero
<b>MPR Moreno Advisors</b>	Diana Moreno, Carlos Moreno
<b>Pinzón Pinzón &amp; Asociados</b>	Mauricio Pinzón Pinzón
<b>Pons Ip</b>	Claudia Caro

### OLARTEMOURE: PASSIONATE ABOUT INNOVATION



Carlos Olarte

Key figure(s): Carlos Olarte and Juan Moure  
Established: 2003

**Track record:** Celebrating 20 years in business this year, OlarteMoure specializes in patents, plant varieties, trademarks, unfair competition, sanitary registrations, copyrights, restrictive competitive practices and several other aspects central to intellectual property services. Clients come from a wide variety of industries, such as pharmaceuticals, telecoms and automotive.

**Team & differentiation:** Of the firm's six partners, Carlos Olarte is responsible for handling patent prosecution and defense, litigation and related advice, including the development of protection and valuation strategies for new technologies, while Juan Moure delivers the highest standards of service as head of the trademark and competition law practice. The firm is home to more than 50 associates.



## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha Delgado
<b>Brigard &amp; Castro</b>	Juan Pablo Cadena, Martín Torres Cardozo
<b>Cavelier Abogados</b>	Andrés Rincón, Eduardo Varela
<b>Gómez-Pinzón</b>	Juanita Perez
<b>Lloreda Camacho &amp; Co</b>	Ana María Castro, Alicia Lloreda, Natalia Franco
<b>Olartemoure</b>	Juan Felipe Acosta, Juan Moure
<b>Triana Uribe &amp; Michelsen</b>	Fernando Triana, Sandra Ávila, Sandra Méndez
<b>EXCELLENT</b>	
<b>CMS Rodríguez-Azuero</b>	Karl Mutter, Felipe Andrade
<b>Philippi Prietocarrizosa Ferrero DU &amp; Uría</b>	Mauricio Patiño
<b>Posse Herrera Ruiz</b>	Helena Camargo, Mónica Bonnet
<b>HIGHLY RECOMMENDED</b>	
<b>BBGS Barrios Montenegro Abogados</b>	Myriam Montenegro
<b>Clarkmodet Colombia</b>	Carolina Daza
<b>Dentons Cárdenas &amp; Cárdenas</b>	Luz Helena Adarve, Juanita Acosta
<b>Herrera Díaz Abogados</b>	José Herrera Díaz
<b>Holland &amp; Knight</b>	Danilo Romero Raad
<b>Marquez Robledo</b>	Santiago Márquez, María Alejandra Ahumada
<b>Nidia Osorio &amp; Co</b>	Nidia Osorio
<b>Raisbeck &amp; Castro</b>	Ian Raisbeck, Natalia Castro
<b>Sergio Cabrera Abogados</b>	Sergio Cabrera Torres
<b>Vera Abogados</b>	Jorge Vera, Carolina Vera Matiz
<b>RECOMMENDED</b>	
<b>Castellanos &amp; Co</b>	Margarita Castellanos, Ximena Castellanos
<b>Cuesta Lawyers</b>	Juan Carlos Cuesta, Diana Romero
<b>EGR &amp; Abogados Asociados</b>	Emilio García
<b>Erazo Abogados</b>	Liza Erazo
<b>Espinosa Olarte &amp; Abogados</b>	Jorge Olarte
<b>Estrategia Jurídica</b>	Claudette Vernot
<b>Guerrero &amp; Asociados Propiedad Intelectual</b>	Manuel Guerrero, Natalia Perez, Camila Correa
<b>MPR Moreno Advisors</b>	Diana Moreno, Carlos Moreno
<b>Peña Mancero</b>	Daniel Peña
<b>Pinzón Pinzón &amp; Asociados</b>	Mauricio Pinzón Pinzón
<b>Wolf Mendez Abogados Asociados</b>	Jesús María Méndez

### VERA ABOGADOS: CHAMPIONING THE CAUSE OF IP RIGHTS



Jorge Vera

Key figure(s): Jorge Vera, Carolina Vera and Natalia Vera  
Established: 1972

**Track record:** The firm's experience mainly covers industrial property, trademarks, patents, consumer rights, copyrights and new technologies. It has taken part in litigations associated with industrial property, and regularly acts in proceedings related to sanitary registrations before the corresponding authorities. Clients are drawn from the pharmaceuticals, food, makeup, mining and automotive sectors.

**Team & differentiation:** Jorge Vera specializes in copyright, unfair competition and intellectual property. He also litigates before major courts, such as the Superintendence of Industry and Commerce and the Andean Court of Justice. Carolina Vera leads the patent and trademark team. The firm has offices in Bogota, Cali, Medellín and Barranquilla, in addition to branches in Ecuador and Panama.



## ENFORCEMENT & ANTI-COUNTERFEITING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Baker McKenzie	Juan Pablo Concha Delgado
Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez
<b>EXCELLENT</b>	
Atoz Legal Consulting	Andrés Zapata
Cavelier Abogados	Eduardo Varela
Dentons Cárdenas & Cárdenas	Luz Helena Adarve
Estrategia Jurídica	Claudette Vernot
Lloreda Camacho & Co	Alicia Lloreda
Nidia Osorio & Co	Nidia Osorio
Olarte Moure	Juan Felipe Acosta, Camilo Bernal
Philippi Prietocarrizosa Ferrero DU & Uria	Camilo Suárez, Gerardo Florez
Posse Herrera Ruiz	Helena Camargo, Juan Sebastián Gonzalez
Triana Uribe & Michelsen	Fernando Triana, Sandra Ávila
<b>HIGHLY RECOMMENDED</b>	
BBS Barrios Montenegro Abogados	Myriam Montenegro
Brigard & Castro	Juan Pablo Cadena, Martín Torres Cardozo
Clarkemodet Colombia	Carolina Daza
CMS Rodriguez-Azuero	Karl Mutter
Espinosa Olarte Abogados	Andrés Espinosa, Jorge Olarte
Gómez-Pinzón	Mauricio Jaramillo
Herrera Díaz Abogados	José Herrera Díaz
Holland & Knight	Danilo Romero Raad
Marquez Robledo	Felipe Ortega
Muñoz Abogados	Diego Muñoz
Raisbeck & Castro	Ian Raisbeck, Natalia Castro
Sergio Cabrera Abogados	Marcelo Cabrera
Vera Abogados	Jorge Vera, Mauricio Cheyne Tenorio

## DATA PROTECTION & CYBERSECURITY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Bermúdez & Esguerra Abogados	José Alejandro Bermudez, Carlos Esguerra
CMS Rodriguez-Azuero	Lorenzo Villegas Carrasquilla
<b>EXCELLENT</b>	
Baker McKenzie	María Carolina Pardo Cuéllar
Brigard & Urrutia	Sergio Michelsen
Dentons Cárdenas & Cárdenas	Juanita Acosta, Luz Helena Adarve
Garrigues Colombia	José Miguel de la Calle
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Gómez-Pinzón	Mauricio Jaramillo
Olarte Moure	Juan G. Moure
Peña Mancero	Daniel Peña
Vanegas Morales	Stella Vanegas
<b>2</b> Data & Tic	Rafael Gamboa Bernate
Dla Piper Martinez Beltrán	María Claudia Martínez
Ecija Colombia	Pablo Márquez
Lloreda Camacho & Co	Enrique Álvarez, María Alejandra de los Ríos
Ms Legal	Mónica Moreno
<b>RECOMMENDED</b>	
Abello Abogados	Felipe Abello Monsalvo
Alzate & Asociados Asesores Jurídicos	Juan Pablo Alzate Ospina
CMM Abogados	Jose Luis Jerez
Herrera Díaz Abogados	José Herrera Díaz
Marquez Robledo	Santiago Márquez, María José Montejo
Marrugo Rivera & Asociados	Iván Darío Marrugo
Muñoz Abogados	Guillermo Andrés Navarro
Sl Legal + Tecnología	Andrés Felipe Angel Posada
Triana Uribe & Michelsen	Sandra Ávila



## MEDIA & ENTERTAINMENT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>BBS Barrios Montenegro Abogados</b>	Myriam Montenegro, Felipe Rubio
<b>Marquez Robledo</b>	Santiago Márquez
<b>EXCELLENT</b>	
<b>1 Brigard &amp; Urrutia</b>	Sergio Michelsen
<b>Herrera Díaz Abogados</b>	José Herrera Díaz
<b>Olarte Moure</b>	Juan Felipe Acosta, Juan G. Moure, Camila Vásquez
<b>2</b>	
<b>Ecija Colombia</b>	Patricia Renjifo
<b>Palacio &amp; Izquierdo</b>	Gustavo Palacio
<b>Triana Uribe &amp; Michelsen</b>	Juan Carlos Uribe, Sandra Ávila
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha
<b>Cavelier Abogados</b>	Eduardo Varela
<b>CMS Rodríguez-Azuero</b>	Lorenzo Villegas Carrasquilla
<b>Dla Piper Martinez Beltrán</b>	Camilo Martínez Beltrán, María Claudia Martínez
<b>Felipe Carreño &amp; Asociados</b>	Felipe Carreño
<b>Gómez-Pinzón</b>	Mauricio Jaramillo, Juanita Perez
<b>Holland &amp; Knight</b>	Danilo Romero Raad
<b>Lloreda Camacho</b>	Alicia Lloreda
<b>Peña Mancero</b>	Daniel Peña

# ECUADOR

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bustamante Fabara</b>	José Rafael Bustamante Espinosa, María Rosa Fabara, Mónica Jarrín
<b>Corralrosales</b>	María Cecilia Romoleroux, Francisco Gallegos
<b>Falconi Puig Abogados</b>	Sasha Mandakovic, Cecilia Falconi, Carlos Alberto Arroyo, Angeles Puente
<b>Pérez Bustamante &amp; Ponce (Pbp)</b>	Francisco Pérez-Gangotena, Margarita Romero, Rafael González, Alys Arcos, Camila Mateus
<b>EXCELLENT</b>	
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo Andrade, Rodrigo Bermeo Rosales
<b>Julio C Guerrero B</b>	Johana Aguirre Guerrero, Omar Alban Cornejo
<b>HIGHLY RECOMMENDED</b>	
<b>Avl Abogados</b>	María de los Angeles Lombeyda
<b>Dentons Paz Horowitz Abogados</b>	Verónica Chiriboga, Monica Cortez
<b>Lexvalor Abogados</b>	Luis Marín-Tobar
<b>Meythaler &amp; Zambrano</b>	Margarita Zambrano, María Belén Rivera
<b>Quevedo &amp; Ponce Estudio Jurídico</b>	Alejandro Ponce
<b>Robalino Law</b>	Pedro Córdova, María José Peñaherrera
<b>Sur Legal</b>	Antonio Martínez Montesinos, Marco Avila
<b>Tobar Zvs</b>	Andrea Guevara
<b>RECOMMENDED</b>	
<b>Aguirre Noboa Law Firm</b>	Carlos Aguirre Noboa, María Cristina Guerra
<b>Divergent Law</b>	María-Belén Rivadeneira Reyes, Paúl Peña
<b>Luzuriaga &amp; Castro</b>	Gonzalo Luzuriaga, José M. Rivera, María P. Salgado
<b>Pluslaw Ip</b>	Francisco Villacreses Real, Daniela Moreira Sarmiento
<b>VALUABLE PRACTICE</b>	
<b>Abocacia</b>	Daniel Díaz
<b>Arosemena Burbano &amp; Asociados</b>	Flavio Arosemena Burbano
<b>Barzallo Abogados</b>	Zelva González
<b>Crealegis</b>	María Gabriela Campoverde
<b>Ecija Gpa</b>	Gonzalo Muñoz, Michael Veintimilla
<b>Pino Elizalde Abogados</b>	Jaime Arosemena, Ritha Guillen
<b>Puente &amp; Asociados</b>	Geovanna Puente, Federico Duret
<b>Solines &amp; Asociados</b>	Pablo Solines, Juan Carlos Solines, Carolina Ordóñez
<b>Spingarn</b>	Byron Robayo Arroyo



## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bustamante Fabara</b>	María Rosa Fabara, José Rafael Bustamante Espinosa, Pablo Fabara Vera
<b>Corralrosales</b>	Maria Cecilia Romoleroux, Francisco Gallegos
<b>Falconi Puig Abogados</b>	Carlos Alberto Arroyo, Sasha Mandakovic, Cecilia Falconi, Jaime Mantilla, Santiago Mosquera
<b>Pérez Bustamante &amp; Ponce (Pbp)</b>	Francisco Pérez-Gangotena, Camila Mateus, Alys Arcos, Rafael González, Margarita Romero
<b>EXCELLENT</b>	
<b>Lexvalor Abogados</b>	Luis Marín-Tobar
<b>Meythaler &amp; Zambrano</b>	José Meythaler, Andrea Araujo, Sebastian Meythaler, Maricruz Cepeda Torres
<b>Dentons Paz Horowitz Abogados</b>	Verónica Chiriboga, Mónica Cortez
<b>Tobar Zvs</b>	Álvaro Sevilla, Óscar Vela
<b>HIGHLY RECOMMENDED</b>	
<b>1 Avl Abogados</b>	Maria de los Angeles Lombeyda
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo-Andrade, Rodrigo Bermeo Rosales
<b>Julio C Guerrero B</b>	Johana Aguirre Guerrero
<b>Robalino Law</b>	Pedro Córdova, María José Peñaherrera
<b>Solines &amp; Asociados</b>	Juan Carlos Solines, Pablo Solines
<b>2 Aguirre Noboa Law Firm</b>	Carlos Aguirre Noboa, María Cristina Guerra
<b>Arosemena Burbano &amp; Asociados</b>	Flavio Arosemena Burbano
<b>Ecija Gpa</b>	Gonzalo Muñoz, Michael Veintimilla
<b>Luzuriaga &amp; Castro</b>	Gonzalo Luzuriaga, Alejandra Castro
<b>Spingarn</b>	Byron Robayo
<b>Sur Legal</b>	Antonio Martinez Montesinos
<b>RECOMMENDED</b>	
<b>Abocacia</b>	Daniel Díaz
<b>Divergent Law</b>	María-Belén Rivadeneira Reyes
<b>Flor Bustamante Pizarro &amp; Hurtado</b>	Juan Pablo Serrano, Erika Alarcón
<b>Pluslaw Ip</b>	Francisco Villacreses Real, Daniela Moreira Sarmiento
<b>Quevedo &amp; Ponce Estudio Jurídico</b>	Alejandro Ponce
<b>Venamerica Abogados &amp; Consultores</b>	Carmen Robayo



# ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Corralrosales</b>	Maria Cecilia Romoleroux, Francisco Gallegos, Eduardo Rios
<b>Luzuriaga &amp; Castro</b>	Gonzalo Luzuriaga, Alejandra Castro
<b>EXCELLENT</b>	
<b>Falconi Puig Abogados</b>	Cecilia Falconi, Angeles Puente
<b>Meythaler &amp; Zambrano</b>	Margarita Zambrano, José Meythaler , Sebastián Meythaler
<b>Tobar Zvs</b>	Álvaro Sevilla, Andrea Guevara
<b>HIGHLY RECOMMENDED</b>	
<b>Bustamante Fabara</b>	María Rosa Fabara, Jose Rafael Bustamante Espinosa, Maria Clara Bustamante
<b>Lexvalor Abogados</b>	Luis Marín-Tobar
<b>Pérez Bustamante &amp; Ponce (Pbp)</b>	Francisco Pérez-Gangotena, Camila Mateus, Alys Arcos, Rafael González, Margarita Romero
<b>RECOMMENDED</b>	
<b>Avl Abogados</b>	Maria de los Angeles Lombeyda
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo Andrade
<b>Dentons Paz Horowitz Abogados</b>	Verónica Chiriboga
<b>Fexlaw Abogados</b>	Francisco Estupiñán, Alicia Salgado
<b>Julio C Guerrero B</b>	Johana Aguirre Guerrero, Omar Alban Cornejo
<b>Sur Legal</b>	Marco Avila, Antonio Martínez

### LUZURIAGA & CASTRO: ECUADOR'S ENFORCEMENT BENCHMARKS



Gonzalo Luzuriaga

Key figure(s): Gonzalo Luzuriaga  
Established: 2008

**Track record:** Luzuriaga & Castro Abogados has collaborated in the dismantling of criminal organizations in Ecuador involved in counterfeiting and promoted several initiatives targeting counterfeit goods, in an effort to protect intellectual property rights. Clients include Adidas, Puma, Procter & Gamble, Tommy Hilfiger, Vans and Michael Kors.

**Team & differentiation:** The team has achieved significant milestones in border protection measures, and is a firm of reference to the customs authorities. Gonzalo Luzuriaga provides IP tutorials to national institutions such as the Judicial Police, the National Service of Legal Medicine and Forensic Sciences, the Attorney General's Office and the National Customs Service of Ecuador.

### CORRALROSALES: HIGHLY SPECIALIZED TEAM



Maria Cecilia Romoleroux

Key figure(s): Maria Cecilia Romoleroux, Francisco Gallegos, Gabriel Kuri, Xavier Rosales, Rafael Serrano and Ana Samudio  
Established: 1975

**Track record:** CorralRosales is one of the most prominent law firms in Ecuador. Its IP services cover litigation, trademarks, patents, copyrights, franchising and anti-counterfeiting. The firm is also very active in technology, telecommunications and data protection matters, and has particular expertise in e-commerce and the development of computer and software contracts.

**Team & differentiation:** Rafael Serrano is recognized by peers for his data-protection expertise. The team is trained to analyze the security level of the client's systems and provide recommendations to minimize security-of-information risks. This year the firm has been involved in important telecoms projects, an area in which it excels and has several major clients.

Our analysis

**BUSTAMANTE FABARA:  
FUSION OF REPUTATION AND KNOW-HOW**



Maria Rosa Fabara

**Key figure(s):** Maria Rosa Fabara, Jose Rafael Bustamante, Avelina Ponce, Pablo Fabara, Esteban Davila and Daniel Castelo  
**Established:** 2022

**Track record:** The merger of Bustamante and Fabara has given the firm a dominant position in the Ecuadorian IP market. The firm has thousands of ongoing litigation and administrative proceedings and lawyers who have deep experience in copyright and anti-counterfeiting. The firm actively advises clients in the pharmaceutical and life sciences sector on data-protection issues.

**Team & differentiation:** The IP team has around 25 professionals, including lawyers, food chemists and biochemists. Maria Rosa Fabara is praised by peers as an excellent lawyer of high standing. The firm maintains an extensive and regularly updated trademark database, allowing it to provide clients with the latest information information on local trademark registrations.

**DENTONS PAZ HOROWITZ:  
CREATIVITY AND CLEAR COMMUNICATION**



Bruce Horowitz

**Key figure(s):** Bruce Horowitz, Agustin Acosta, Verónica Chiriboga, Mónica Cortez and Gabriel Santelices  
**Established:** 1991

**Track record:** The firm's IP department has received high international recognition for its work in the field, providing top-notch patent, trademark, copyright and anti-piracy advice. Its highly specialized team advises clients in various sectors of the technology and telecoms industries. Customers value its creativity and clear communication.

**Team & differentiation:** The team constantly monitors intellectual property registration process and stands out for its creativity in dispute resolution. Verónica Chiriboga has extensive experience in IP and intangible asset protection. Agustin Acosta advices on the day-to-day operations of domestic and international TMT clients and provides litigation and arbitration support.

**MEYTHALER & ZAMBRANO:  
EFFECTIVE DEFENSE OF IP RIGHTS**



Margarita Zambrano

**Key figure(s):** 1995  
**Established:** Margarita Zambrano, José Meythaler, Andrea Araujo and Sebastian Meythaler

**Track record:** Patents and trademarks are staple practices of the IP team, which is also well versed in IP litigation and anti-piracy, making use of innovative methods and robust legal strategies. The firm successfully represents the leading globally recognized pharmaceutical and agrochemical companies in cases of particular complexity, securing highly satisfactory results.

**Team & differentiation:** With offices in the largest cities in the country, the IP team is highly respected in the Ecuadorian market and is a national leader in licensing. Main partner José Meythaler has more than 30 years of experience and has advised several companies in public law, corporate law and intellectual property, while colleagues and clients consider fellow name-partner Margarita Zambrano an authority on IP law.

**ROBALINO:  
MULTIDISCIPLINARY AND INNOVATIVE TEAM**

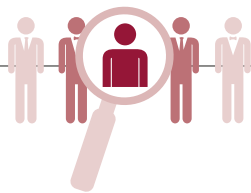


Pedro Cordova Balda

**Key figure(s):** Pedro Cordova Balda and Maria Jose Peñaherrera  
**Established:** 2015

**Track record:** Robalino's IP team provides consulting services to local and international companies in numerous industries. The market recognizes its innovative strategy during IP litigation negotiations. Over the past few years, the firm has advised a host of leading Information & Communication Technology companies regarding data privacy matters.

**Team & differentiation:** Pedro Cordova, who has more than 10 years' experience in IP matters and data protection negotiations, is praised by colleagues as an excellent professional, one that's always willing to exchange ideas and debate subjects. Together with María José Peñaherrera and the rest of the team, Cordova provides quality and highly specialized services tailored to the needs of each client.



METHODOLOGY

In the course of our research, we gather detailed information from diverse sources:

Law firms: through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

Clients: we solicit the feedback of several thousand General Counsel, CFOs, Tax Managers and CEOs of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

Qualified third-parties: we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

Peer-review: We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.

The criteria are:

- Recognition & reputation of the firm in its market
- Team size at partner and senior associate level; seniority and track record of partners
- Nature, quality and volume of matters handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Recent team expansions that have proved demonstrably successful

# DATA PROTECTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Corralrosales</b>	Rafael Serrano, Xavier Rosales
<b>Solines &amp; Asociados</b>	Juan Carlos Solines, Pablo Solines, Diego Beltrán
<b>EXCELLENT</b>	
<b>Barzallo Abogados</b>	Jose Luis Barzallo, Jacqueline Guerrero, Miguel Maldonado
<b>Ecija Gpa</b>	Felipe Gonzalez, Christian Espinosa
<b>HIGHLY RECOMMENDED</b>	
<b>1 Bustamante Fabara</b>	María Rosa Fabara, Esteban Davila, Daniel Castelo
<b>Heka Law Firm</b>	Andrés Teran
<b>Lexvalor Abogados</b>	Ricardo Peñaherrera
<b>Robalino Law</b>	Pedro Córdova, María José Peñaherrera
<b>Spingarn</b>	Lorena Naranjo, Daniela Macias, Matthew Armijos
<b>2 Dentons Paz Horowitz Abogados</b>	Gabriel Santelices
<b>Luzuriaga &amp; Castro</b>	Gonzalo Luzuriaga
<b>Niubox</b>	Diego Alvarez
<b>RECOMMENDED</b>	
<b>Avl Abogados</b>	Maria de los Angeles Lombeyda, Mario Ruiz, Santiago Andrade
<b>Falconi Puig Abogados</b>	Jaime Mantilla
<b>Legaltech Asesores &amp; Consultores</b>	Janette Colamarco
<b>Pérez Bustamante &amp; Ponce (Pbp)</b>	Francisco Pérez-Gangotena
<b>Tobar Zvs</b>	Hipatía Donoso, René De Sola, Bernardo Tobar

### SOLINES & ASOCIADOS: LASER-FOCUSED ON INNOVATION



Pablo Solines

**Key figure(s):** Juan Carlos Solines, Diego Beltrán, Carolina Ordoñez and Pablo Solines  
**Established:** 1973

**Track record:** The firm has high degree of expertise in data protection, technology and cybersecurity. It handles any and all legal matters related to digital law and data protection, consolidating its position as a national benchmark in the field. The firm also has solid experience in trademarks and copyrights. It has extensive trademarks, appellation of origin and industrial design databases.

**Team & differentiation:** The team focuses on innovation and new technologies law, which allows Solines & Asociados to remain at the forefront of IP service provision and ensures its reputation for providing tailor-made advice to clients remains intact. The firm has created a series of digital products designed to give free legal advice to startups and entrepreneurs.

### BARZALLO ABOGADOS: DEEP UNDERSTANDING OF MARKET DYNAMICS



José Luis Barzallo

**Key figure(s):** José Luis Barzallo and Miguel Maldonado  
**Established:** 1995

**Track record:** Barzallo Abogados advises companies and organizations on how best to adopt and adapt to new technologies. The firm offers comprehensive advice that also covers data protection and telecommunications, and works closely with operators and regulators. It further advises on implementing security and risk management policies and preventing security breaches.

**Team & differentiation:** The team has a deep understanding of the market and Ecuadorian legislation and regulations on personal data protection. It is highly committed to providing solutions to clients on new information technology matters. José Luis Barzallo is an active participant in initiatives in the legislative field which have enriched Ecuador's data-protection laws.

## PERU

## TRADEMARK PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Barreda Moller Estudio Colmenares & Asociados	Micaela Mujica, Alfredo Barreda, Fernando Barreda, Marcela Escobar, Gonzalo Barreda Maria del Carmen Arana, Viviana Durand
<b>2</b> Estudio Echeopar -Member of Baker McKenzie International	Luis Alonso García Muñoz-Nájar, Manlio Bassino
<b>EXCELLENT</b>	
<b>1</b> Allende & Garcia Abogados Barlaw - Barrera & Asociados Rodrigo Elías & Medrano Abogados Thorne Echeandia & Lema Abogados	Magali Garcia, Jorge Allende Medalith Albarracin, Adriana Barrera, Maria Ines Herrera Maria del Carmen Alvarado, Hector Alvarez Alvaro Echeandia Bustamente
<b>2</b> Clarkemodet Peru Diez Canseco Competencia & PI Espinosa Bellido Abogados Estudio Muñiz Kresalja Ip Osterling Abogados Scavia & Scavia	José Marquis, Gheira Mori, Jimena Ugarte Luis Diez Canseco, Omar Alvarado, Marta Fernandez Francisco Espinosa Reboa Bruno Merchor, Piero Calderón Marcela Robles, Baldo Kresalja, Rosa María Kresalja Arturo Tello Renzo Scavia
<b>HIGHLY RECOMMENDED</b>	
BRDA Abogados Carolina Oré Gomez & Asociados Ds Casahierro Abogados Durand Abogados Estudio Olacchea Mertz Peru OMC Abogados Pacon & Schiantarelli Perez-Albela & Asociados Philippi, Prietocarrizosa Ferrero DU & Uria Valencia Law Office	José Barreda Alexander Trujillo, Carolina Oré Javier Duany Garcia, Jessica Ortíz Christian Durand Grahammer Monica Germany Claudia Fernandini, Yajaira Saavedra, Daniel Coaguila Oscar Mago Juan Pablo Schiantarelli Jorge Perez-Albela Veronica Vergaray Alfredo Valencia
<b>RECOMMENDED</b>	
Arturo Diaz & Asociados Abogados Benites Vargas & Ugaz Abogados Bueno Lercari Consultores CMS Grau DLA Piper Perú Estudio Fernandez & Vargas Abogados Fernández-Dávila Abogados Hernández & Cia León e Iparraguirre Abogados Llona & Bustamante Martell Mena Ontier Peru Pierola & Asociados Rodriguez Garcia Torres y Torres Lara Abogados Union Andina	Arturo O. Diaz Fabricio Sanchez Rosa Bueno, Lucia Quevedo Maria Delia Oxley Ana Teresa Barreto Maria Luz Vargas Chavez, Luis Gonzalo Ramirez Carlos Fernández Dávila, Ivette Luque, Jennifer Cabrera, Neunlyn Marín, Fiorella Guerrero Enrique Caverro Safra Jimena Carrera Raúl Villavicencio, Alfonso Fernández Ana Belen Martell Jorge Baca-Álvarez José de Pierola, María Nolzaco Gustavo Rodriguez Mauricio Paredes Alejandro Castro

## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 <b>Rodrigo Elias &amp; Medrano Abogados</b>	Hector Alvarez, Maria del Carmen Alvarado
2 <b>Estudio Echecopar -Member of Baker McKenzie International</b>	Manlio Bassino, Luis Alonso Garcia Muñoz-Nájar, Alvaro Gutierrez
<b>EXCELLENT</b>	
1 <b>Barreda Moller</b>	Alfredo Barreda, Fernando Barreda, Carlos Auza, Micaela Mujica, Marcela Escobar, Gonzalo Barreda
<b>Barlaw - Barrera &amp; Asociados</b>	Adriana Barrera, Maria Ines Herrera, Medalith Albarracin
<b>Espinosa Bellido Abogados</b>	Francisco Espinosa Reboa
<b>Estudio Colmenares &amp; Asociados</b>	Maria del Carmen Arana, Guillermo Melgarejo, Ysella Arguedas, Luis Antayhua
<b>Thorne Echeandia &amp; Lema Abogados</b>	Alvaro Echeandia Bustamente
2 <b>Kresalja Ip</b>	Baldo Kresalja, Rosa Maria Kresalja
<b>Osterling Abogados</b>	Arturo Tello, Jean-Carlo Costa
<b>HIGHLY RECOMMENDED</b>	
1 <b>Allende &amp; Garcia</b>	Jorge Allende, Magali Garcia
<b>Clarkemodet Peru</b>	Gheira Mori, Jimena Ugarte, José Marquis
<b>Diez Canseco Competencia &amp; PI</b>	Luis Diez Canseco, Omar Alvarado
<b>Estudio Muñiz</b>	Bruno Merchor, Johana Calderón-Valencia
2 <b>Estudio Olaechea</b>	Monica Germany
<b>Ds Casahierro Abogados</b>	Javier Duany Garcia, Jessica Ortíz
<b>Fernández-Dávila Abogados</b>	Carlos Fernández Dávila, Ivette Luque, Jennifer Cabrera, Neunlyn Marín Díaz, Fiorella Guerrero
<b>Garrigues</b>	Ivo Gagliuffi
<b>León e Iparraguirre Abogados</b>	Jimena Carrera, Luis Miguel León
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli, Ana Maria Pacón
<b>Rodriguez Garcia &amp; Encinas</b>	Gustavo Rodriguez
<b>Valencia Law Office</b>	Juber Valencia
<b>RECOMMENDED</b>	
<b>Benites Vargas &amp; Ugaz Abogados</b>	Fabricio Sanchez
<b>BRDA Abogados</b>	José Barreda
<b>Carolina Oré Gomez &amp; Asociados</b>	Alexander Trujillo, Carolina Oré
<b>CMS Grau</b>	Maria Delia Oxley
<b>DLA Piper Perú</b>	Ana Teresa Barreto
<b>Durand Abogados</b>	Armando Pastor
<b>Estudio Fernandez &amp; Vargas Abogados</b>	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
<b>Fernandez, Heraud &amp; Sanchez</b>	Gustavo Heraud Perez
<b>Hernández &amp; Cia</b>	Enrique Cavero Safra
<b>Martell Mena</b>	Ana Belen Martell
<b>Mertz Peru</b>	Claudia Fernandini
<b>Payet, Rey, Cauvi, Pérez Abogados</b>	Carlos Patron
<b>Perez-Albela &amp; Asociados</b>	Jorge Perez-Albela
<b>Pierola &amp; Asociados</b>	José de Pierola, María Nolzaco
<b>Scavia &amp; Scavia</b>	Renzo Scavia
<b>VALUABLE PRACTICE</b>	
<b>Estudio Llona &amp; Bustamante Abogados</b>	Raúl Villavicencio, Alfonso Fernandez
<b>Niubox</b>	Oscar Montezuma, Fiorella Colonna

### ESTUDIO COLMENARES: LONGSTANDING, ROCK-SOLID IP EXPERTISE



Maria del Carmen Arana

Key figure(s): Maria del Carmen Arana and Luis Gayoso  
Established: 1904

**Track record:** Market-leading IP firm, widely respected for its outstanding track record handling oppositions, defense, cancellations, litigation, conciliations, infringement and nullity actions and all kind of IP related services. Sought out for its considerable experience handling trademark and patent prosecution processes. Rolex, Airbnb, BMW, Inventio AG and Kodak are clients.

**Team & differentiation:** For more than a century, the boutique has devoted itself exclusively to IP protection, advice, surveillance and litigation. It employs two partners and almost 40 other professionals including counsel, associates and administrative staff, who work exclusively on IP issues. The team also provides pro-bono patent protection to non-profits such as the International Potato Center.



PERU

## ENFORCEMENT & ANTI-COUNTERFEITING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera
2 Ds Casahierro Abogados	Javier Duany Garcia, Jessica Ortiz
<b>EXCELLENT</b>	
Barreda Moller	Alfredo Barreda, Fernando Barreda, Carlos Auza, Gonzalo Barreda
Estudio Colmenares & Asociados	Maria del Carmen Arana, Guillermo Melgarejo, Liria Bustios
Estudio Muñiz	Piero Calderon Oliva
<b>HIGHLY RECOMMENDED</b>	
Arturo Diaz & Asociados Abogados	Arturo O. Diaz, Giovanna Yllanes, Gabriel Garcia
Estudio Echecopar -Member of Baker McKenzie International	Luis Alonso Garcia Muñoz-Nájar, Manlio Bassino, Alvaro Gutierrez
Kresalja Ip	Rosa María Kresalja
Osterling Abogados	Arturo Tello
<b>RECOMMENDED</b>	
Allende & Garcia Abogados	Magali Garcia, Jorge Allende
Carolina Oré	Carolina Oré, Alexander Trujillo
Clarkemodet Peru	José Marquis, Jimena Ugarte
Diez Canseco Competencia & PI	Luis Diez Canseco, Omar Alvarado
Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
Rodrigo, Elias & Medrano Abogados	Hector Alvarez, María del Carmen Alvarado

### BARLAW: PRESTIGIOUS IP EXPERTS



Adriana Barrera

Key figure(s): Adriana Barrera, María Inés Herrera and Medalith Albarracin  
Established: 2011

**Track record:** Barlaw, one of the best IP firms in Peru, assists a portfolio of more than 500 companies, chiefly from the technology, entertainment, fashion, luxury goods, sports, pharma, agrochemicals, automotive, retail, baking and financial services sectors such as Sony Entertainment, Abbott, Apple, Teva Pharmaceuticals, Chanel and Kipling.

**Team & differentiation:** The team, headed by Adriana Barrera, who has spent more than 25 years practicing in the IP field, and seasoned partners María Inés Herrera and Medalith Albarracin, is made up of around of 45 professionals including engineers, vets, pharmaceutical chemists, translators, IP technicians, paralegals, legal assistants, trainees and administrative staff.

### DS CASAHIERRO: COMMITTED TO EXCELLENCE



Javier Duany

Key figure(s): Javier Duany and Jessica Ortiz  
Established: 2009

**Track record:** Market-leading anticounterfeiting practice highlighted for its valuable experience in investigations, customs enforcements, marketplace raids, online enforcement and training representing heavyweights from the entertainment, electronic, automobile, sports and health industries. It has strong experience in the protection of IP portfolios, monitoring processes with trademark and patent offices.

**Team & differentiation:** The firm's IP practice, headed by Javier Duany, who has a 25-year track record in IP law and unfair and free competition, includes recently-named partner Jessica Ortiz, who has more than 15 years' expertise in the administration of trademark portfolios, copyright and related rights, inventions and new technologies before both administrative and judicial authorities.

### ARTURO DÍAZ & ASOCIADOS: TOP IP EXPERTISE WITH INTERNATIONAL REACH



Arturo Díaz

Key figure(s): Arturo Díaz  
Established: 2008

**Track record:** The firm's expertise includes patents, trademarks, utility models, plant varieties, copyright, unfair competition, anticounterfeiting and industrial designs. It protections, monitors and evaluates trademarks and patents, in addition to handling registrations and oppositions. Guess, Banco Davivienda, Casio, Huawei and Pionier are clients.

**Team & differentiation:** The team offers surveillance and protection of client companies' intangible assets. Senior partner Arturo Díaz has extensive intellectual property experience. His academic rigor is held in high regard across Peru and in the wider Latin American region. The firm makes the most of its strategic alliances across Latin America, working in collaboration with its affiliated offices.

## Our analysis

### DIEZ CANSECO ABOGADOS: NOTABLE IP COUNSEL



Luis Diez Canseco

Key figure(s): Luis Diez Canseco and Omar Alvarado  
Established: 2016

**Track record:** The firm handles all aspects of IP for its local and foreign clients, which chiefly come from the manufacturing, construction, pharma, consumer goods and software sectors, such as 3Clicks, UNACEM, Alcon Inc and Valve Corporation. The firm is currently managing the trademark portfolios of Laboratorios Siegfried and El Corte Ingles.

**Team & differentiation:** The widely admired IP, copyright and TMT specialists at Diez Canseco Abogados form a team of abundant experience capable of advising local and foreign companies in the private sector, as well as government organizations. Luis Diez' 30-year IP and competition track record has earned him a strong reputation. Omar Alvarado focuses on regulation and public law, data privacy and consumer protection and IP.

### KRESALJA IP: QUALITY IP SERVICES



Rosa María Kresalja

Key figure(s): Baldo Kresalja, Rosa María Kresalja and Marcela Robles  
Established: 1972

**Track record:** The firm provides integrated services related to the defense and protection of intellectual property, including trademarks, patents, enforcement, copyright, and advertising. Proactive on issues of legal doctrine, the team has worked in different IP regulatory organizations. Its roster includes pharmaceutical, mining, construction and food & beverage clients.

**Team & differentiation:** With over 50 years' experience in the field, the highly regarded team is made up of senior partner Baldo Kresalja, who is well-respected in academic circles, managing partner Rosa María Kresalja, who has a proven 19-year track record in the market, and Marcela Robles, who has vast expertise in IP having worked for the Peruvian IP authority for 16 years.

### SCAVIA & SCAVIA: PROFESSIONAL IP SERVICES



Renzo Scavia

Key figure(s): Renzo Scavia  
Established: 2003

**Track record:** Scavia & Scavia handles the filing, prosecution and enforcement of patents, utility models and industrial design applications and delivers expert assistance in patent litigation, trademark prosecution and copyright. Clients are drawn from all the major industry and economic sectors, such as technology, pharma, chemicals, healthcare and mining.

**Team & differentiation:** Renzo Scavia has significant expertise helping companies comply with the regulations imposed by the General Direction of Medicines and Drugs of the Ministry of Health (MoH) and anywhere IP intersects with such laws. His expertise comprises all branches of sanitary permits for pharmaceuticals, biologicals and medical devices.

### MERTZ PERU: LEGAL AND TECHNICAL IP KNOWLEDGE

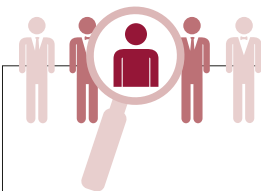


Claudia Fernandini

Key figure(s): Claudia Fernandini and Stephany Soto  
Established: 2017

**Track record:** The firm safeguards the intellectual property of its clients in a range of fields, including patents, trademarks, anticounterfeiting, industrial designs, and genetic resources. It is frequently called upon by companies from the mining, pharma, tech industries such as Farmacologicos Veterinarios, Compañía de Minas Buenaventura and IQF del Perú.

**Team & differentiation:** The team includes engineers, biologists and agronomists, and has impressive expertise in patent litigation. Claudia Fernandini has considerable experience in the strategic management of intangible assets, and in the identification and protection of trade secrets. The team was strengthened recently with the addition of five new professionals.



## METHODOLOGY

In the course of our research, we gather detailed information from diverse sources:

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, CFOs, Tax Managers and CEOs of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

**Peer-review:** We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.

The criteria are:

- Recognition & reputation of the firm in its market
- Team size at partner and senior associate level; seniority and track record of partners
- Nature, quality and volume of matters handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Recent team expansions that have proved demonstrably successful



PERU

## FASHION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Estudio Muñiz	Annalucia Fasson Llosa
<b>EXCELLENT</b>	
Allende & Garcia Abogados	Dafne Ramos
Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera, Medalith Albarracin
Osterling Abogados	Ximena Souza Ferreira
Pacon & Schiantarelli	Juan Pablo Schiantarelli
Rodriguez Garcia	Gustavo Rodriguez

## ADVERTISING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
León e Iparraguirre Abogados	Luis Miguel León, Gianfranco Iparraguirre
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patron
<b>EXCELLENT</b>	
Diez Canseco Competencia & PI	José Carlos Gonzáles
Estudio Echecopar -Member of Baker McKenzie International	Teresa Tovar
<b>HIGHLY RECOMMENDED</b>	
Allende & Garcia	Jorge Allende
Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera
CMS Grau	Maria Delia Oxley
Fernández-Dávila Abogados	Carlos Fernandez-Davila, Jennifer Cabrera, Neunlyn Marín Díaz
Rodrigo Elias & Medrano Abogados	Maria del Carmen Alvarado, Maritza Reátegui
Rodriguez Garcia	Gustavo Rodriguez
Stucchi, Bezada, Rodas & Peláez Abogados	Pierino Stucchi, José Antonio Bezada, Carlos Rodas
Torres y Torres Lara Abogados	Alonso Morales Acosta, Alejandro Morales Cáceres, Christian Guzman, Guadalupe Montenegro
<b>RECOMMENDED</b>	
DLA Piper Peru	Daniel Flores
Estudio Fernandez & Vargas Abogados	Marco Antonio Palomino, Maria Luz Vargas Chavez
García-Godos & Lindley-Russo	Alfredo Lindley-Russo
Kresalja Ip	Rosa María Kresalja
Martinet Abogados	Jessica Hondermann
Osterling Abogados	Ximena Souza Ferreira

### GUSTAVO RODRÍGUEZ Y ENCINAS: EFFICIENT AND INNOVATIVE IP SERVICES



Gustavo Rodríguez García

Key figure(s): Gustavo Rodríguez García and David Encinas Zevallos  
Established: 2016

**Track record:** The firm is widely considered a trustworthy advisor to fashion and entertainment clients on competition law matters, intellectual property, consumer protection, real estate, protection of personal data and development of regulatory compliance programs. Grupo Acosta, Corporación Syzard, Grupo Lar and Productos Paraíso del Perú are clients.

**Team & differentiation:** The firm has modified its name to reflect the the addition of new partner David Encinas, who has in-depth knowledge of data protection and cybersecurity regulations. Gustavo Rodríguez has a profound understanding of unfair competition, fashion law, advertising, entertainment and consumer protection, handling complex cases and participating in some of the most significant IP procedures in the country.

### CMS GRAU: HIGH CALIBER TELECOMS & IT TEAM



María Delia Oxley

Key figure(s): María Delia Oxley, Ramón Huapaya, Juan José Hopkins and Nestor Shimabukuro  
Established: 1934

**Track record:** The firm advises on digital transformation, e-commerce, data protection, AI, fintech topics, online games, startups, and IoT., assisting Google, Unilever, Microsoft Cybersecurity, Telefonica del Peru and Entel, among others. It is currently acting for Enel in different disputes with Azteca, and America Movil and Pronatel regarding trilateral proceedings before OSIPTEL.

**Team & differentiation:** The team regularly acts to protect, register, renew and modify IP rights. Fintech and venture capital expert Juan José Hopkins was recently appointed as a partner to co-lead the TMT practice alongside Ramón Huapaya and Carolina Gajate, who have ample experience in telecoms, technology, data protection and regulatory affairs. Delia Oxley's practice covers the entire array of IP.



# DATA PROTECTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 <b>Niubox</b>	Oscar Montezuma, Fiorella Colonna
2 <b>Estudio Echecopar -Member of Baker McKenzie International</b>	Teresa Tovar
<b>EXCELLENT</b>	
<b>Allende &amp; Garcia Abogados</b>	Jorge Allende
<b>Hernández &amp; Cia</b>	Enrique Cavero Safrá
<b>Iriarte &amp; Asociados</b>	Erick Iriarte
<b>LeiOS</b>	Abel Revoredo
<b>Payet, Rey, Cauvi, Pérez Abogados</b>	Carlos Patron
<b>Rodrigo Elías &amp; Medrano Abogados</b>	Italo Carrano
<b>HIGHLY RECOMMENDED</b>	
<b>Osterling Abogados</b>	Fernando Allasi
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli, Rosalina Susano
<b>Porto Legal</b>	Jose Miguel Porto
<b>Stucchi, Bezada, Rodas &amp; Peláez Abogados</b>	Pierino Stucchi, José Antonio Bezada, Carlos Rodas, Rodrigo Peláez
<b>Torres y Torres Lara Abogados</b>	Rafael Torres Morales, Alejandro Morales Cáceres
<b>Zegarra &amp; Schipper</b>	Diego Zegarra
<b>RECOMMENDED</b>	
<b>Barlaw - Barrera &amp; Asociados</b>	Adriana Barrera, Catherine Escobedo
<b>Diez Canseco Competencia &amp; PI</b>	José Carlos Gonzáles
<b>DLA Piper Perú</b>	Daniel Flores Consiglieri
<b>Ds Casahierro Abogados</b>	Javier Duany Garcia, Jessica Ortiz
<b>León e Iparraguirre Abogados</b>	Luis Miguel León, Gianfranco Iparraguirre
<b>Miranda &amp; Amado</b>	Enrique Felices, Willy Pedreschi
<b>VALUABLE PRACTICE</b>	
<b>Benites Vargas &amp; Ugaz Abogados</b>	Fabricio Sanchez
<b>Bueno Lercari Consultores</b>	Rosa Bueno, Lucia Quevedo
<b>Caro &amp; Asociados</b>	Carlos Caro Coria, María Alejandra Quintana
<b>CMS Grau</b>	Ramon Huapaya, Carolina Gajate
<b>CPB Abogados</b>	Xenia Vizcarra De Schäffler
<b>Dentons</b>	Julio Gallo
<b>Estudio Fernandez &amp; Vargas Abogados</b>	Maria Luz Vargas Chavez, Marco Antonio Palomino
<b>Estudio Olaechea</b>	Martin Serkovic
<b>Fernández-Dávila Abogados</b>	Ivette Luque, Abel Tavera
<b>Garrigues</b>	Franco Muschi
<b>Mertz Peru</b>	Claudia Fernandini, Yajaira Saavedra, Daniel Coaguilla
<b>Moar Abogados</b>	Carlos Monteza, Helar Niño
<b>Philippi, Prietocarrizosa Ferrero DU &amp; Uria</b>	Veronica Vergaray
<b>Rebaza, Alcázar &amp; De Las Casas</b>	Rafael Alcazar, Maria del Pilar Sanchez
<b>Rodríguez García &amp; Encinas Abogados</b>	David Encinas Zevallos
<b>Sumara Hub Legal</b>	Alvaro Castro Lora, Gabriela Cuadros

### NIUBOX: IN DEPTH TECH AND INNOVATION EXPERTISE



Oscar Montezuma

Key figure(s): Oscar Montezuma  
Established: 2018

**Track record:** Highly specialized privacy and data protection boutique which masters legal with technical input and covers a wide range of legal requirements demanded by local and foreign companies such as Solgas, Delivery Hero and Agora servicios digitales. Also valued for its ample knowledge of innovation, technology and digital businesses.

**Team & differentiation:** Earlier this year, the firm opened a new office in Bogotá and appointed Daniel Valencia, an e-commerce, data protection, digital transformation and corporate matters specialist, as country manager. Managing partner Oscar Montezuma has over 15 years' experience advising governments and companies on digital economy issues thanks to his in-depth knowledge of regulation and public policies.

### IRIARTE & ASOCIADOS: SEASONED DATA PROTECTION AND IT COUNSEL



Erick Iriarte

Key figure(s): Erick Iriarte  
Established: 2006

**Track record:** Well-known for its high-quality IT and data protection service, the firm has great renown in the corporate, education and digital sectors advising major clients such as BBVA, E-Holding, Blitz Quipu Finance, Universidad ESAN and Backus. It also has strong IP experience and regularly works with other IPIT firms in different countries of the Andean Community and LatAm.

**Team & differentiation:** The team, which applies a comprehensive approach to all the new information technology and IP matters it handles, is captained by Erick Iriarte, a domain-name and internet-resources specialist who has ample experience in data privacy and data protection. He advised the National Defense and Internal Order Commission on the drafting of the cybersecurity and cyber-defense law.

## URUGUAY

## TRADEMARK PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Cikato Abogados</b>	Matias Cikato, Mauro Martín, Diego Chijane
<b>Fernandez Secco &amp; Asociados</b>	Agustina Fernández Giambruno
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>EXCELLENT</b>	
<b>Cervieri Monsuarez</b>	Natalia Paladino, Madelón Landa, Andrea Casales
<b>Ferrere</b>	Agustín Mayer West, Stella Weng
<b>Fischer Abogados</b>	Mercedes Castells, Gustavo Fischer, Federico Fischer
<b>Vanrell Propiedad Intelectual Abogados</b>	Veronica Vanrell
<b>HIGHLY RECOMMENDED</b>	
<b>Clarkemodet Uruguay</b>	Martin Hermida, Fabiana Penades
<b>Pittaluga Abogados</b>	Martín Pittaluga
<b>RECOMMENDED</b>	
<b>Bacot &amp; Bacot</b>	Oscar Bacot Silveira
<b>Dubourg</b>	Andrés Gallo Dubourg
<b>JONES &amp; CIA</b>	Diego Dufrechú
<b>Mercomark</b>	Carlos Sarlabós

## CERVIERI MONSUÁREZ &amp; ASOCIADOS: OUTSTANDING MARKET LEADERSHIP



Virginia Cervieri

**Key figure(s):** Virginia Cervieri, Natalia Paladino, Pablo Monsuarez, Anabel Frachia, Lucia Cantera and Madelón Landai  
**Established:** 2008

**Track record:** The firm is a leader in anti-counterfeiting and enforcement matters. In addition, it has extensive experience in the registration and protection of IP rights such as patents, industrial designs, copyrights, domain names, sanitary registrations, plant varieties and trademarks. It represents global brands in Latin America covering Mexico, Central America, the Caribbean and South America.

**Team & differentiation:** The team has intervened in emblematic cases which have earned it a sterling reputation. The firm has developed proprietary software that allows it to monitor clients' brands and products on social networks. In addition to Uruguay, Cervieri Monsuárez has also offices in Paraguay and Bolivia, in addition to a representative in Panama.

## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Cervieri Monsuarez</b>	Virginia Cervieri, Pablo Monsuarez, Natalia Paladino, Lucia Cantera
<b>Ferrere</b>	Agustín Mayer West, Alejandro Alterwain
<b>Fischer Abogados</b>	Gustavo Fischer, Federico Fischer, Mercedes Castells
<b>EXCELLENT</b>	
<b>1 Cikato Abogados</b>	Mauro Marín, Matias Cikato
<b>Fernandez Secco &amp; Asociados</b>	Agustina Fernández Giambruno
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>2 Pittaluga Abogados</b>	
<b>Vanrell Propiedad Intelectual Abogados</b>	Veronica Vanrell
<b>HIGHLY RECOMMENDED</b>	
<b>Bergstein Abogados</b>	Silvina Vila, Leonardo Melos
<b>Clarkemodet Uruguay</b>	Fabiana Penades, Martin Hermida
<b>Dentons Jiménez de Aréchaga</b>	Héctor B. Viana

## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Cervieri Monsuarez</b>	Virginia Cervieri, Anabel Frachia
<b>EXCELLENT</b>	
<b>1 Cikato Abogados</b>	Matias Cikato, Mauro Marín
<b>Vanrell Propiedad Intelectual Abogados</b>	Veronica Vanrell, Fabiana Mateos
<b>2 Fernandez Secco &amp; Asociados</b>	
<b>Ferrere</b>	Agustín Mayer West
<b>Fischer Abogados</b>	Gustavo Fischer, Federico Fischer
<b>HIGHLY RECOMMENDED</b>	
<b>Bacot &amp; Bacot</b>	Oscar Bacot Silveira
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>Pittaluga Abogados</b>	Martín Pittaluga, Juan Manuel Pittaluga

# EUROPE

# AUSTRIA

## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Puchberger &amp; Partner</b>	Andreas Gehring
<b>Schoenherr</b>	Dominik Hofmarcher, Christian Schumacher, Michael Woller
<b>SONN</b>	Rainer Beetz, Johannes Strobl, Elisabeth Zakl-Buchner
<b>EXCELLENT</b>	
<b>Gassauer-Fleissner</b>	Manuel Wegrosteck
<b>Geistwert</b>	Constantin Kletzer, Max W. Mosing, Rainer Schultes
<b>HIGHLY RECOMMENDED</b>	
<b>ABP Anwälte Burger &amp; Partner</b>	Clemens Ofner
<b>Baker McKenzie</b>	Alexander Hofmann**, Michaela Petsche***, Katerina Schenková***
<b>Binder Grösswang</b>	Ivo Rungg
<b>Taylor Wessing</b>	Markéta Deimelová, Martin Eckel
<b>RECOMMENDED</b>	
<b>Burgstaller &amp; Partner</b>	Veronika Feichtinger-Burgstaller, Christian Hadeyer
<b>CMS Reich-Rohrwig Hainz</b>	Egon Engin-Deniz
<b>HGF Europe</b>	Bernhard Ganahl, Jan Robert Naefe, Markus Zoller
<b>KWR Karasek Wietrzyk</b>	Barbara Kuchar
<b>Pendl Mair</b>	Sebastian Feuerstein, Gerald Mair, Rudolf Pendl
<b>Salomonowitz</b>	Christine Aligo
<b>Schwarz &amp; Partner</b>	Bernhard Gruber
<b>Wiltschek Plasser</b>	Lothar Wiltschek

\*\* : Associate \*\*\* : Senior Associate



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Gassauer-Fleissner</b>	Christian Gassauer-Fleissner, Dominik Göbel, Manuel Wegrosteck
<b>Geistwert</b>	Constantin Kletzer, Max W. Mosing, Alexander Schnider, Rainer Schultes
<b>Schoenherr</b>	Dominik Hofmarcher, Gudrun Irsa-Klingspiegl, Christian Schumacher, Michael Wöller
<b>Schwarz Schoenherr</b>	Hortensia Ballestas*, Markus Grötschl, Georg Schönherr
<b>EXCELLENT</b>	
<b>CMS Reich-Rohrwig Hainz</b>	Egon Engin-Deniz
<b>Dorda</b>	Axel Anderl, Andreas Seling**
<b>Wiltschek Plasser</b>	David Plasser, Lothar Wiltschek
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Lukas Feiler, Martina Grama***, Michaela Petsche***
<b>Binder Grösswang</b>	Hellmut Buchroithner, Michael Horak, Ivo Rungg
<b>Pendl Mair</b>	Sebastian Feurstein, Gerald Mair, Rudolf Pendl
<b>Salomonowitz</b>	Sascha Salomonowitz
<b>Taylor Wessing</b>	Thomas Adocker, Markéta Deimelová, Martin Eckel
<b>Wolf Theiss</b>	Maren Jergolla-Wagner***, Georg Kresbach
<b>RECOMMENDED</b>	
<b>ABP Anwälte Burger &amp; Partner</b>	Clemens Ofner
<b>Brauneis</b>	Martin Reinisch
<b>Cerha Hempel</b>	Mark Krenn
<b>E+H</b>	Helmut Liebel, Andreas Zellhofer
<b>Freshfields Bruckhaus Deringer</b>	Christof Pöchlhacker
<b>HGF Europe</b>	Bernhard Ganahl, Jan Robert Naefe, Markus Zoller
<b>Hule Bachmayr-Heyda Nordberg</b>	Emanuel Boesch
<b>KWR Karasek Wietrzyk</b>	Barbara Kuchar
<b>SONN</b>	Rainer Beetz

\*: Of counsel \*\*: Counsel \*\*\*: Senior Associate

# BELGIUM

## TRADEMARK PROSECUTION

### Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
<b>LEADING</b>	
<b>De Clercq &amp; Partners</b>	Joost Muylle
<b>Gevers</b>	Bram Dejan, Benjamin Gevers, Pieter De Grauwe, Charlotte Cozyns, Ewout Vanheck
<b>EXCELLENT</b>	
<b>Arnold &amp; Siedsma</b>	Sandra Bauwens
<b>AWA</b>	Dominique Rifon, Arie Mout, Marianne Stanislaus, Stéphanie Dujardin
<b>Calysta</b>	Mounir Kadaj, Clara De Schryver
<b>Kirkpatrick</b>	Lidy-Anne Jeswiet - van Westenbrugge, Donatienne Croonenberghs
<b>Linden &amp; De Roeck</b>	Benedicte Linden, Carole De Roeck
<b>V.O.</b>	Noëlle Wolfs
<b>HIGHLY RECOMMENDED</b>	
<b>Fencer</b>	Stephanie Wuyts, Daphne Vervet
<b>KOB</b>	Trui Castelein, Anne-Sophie Maes
<b>M.f.j. Bockstael</b>	Dirk Caluwaerts
<b>NLO</b>	Marlous Stal-Hilders
<b>Novagraaf</b>	Ingrid Mennens
<b>Winger</b>	Christophe Bourgeois, Rogier Goos

### DE CLERCQ & PARTNERS: TOTAL RANGE OF TRADEMARK EXPERTISE



Joost Muylle

Key figure(s): Joost Muylle  
Established: 1999

**Track record:** The trademark prosecution department provides services in prosecution, strategy, and negotiations but also on more challenging cases, including ex-officio examinations, oppositions, invalidations and appeals. They represent their clients before the Benelux Office, EIPO, WIPO, the French and UK intellectual property offices and also through their dedicated network in numerous countries worldwide.

**Team & differentiation:** The team of three headed by Joost Muylle represent clients ranging from individuals to multinationals, including local fashion brands, international brewing companies, airlines, and pharmaceuticals. They have developed a custom-made platform entitled IPR manager, a unique online user-interface which enables portfolio management in real time and reduces human error and overheads.



BELGIUM

## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Jean-Christophe Troussel, Benoit Van Asbroeck, Domien Op de Beeck
<b>NautaDutilh</b>	Florence Verhoestraete, Tanguy de Haan
<b>Van Innis &amp; Delarue</b>	Thierry Van Innis, Dieter Delarue, Anthony Van der Planken
<b>EXCELLENT</b>	
<b>ALTIUS</b>	Olivier Vrins
<b>Fencer</b>	Paul Maeyaert, Jeroen Muyldermans
<b>Fieldfisher</b>	Stijn Debaene, Hakim Haouideg
<b>Inteo</b>	Sofie Cubitt, Kristof Neefs
<b>Simont Braun</b>	Emmanuel Cornu, Eric De Gryse, Michaël De Vroey
<b>HIGHLY RECOMMENDED</b>	
<b>1 CMS</b>	Tom Heremans, Renaud Dupont
<b>Ethikos</b>	Annick Mottet, Maroussia Verhulst
<b>Janson</b>	Mireille Buydens, Hans Dhondt
<b>Monard Law</b>	Kristof Zadora, Daan De Jaeger, Stephane Criel, Sébastien Verva
<b>Osborne Clark</b>	Valentin de le Court
<b>Petillion</b>	Flip Petillion, Diégo Noesen, Jan Janssen
<b>Prioux Culot</b>	Pierre-Yves Thoumsin
<b>2 Allen &amp; Overy</b>	Geert Glas
<b>Baker McKenzie</b>	Koen De Winter
<b>Cape IP</b>	Veronique Pedé
<b>Lexing</b>	Alexandre Cruquenaire, Alexandre Cassart
<b>Liedekerke</b>	Etienne Kairis, Sarah van den Brande
<b>Linklaters</b>	Pieter Van Den Broecke
<b>Lydian</b>	Bastiaan Bruyndonckx
<b>MVVP</b>	Herman Croux, Olivier Sasserath, Anna Gibello, Michel Segers
<b>Stibbe</b>	Ignace Vernimme, Philippe Campolini
<b>Taylor Wessing</b>	Christian Dekoninck
<b>RECOMMENDED</b>	
<b>&amp; De Bandt</b>	Karel Janssens
<b>Crowell Moring</b>	Jan-Diederik Lindemans, Kristof Roox
<b>IP Porta</b>	Karen Ongena
<b>Seeds Of Law</b>	Koen De Puydt, Toon Delie
<b>Wiggin</b>	Carina Gommers, Carl De Meyer

### SEEDS OF LAW: SUBSTANTIAL TRADEMARK EXPERTISE



Koen De Puydt

Key figure(s): Koen De Puydt and Toon Delie  
Established: 2019

**Track record:** Esteemed IP department noted for its handling of strategic trademark litigation for a broad spectrum of Belgian and international names from the food and fashion sectors, among others. The firm is also called upon at the pre-trial stage to verify unfair competition claims and is used to working on transverse subjects in the area of trademarks, copyright, designs and models.

**Team & differentiation:** Thanks to its dedication, dynamism and responsiveness, the team is able to provide its clientele with solutions that suit their sophisticated needs. They meticulously establish a strategic vision of the client's operation which helps them develop the latter's activity and protect their core tangible and intangible assets.



# COPYRIGHT, MEDIA & ENTERTAINMENT

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Benoit Van Asbroeck, Guillaume de Villegas, Hein Hobbelen
<b>Hoyng Rokh Monegier</b>	Fabienne Brison
<b>Simont Braun</b>	Emmanuel Cornu, Fernand de Visscher, Michaël de Vroey
<b>EXCELLENT</b>	
<b>&amp; De Bandt</b>	Jeff Keustermans, Karel Janssens
<b>Allen &amp; Overy</b>	Filip Van Elsen, Geert Glas
<b>ALTIUS</b>	Olivier Vrins, Alexander De Bleekere, Sven Demeulemeester
<b>Berenboom &amp; Associés</b>	Ariane Joachimowicz, Marc Isgour, Céline Jabot
<b>CMS</b>	Tom Heremans
<b>Crowell Moring</b>	Sari Depreeuw, Thomas De Meese
<b>Fencer</b>	Paul Maeyaert, Jeroen Muyltermans
<b>Lydian</b>	Bastiaan Bruyndonckx
<b>Monard Law</b>	Stephane Criel, Daan De Jaeger, Sébastien Verva
<b>MVVP</b>	Peter Marx, Olivier Sasserath, Herman Croux, Jan Ravelingien
<b>Stibbe</b>	Ignace Vernimme, Philippe Campolini, Erik Valgaeren
<b>Van Innis &amp; Delarue</b>	Thierry Van Innis, Dieter Delarue
<b>HIGHLY RECOMMENDED</b>	
<b>1 Fieldfisher</b>	Hakim Haouideg, Stijn Debaene, Serge Flecijn
<b>Inteo</b>	Kristof Neefs
<b>IP Porta</b>	Karen Ongena
<b>Janson</b>	Mireille Buydens
<b>JVM</b>	Eric Jooris, Emmanuel Van Melkebeke
<b>Lexing</b>	Alexandre Cruquenaire
<b>Linklaters</b>	Pieter Van Den Broecke
<b>NautaDutilh</b>	Tanguy de Haan
<b>2 Cabinet Lejeune Legal</b>	Frédéric Lejeune
<b>Cresta</b>	Arnaut Kint, Wouter Janssens
<b>Modo Advocaten</b>	Didier Deneuter, Inge De Bruyn
<b>Taylor Wessing</b>	Christian Deconinck
<b>Timelex</b>	Frédéric Debusseré
<b>Ulys</b>	Etienne Wery

### MVVP: RANGE OF MEDIA AND ENTERTAINMENT SERVICES



Olivier Sasserath

Key figure(s): Olivier Sasserath

Established: 1995

**Track record:** The IP department of Brussels-based MVVP, has a distinguished record in trademark litigation and is also noted for its broad knowledge of the entertainment and media industries. Often retained by mid-sized domestic and international clients for the quality of its counsel on trademark related issues. Its professionals routinely advise on management strategy of sizeable portfolios.

**Team & differentiation:** Consisting of six partners and 10 other lawyers, the team advises a host of in-house experts from the media, entertainment, and advertising sectors. The firm has specialized knowledge of the local and international regulatory framework for advertising and represents everyone from local brand owners to international advertising groups.

### MONARD LAW: TRUSTED IP ADVISORS TO LEADING COMPANIES



Daan De Jaeger

Key figure(s): Daan De Jaeger

Established: 1990

**Track record:** The firm serves members of various industries, from fashion to gaming, and navigates IP projects from inception to distribution providing pragmatic solutions at competitive rates. The IP practice represents key clients like Rolex and D'Ieteren, tackling their IP and anti-counterfeiting issues, and also assists individual artists and small businesses. Pharmaceuticals and sports are growth areas for the firm.

**Team & differentiation:** The team of four partners and seven associates excels on tech topics like video games, NFTs, and AI and represents leading clients such as Nike in various copyright cases. It advised Nike on NFT regulations, withdrawal rights, and copyright issues in Belgium and the EU. In April, the firm's ranks were boosted by the arrival of Jean-Pierre Buyle and his team.



## NOT-FOR-PROFIT

### Best Law Firms

The firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>MAPPING</b>	
<b>ALTIUS</b>	Jérôme Vermeylen, Carmen Verdonck
<b>Ashurst</b>	David Du Pont
<b>Aurion</b>	Sarah Verschaeve, Yvette Verleisdonk
<b>Bird &amp; Bird</b>	Brent Springael, Paul Hermant
<b>Eubelius</b>	Matthias Wauters, Barteld Schutyser
<b>EY Law</b>	Antoine Druetz
<b>Impact Lawyers</b>	Marleen Denef, Coralie Mattelaer
<b>Intui</b>	Anneleen Steeno, Robbie Tas
<b>Kadrant Law</b>	Giulia Mauri
<b>Liedekerke</b>	Valérie Simonart
<b>Loyens &amp; Loeff</b>	Grégoire Jakhian
<b>Lydian</b>	Annick Mottet, Bastiaan Bruyndonckx
<b>Monard Law</b>	Bert Theeywes, Wouter Moonen
<b>Osborne Clarke</b>	Ruth Wirtz
<b>Pierston</b>	Patrice Vanderbeeken
<b>Simont Braun</b>	Sandrine Hirsch, Béatrice Thieffry



# LEADERS LEAGUE ALLIANCE SUMMIT

LAW & INNOVATION

**JULY 6<sup>TH</sup>, 2023**

INTERCONTINENTAL PARIS LE GRAND

## CONFERENCES · AWARDS CEREMONY · NETWORKING

The Leaders League Alliance Summit is the result of the unification of Leaders League two biggest International events: the **International Legal Alliance Summit & Awards** and the **Innovation & IP Forum and Awards**. By merging the events we will bring together the best of the Corporate and Legal markets and the best of the IP and Innovation world, in a unique one day event gathering **key international players**.

**600+**  
ATTENDEES

**80+**  
SPEAKERS

**50**  
AWARDS

# DENMARK

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>AWA</b>	Claus Marcussen, Anette Rasmussen
<b>Bech-Bruun</b>	Claus Barrett Christiansen, Inge Kirstine Skou, Jeppe Brinck-Jensen
<b>Gorrissen Federspiel</b>	Kenneth Kvistgaard-Aaholm, Lasse Skaarup Christensen, Lars Segato
<b>Lundgrens</b>	Nina Ringen, Anne Mette Sloth Berner
<b>Plesner</b>	Sture Rygaard, Kasper Frahm
<b>Zacco</b>	Thomas Mølsgaard, Knud Wallberg, Heidi Rehné
<b>EXCELLENT</b>	
<b>Bugge Valentin</b>	Christian Kragelund, Jens Jakob Bugge
<b>Kromann Reumert</b>	Frank Bøggild, Kolja Staunstrup
<b>NJORD Law Firm</b>	Jeppe Brogaard Clausen, Peter Gustav Olson
<b>Patrade</b>	Charlotte Rask Boddum, Eva Nødskov Aaen
<b>Plougmann Vingtoft</b>	Ellen Breddam
<b>HIGHLY RECOMMENDED</b>	
<b>Accura Advokatpartnerselskab</b>	Christina Type Jardorf
<b>æera</b>	Thorbjørn Swanstrøm, Monika Colak, Louise Mühlbach Breining
<b>Arnesen IP</b>	Susie P. Arnesen
<b>Aumento Law Firm</b>	Lisbet Andersen
<b>Bird &amp; Bird</b>	Peer Petersen, Mogens Dyhr Vestergaard
<b>Horten</b>	Jakob Krag Nielsen
<b>Otello Advokatfirma</b>	Martin Hoffgaard Rasmussen

## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bech-Bruun</b>	Claus Barrett Christiansen, Inge Kirstine Skou, Jeppe Brinck-Jensen
<b>Bugge Valentin</b>	Jens Jakob Bugge, Anders Valentin, Christian Kragelund
<b>Gorrissen Federspiel</b>	Kenneth Kvistgaard-Aaholm, Lasse Skaarup Christensen, Lars Segato
<b>Plesner</b>	Mikkel Vittrup, Sture Rygaard, Kasper Frahm
<b>EXCELLENT</b>	
<b>Accura Advokatpartnerselskab</b>	Morten Bruus, Christina Type Jardorf
<b>AWA</b>	Anette Rasmussen
<b>Kromann Reumert</b>	Nicolai Lindgreen, Kolja Staunstrup
<b>Lundgrens</b>	Nina Ringen, Søren Danelund Reipurth
<b>NJORD Law Firm</b>	Torben Krath, Jeppe Brogaard Clausen
<b>Zacco</b>	Thomas Mølsgaard
<b>HIGHLY RECOMMENDED</b>	
<b>Horten</b>	Asger Heine Jensen, Jakob Krag Nielsen
<b>Løje IP</b>	Johan Løje
<b>Patrade</b>	Nick Lissner, Eva Nødskov Aaen

## FINLAND

## TRADEMARK PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Berggren</b>	Kaisa Fahllund, Milla Lehtoranta, Soile Järvenpää
<b>Boco IP</b>	Elina Heikkilä, Laura Roselius, Peter Åkerlund
<b>Castrén &amp; Snellman</b>	Nina Mikander, Sakari Salonen
<b>Properta Attorneys</b>	Kukka Tommila, Hanna-Maija Elo
<b>Roschier</b>	Markku Tuominen, Rainer Hilli
<b>EXCELLENT</b>	
<b>Borenius Attorneys</b>	Lasse Laaksonen
<b>Heinonen &amp; Co - part of Eversheds Sutherland Finland</b>	Petteri Häkkänen, Lassi Lepistö, Kati Rantala
<b>Kolster Oy Ab</b>	Tuukka Airaksinen, Kristiina Kaislisto
<b>Laine IP Oy</b>	Tom-Erik Hagelberg, Joose Kilpimaa
<b>Papula-Nevinpat</b>	Riikka Palmos, Heidi Mikkola
<b>Waselius &amp; Wist</b>	Bernt Juthström, Åsa Krook
<b>HIGHLY RECOMMENDED</b>	
<b>Backström &amp; Co</b>	Petri Eskola, Markus Lampinen, Timo Mäenpää
<b>Dottir Attorneys</b>	Johanna Rantanen, Rasheka Scott
<b>Hannes Snellman</b>	Panu Siitonen
<b>Kaulo &amp; Partners</b>	Jani Kaulo, Maria Puronvarsi
<b>Krogerus</b>	Kalle Hynönen

## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Borenius</b>	Lasse Laaksonen, Ben Rapinoja
<b>Heinonen &amp; Co - part of Eversheds Sutherland Finland</b>	Petteri Häkkänen, Lassi Lepistö, Kati Rantala
<b>Properta Attorneys</b>	Kukka Tommila, Hanna-Maija Elo
<b>Roschier</b>	Rainer Hilli, Mikko Manner, Markku Tuominen, Mikael Segercrantz
<b>EXCELLENT</b>	
<b>Castrén &amp; Snellman</b>	Sakari Salonen
<b>Hannes Snellman</b>	Panu Siitonen
<b>Waselius &amp; Wist</b>	Bernt Juthström, Åsa Krook
<b>HIGHLY RECOMMENDED</b>	
<b>Backström &amp; Co</b>	Petri Eskola, Markus Lampinen, Timo Mäenpää
<b>Berggren</b>	Kaisa Fahllund, Milla Lehtoranta, Soile Järvenpää
<b>Bird &amp; Bird</b>	Henri Kaikkonen
<b>Krogerus</b>	Kalle Hynönen
<b>Merilampi Attorneys</b>	Henrik af Ursin

## FRANCE

## MARKETING, COMMUNICATION &amp; DIGITAL

## Best Law Firms &amp; IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Germain Maureau</b>	William Lobelson, Julien Fialletout, Bertrand Geoffroy
<b>Lavoix</b>	David Millet, Philippe Lods, Béatrice Daubin
<b>Novagraaf</b>	Olivier Boland, Fabienne Maucarré, Carole Roger, Armelle Douhaire, Aurélie Guétin, Marianne Tissot, Alexandra Di Maggio
<b>Plasseraud IP</b>	Isabelle Meunier-Coeur, Bérénice Dejardins, Frédéric Glaize, Guillaume Vermander, Patrick Boyle, Guylène Kiesel Le Cosquer, Laurent Nowak
<b>Santarelli Group (CPI)</b>	Éric Le Bihan, Nathalie Rey, Jean-Baptiste Duranton, Guillaume Mortreux, Sophie Marc, Hélène Lecornu
<b>EXCELLENT</b>	
<b>1 Ardan</b>	Stève Félix, Julien Delucenay, Véronique Staeffen
<b>Beau De Lomenic</b>	Emmanuelle Machinet, Grégory Ingrand
<b>Casalonga</b>	Karina Dimidjian-Lecomte, Laurence Schardt, Pauline Freulon, Caroline Casalonga, Aude Thierri
<b>Dreyfus &amp; Associés</b>	Emmanuel Harrar, Nathalie Dreyfus
<b>Ipsilon</b>	Florence Briec, Michèle Dietrich, Marion Tertrais
<b>Lynde &amp; Associés</b>	Jean-Michel Flu, Stéphane Lynde
<b>Regimbeau</b>	Olivier Prats, Evelyne Roux, Martine Bloch-Weill, Isabelle Thill
<b>Tmark</b>	Valérie Dorey, François Deschamps, Olivier Thierri, Nadine Royer, Nicolas Debaisieux
<b>2 Cabinet Netter</b>	Aurore Simon Druon
<b>Camus Lebkiri</b>	Stéphanie Rito
<b>Gpi Marques</b>	Caroline Redon, Frédéric Marlot
<b>LLR</b>	Gilles Escudier, Kristell Erout
<b>Taoma Partners</b>	Malaurie Pantalacci, Melissa Cassanet, Gaëlle Loinger-Benamran
<b>HIGHLY RECOMMENDED</b>	
<b>Abello IP Firm - Cpi</b>	Delphine Rudloff
<b>Gevers &amp; Orès</b>	Gaëlle Gevers
<b>Groupe Vidon</b>	Soazig Thémoïn, Patrice Vidon, Clemence Touillier



<b>Guiu IP</b>	Dorian Guiu, Sandrine Guiu, Stéphanie Bois
<b>Inlex IP Expertise</b>	Franck Soutoul, Eric Schahl
<b>Jacobacci Coralie Harle</b>	Fabienne Orsini, Vincent Chauvin, Maria Luisa Arce-Torrecilla, Marion Vidal-Lachaud
<b>Lhermet &amp; Lefranc-Bozmarov</b>	Bruno Lhermet, Marion Lefranc-Bozmarov
<b>RECOMMENDED</b>	
<b>Ab Initio</b>	Annick Pairault
<b>Api Conseil</b>	Alexander Lerbs
<b>Argymark</b>	Céline Pires, Nadège Parfait
<b>Aréopage</b>	Isabelle Pujade-Auriol, Florence Jalabert
<b>AtlantIP</b>	Axel Doucerain, Gabriel Perez
<b>Boettcher</b>	Stéphane Lemaire
<b>Brandon IP</b>	Anne Lévy
<b>Bringer IP</b>	Leonard Pirastru
<b>Cabinet Degret</b>	Bruno Raibaut, Manuel Degret, Jacques Degret, Magali Clair
<b>Cabinet Flechner</b>	David Bilquey
<b>Chaillot</b>	Julie Desrois, Nicolas Dufay, Denis Chaillot
<b>Cormier Reiss &amp; Associés</b>	Françoise Cormier
<b>Hirsch &amp; Associés</b>	Christophe Andral
<b>Icosa</b>	Laurence Rivière
<b>Inscripta</b>	Manuel Roche, Agnès Doyen
<b>Ipaz</b>	Denis Lesire, Denis Baldensperger
<b>IP Sphere</b>	Philippe Rodhain
<b>Ixas Conseil</b>	Martin Schmidt, Vanessa Darbouret
<b>Legimark</b>	Belynda Chauvet, Anne-Karine Bogillot-Sawra, Marcel Botton
<b>Strato IP</b>	Sébastien Hautière
<b>Weinstein</b>	Christian Frick
<b>Wiplaw France</b>	Éric Le Bellour
<b>Brandstorming</b>	Valérie Dellinger
<b>Cabinet Beaumont</b>	Laurent Thibon
<b>Cabinet Didier Martin</b>	Manon Laurent
<b>Cabinet Tripoz</b>	Benjamin Dubuis
<b>Guillemin Flichy</b>	Alexis Guillemin
<b>Hautier IP</b>	Ségolène Luherne
<b>Laurent &amp; Charras</b>	Julien Scicluna
<b>Mottet &amp; Associés</b>	Pascale Mottet
<b>Roman André</b>	Floriane Rossi
<b>Sodema Conseils</b>	Lionel Lapeyre

## TMARK: HIGHLY DECORATED INNOVATION-ORIENTED FIRM



François Deschamps

Key figure(s): François Deschamps  
Established: 1983

**Track record:** Entirely dedicated to trademarks designs and models, Tmark's high level of specialization sees it regularly brought in by big names from the luxury goods, agrifood, cosmetics and viticulture sectors. Capable of intervening in all segments of the value chain, from prior use to litigation defense. Responsive and hands on, Tmark retains a global clientele.

**Team & differentiation:** In sync with the needs of a discerning clientele, the firm's trademark team shines during the application, negotiation and litigation stages, thanks to its tried and tested array of IP strategies. Tmark has a reputation for providing creative and constructive solutions, which can be applied to projects of various sizes in a broad range of sectors.



FRANCE

## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Armengaud Guerlain	Stéphane Guerlain, Catherine Mateu
Bird & Bird	Géraldine Arbant, Anne-Charlotte Le Bihan, Yves Bizollon
Candé Blanchard Ducamp	Julien Blanchard, Claire Ducamp, Patrice de Candé
Deprez Guignot Associés - DDG	Pierre Deprez, Vincent Fauchoux, Frédéric Dumont
DTMV	Laurine Janin-Reynaud, Eleonore Gaspar, Thomas Cuche, Pascal Lefort
<b>2</b> Bardehle Pagenberg	Axel Munier, Rebecca Delorey, Clément Jaffray
Casalonga	Caroline Casalonga, Arnaud Casalonga, Karina Dimidjian-Lecomte, Pascaline Vincent, Floriane Codevelle, Marianne Gabriel
Cousin & Associés	Myriam Moatty, Jean-Martin Chevalier
De Gaulle Fleurance	Louis De Gaulle, Francine Le Péchon-Joubert, Georgie Courtois, Julien Horn, Serge Lederman
ebl lexington	Laurent Levy, Michaël Piquet-Fraysse
Havard Duclos & Associés	Sophie Havard Duclos, Pauline Casanova, Constance Percevaux
Hogan Lovells	Marie-Aimée De Dampierre
Hoyng Rokh Monegier	Marie Georges-Picot, Sophie Micallef, Denis Monégier du Sorbier
M-P Escande Avocats	Michel-Paul Escande, Clarence Pinot de Villechenon
<b>EXCELLENT</b>	
<b>1</b> Al Avocats	Muriel Antoine-Lalance, Marion Aitelli
BCTG Avocats	Gaëlle Bloret-Pucci
Benoiel Avocats	Sylvie Benoiel
Bouchara & Avocats	Vanessa Bouchara, Adèle Maier
Christophe Caron	Clotilde Fouquet, Christophe Caron
Cléry Devernavy	Alain Cléry, Coralie Devernavy
De Marcellus & Disser	Juliette Disser, Emmanuel De Marcellus
DLA Piper	Frank Valentin
Gide Loyrette Nouel	Emmanuel Larere, Raphaëlle Dequiré-Portier
Herbert Smith Freehills	Alexandra Neri
Hertslet Wolfer & Heintz - HW&H	Christophe Chapoullié
Hoffman	Emmanuelle Hoffman, Pierre Hoffman
Hollier Larousse & Associés	Christian Hollier-Larousse, Annette Sion, Gautier Kaufman
J.p. Karsenty & Associés	Martine Karsenty-Ricard, Béatrice Moreau-Margotin
Jacobacci Avocats	Olympe Vanner, Alexia de Maulde, Jean-Mathieu Bertho, Diane de Valbray
Legrand Lesage-Catel	Michèle Lesage-Catel, Olivier Legrand, Stéphanie Legrand
Linklaters	Pauline Debré, Jean-François Merdrignac, Gaëlle Bourout
Marchais & Associés	Emmanuelle Limouzy, Guillaume Marchais, Philippe Martini-Berthon
Nfalaw	Thibault Lachacinski, Fabienne Fajgenbaum
Szleper Henry Avocats	Dariusz Szleper, Guillaume Henry
<b>2</b> Abello IP Firm - Avocats	Michel Abello, Delphine Rudloff, Marie Liens
Cabinet Arenaire	Pierre Massot, Thibault Lentini
Dentons	Loïc Lemercier
De Pardieu Brocas Maffei	Barbara Levy
DS Avocats	Catherine Verneret, Charles-Antoine Joly
Ekv Avocats Associés	Caroline Hiltgen-Lebouvier
Fabregat Avocats	Marie Fabregat
Franklin	Sandra Strittmatter

<b>Gowling WLG</b>	Céline Bey, Philippe Rousseau
<b>Guillemin Flichy</b>	Alexis Guillemin
<b>Harlay Avocats</b>	Sabine Lipovetsky, Dominique Mallo
<b>Jones Day</b>	Emmanuel Baud, Thomas Bouvet
<b>Le Stanc Avocats</b>	Christian Le Stanc, Lisa Le Stanc, Bruno Carbonier
<b>Mandel Pariente Associés</b>	Isabelle Mandel, Lauren Pariente
<b>Scan Avocats</b>	Sandra Cabanne, Alexandre Nappey
<b>Simmons &amp; Simmons</b>	Marina Cousté, Sarah Bailey
<b>Taylor Wessing</b>	Marc Schuler
<b>Varet Près Killy</b>	Xavier Près, Vincent Varet

## HIGHLY RECOMMENDED

<b>1 Advant Altana</b>	Armand Aviges, Pierre Lubet
<b>Agil'IT</b>	Jérôme Tassi, Salomé Garlandat
<b>Atlan &amp; Boksenbaum Avocats</b>	Alexandra Atlan-Elhaik, Nathalie Boksenbaum
<b>Benech</b>	Alexandre Jacquet, Frédéric Benech, Virginie Lehoux
<b>Bmh Avocats</b>	Stéphane Dassonville
<b>Charles de Haas Avocats</b>	Charles de Haas
<b>Coblence Avocats</b>	Mélanie Erber
<b>Cornet Vincent Ségurel</b>	François Herpe, Thomas Deschryver, Luc-Marie Augagneur
<b>DBK Avocats</b>	Thomas Debiesse, Christian Kim, Jérôme Buscail
<b>Dechert</b>	Olivia Bernardeau-Paupe
<b>Demoly Avocats</b>	Pascale Demoly
<b>Fidal</b>	L. Dreyfuss-Bechmann, C. Chauvin, J. Vernay, C. Jouven, T. Lelong, N. Lemarchand, A. Novak, N. Haussmann, L. Corvisier, A. Le Brun
<b>Fieldfisher</b>	Franck Veisse, Nathalie Hadjadj-Cazier
<b>FTP Avocats</b>	Antoine Gautier-Sauvagnac, Philippe Pochet, Fabrice Lorvo
<b>Gilbey Legal</b>	Jehan-Philippe Jacquy, Joanne Quirin
<b>Grefte</b>	Pierre Grefte, François Grefte
<b>Herald Avocats</b>	Richard Milchior
<b>Hoche Avocats</b>	Régis Carral, Frédérique Forget
<b>Illouz Avocats</b>	François Illouz
<b>Jacob Avocats</b>	Julie Jacob
<b>Jasper Avocats</b>	Pascal Lê Dai
<b>Joffe &amp; Associés</b>	Véronique Dahan, Emilie de Vaucresson
<b>K&amp;L Gates</b>	Claude-Etienne Armingaud
<b>Kern &amp; Weyl</b>	Claire Weyl, Tania Kern, Giulia Cortesi
<b>Lexing - Alain Bensoussan Avocats</b>	Virginie Brunot, Anne-Sophie Cantreau
<b>McDermott Will &amp; Emery</b>	Laura Morelli
<b>Nomos</b>	Hélène Delabarre, Éric Lauvaux
<b>Osborne Clarke</b>	Claire Bouchenard
<b>Osmose Avocats</b>	Alexis Vichnievsky, Alexandra Le Corroncq, Antoine Gendreau
<b>PDGB</b>	Benjamin Jacob
<b>Pinsent Masons</b>	Emmanuel Gougé
<b>Promark</b>	Bénédicte Devevey, Aline Mugard, Alain Berthet, Elisabeth Berthet
<b>Santarelli Group (Avocats)</b>	Gwendal Barbaut
<b>Schmidt Brunet Litzler</b>	Delphine Brunet-Stoclet, Marie André-Nivert
<b>Stephenson Harwood</b>	Boriana Guimberteau
<b>Taoma Partners</b>	Anne Messas
<b>Twelve</b>	Claire de Chassey
<b>UGGC Avocats</b>	Elisabeth Logeais, Anne-Marie Pecoraro, Zhen Huang, Corinne Khayat
<b>Valérie Perrichon Avocats</b>	Valérie Perrichon

<b>2</b>	<b>Alerion</b>	Corinne Thiérache
	<b>Allen &amp; Overy</b>	Alexandre Rudoni
	<b>Amar Goussu Staub</b>	Grégoire Goussu, Anne-Lyne Roche
	<b>Anne Lakits-Josse</b>	Anne Lakits-Josse
	<b>Aston Avocats</b>	Carine Piccio
	<b>Baker McKenzie</b>	Virginie Ulmann
	<b>Bblm Avocats</b>	Myriam Angelier
	<b>Bignon Lebray</b>	Nicolas Moreau, Benjamin Mourot
	<b>CBR &amp; Associés</b>	Alain Barsikian, Judith Vuillez
	<b>Clairmont Novus Avocats</b>	Laurent Barissat, Delphine Ganoote-Mary
	<b>Damien Régnier</b>	Damien Régnier
	<b>De Baecque Fauré Bellec Avocats</b>	Olivier De Baecque, Stéphane Bellec
	<b>Delsol Avocats</b>	Stéphane Perrin
	<b>Derriennic Associés</b>	François-Pierre Lani, Pierre-Yves Margnoux, Alexandre Fievue, Georges Jensemle
	<b>Elkrief Avocat</b>	Danielle Elkrief
	<b>Eversheds Sutherland</b>	Gaëtan Cordier
	<b>Féral</b>	Richard Willemant
	<b>Godin Associés</b>	Nicolas Godefroy
	<b>H2O Avocats</b>	Nicolas Herzog, Isabelle Vedrines, Sandra Benabou
	<b>Haas Avocats</b>	Frédéric Picard
	<b>Harbour Avocats</b>	Bénédikte Hattier, Anne Perrin
	<b>Lavoix</b>	Camille Pecnard, Valérie Genin
	<b>Lext Avocats</b>	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
	<b>LPA-CGR Avocats</b>	Prudence Cadio, Romain Viret
	<b>Momentum Avocats</b>	Julien Canlorbe
	<b>Plasseraud Avocats</b>	Jean-Christophe Guerrini, Gilles Ringeisen, Sandrine Bouvier-Ravon
	<b>Quatrebarbes</b>	Nathalie de Quatrebarbes
	<b>Reed Smith</b>	Marianne Schaffner
	<b>Veil Jourde</b>	Nicolas Brault, Florence Watrin
<b>RECOMMENDED</b>		
<b>1</b>	<b>Armelle Furlon</b>	Armelle Furlon
	<b>Bertrand &amp; Associés</b>	André Bertrand
	<b>Bessis Avocats</b>	Philippe Bessis
	<b>BG2V</b>	Xavier Carbasse
	<b>Bismuth Société D'Avocats</b>	Yves Bismuth, Mathieu Martin
	<b>Carlara Avocats</b>	Michel Rasle
	<b>Circle Law</b>	Edmond Tahar
	<b>Cleach Avocats</b>	Melvina Valerii
	<b>Courtois Lebel</b>	Cédric Frenel
	<b>DWF</b>	Florence Karila
	<b>FLV &amp; Associés</b>	Valérie Duponchel
	<b>Forward Avocats</b>	François Frassati, Nicolas Weissenbacher
	<b>Kelten - Association D'Avocats</b>	Nicolas Martin-Teillard
	<b>Lmt Avocats</b>	Olivier Samyn
	<b>Mathias Avocats</b>	Garance Mathias
	<b>Oria Media</b>	Mathieu Davy
	<b>Ox Avocats</b>	Jean Aittouares
	<b>Racine</b>	Valérie Ledoux, Charles Bouffier
	<b>Redlink</b>	Frédéric Fournier, Céline Cuvelier
	<b>Roman André</b>	Jean André
	<b>Stouls &amp; Sully Avocats</b>	Jean-Pierre Stouls

TGS France Avocats	Claire Camberton, Ladan Dirickx
Valmy Avocats	Margaux Nègre-Carillon
Woog & Associés	Coralline Manier Galas
Ydès	Cyril Fabre, Jean-Christophe Chevallier
<b>2 Addleshaw Goddard</b>	Elisabeth Marrache
Alter Via Avocats	Amélie Capon
Apollinaire Société D'Avocats	Christophe Alleaume
Astura	Mathieu Mélin
Bonnier Saint-Félix	Julien Saint-Félix, Antoine Bonnier
Cabinet d'avocats Baldassari	Charlotte Baldassari
Claire & Dauphine	Claire Mourrieras, Dauphine de Marion de Glatigny
Crefovi	Annabelle Gauberti
Crossen & Borowsky	Sophie Borowsky
Effective Ip	François-Xavier Boulon
Fusco-Vigné	Ariane Fusco-Vigné
Gomis & Lacker	Guillaume Gomis, Julien Lacker
ITLAW Avocats	Claudia Weber
Jeantet	Frédéric Sardain
Kantor-Le Borgne	Maia Kantor
Kramer Levin	Mathilde Carle
Lexymore	Christine Jaïs
Marianne Laborde Avocat	Marianne Laborde
Me Haas	Marie-Emmanuelle Haas
Meridian Avocats	Vincent Vilchien
Soskin Avocats	Ilana Soskin
Steering Legal	Stéphanie Berland

## GILBEY LEGAL: EXTENSIVE NETWORK OF TRADEMARK EXPERTS



Jehan-Philippe Jacquey

**Key figure(s):** Jehan-Philippe Jacquey and Joanne Quirin

**Established:** 1992

**Track record:** 100% dedicated to soft IP law, the firm provides advice and litigation services on all sorts of IP issues, including trademark, design, copyright and portfolio management. It confidently handles complex cases for leading members of the pharma, cosmetics, consumer products, and food and drink sectors. Clients include French and foreign companies and overseas law firms.

**Team & differentiation:** With one eye firmly fixed on the practical and economic constraints clients must deal with, Gilbey Legal offers an effective, pragmatic approach to complex soft IP issues. Thanks to its extensive international best-friends network, the firm is active in a large scope of business sectors.

## CANDÉ BLANCHARD DUCAMP: A PASSION FOR INTELLECTUAL PROPERTY



Julien Blanchard

**Key figure(s):** Julien Blanchard, Claire Ducamp and Patrice de Candé

**Established:** 2012

**Track record:** Niche IP firm known for its trademark litigation nous, as well as a range of patent, design and model capabilities. Flexible and responsive, its lawyers' expertise extends to unfair competition, copyright, free-riding and domain-name recovery, in the service of longstanding clients in the luxury goods and fashion sectors. Trusted advisor to social media influencers.

**Team & differentiation:** Tight-knit, experienced and passionate, the team excels at acting for up-and-coming companies, often on a pro-bono basis, in matters involving designs and models. A 30-year veteran of the French IP landscape, Patrice de Candé maintains a loyal clientele of software publishers, like Lexis Nexis. Claire Ducamp has a high level of expertise in anti-counterfeiting.

## EBL LEXINGTON: TRADEMARK LITIGATION SPECIALISTS



Michael Piquet-Fraysse

**Key figure(s):** Michael Piquet-Fraysse and Laurent Levy

**Established:** 2012

**Track record:** The firm regular acts for clients in the auto industry, such as Audi and Volkswagen. Recent highlights include litigating on behalf of large groups, including winning a parasitism case centered on the appropriation of the Twitter hashtag *Manif pour tous*. Buoyed by a slew of new clients, the IP team recently added a pair of new recruits.

**Team & differentiation:** A member of the council of experts of international intellectual property protection organization Unifab, EBL Lexington plays an active part in the bringing to light the pollution caused by the production of counterfeit goods. Innovative and multi-specialist, the team has proven expertise in competition, distribution and IT matters.



## DISTRIBUTIVE & RESTRICTIVE PRACTICES

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> APG Avocats	Bertrand Janssens, Olivier Parleani, Gilbert Parleani, Jean Marie Gazagnes
Cabinet Renaudier	Richard Renaudier, Marianne Le Moullec, Muriel Perrier, Karine Turbeaux, Violaine Ayrole
Grall & Associés	Nathalia Kouchnir-Cargill, Charles-Henri Calla, Thomas Lamy, Jean-Christophe Grall
Mermoz Avocats	Jean-Louis Fourgoux, Leyla Djavadi
Vogel & Vogel	Louis Vogel, Joseph Vogel
<b>2</b> Advant Altana	Frédéric Manin, Marie Hindré
Baker McKenzie	Katia Boneva-Desmicht, Léna Sersiron
Bourgeon Meresse Guillin Bellet & Associés	Charlotte Bellet, Valérie Guillin, Christian Bourgeon, Olga Zakharova-Renaud, Anne-Cécile Benoit
Bredin Prat	Marie-Cécile Rameau, Yelena Trifounovitch, Pierre Honoré, Igor Simic, Olivier Billard
Cornet Vincent Ségurel	A. Poulain, T. Deschryver, J. Wiehn, A. Cornet, S. Harel, J-F Puget, L-M. Augagneur, F Herpe, N. De La Taste
Gide Loyrette Nouel	Franck Audran, Laura Castex, Emmanuel Reille, Dimitri Dimitrov
Gouache Avocats	Jean-Baptiste Gouache, Guillaume Gouachon
Henka	Jean-Philippe Thibault, Benoît Van Bésien, Marjorie Dudon
Jean-Claude Coulon & Associés	Bruno Chemama, Kadir Mebarek, Samuel Lemaçon
Loi & Stratégies	Nicolas Genty
Poirier Schrimpf & Associés	Bruno Schrimpf
Simon Associés	François-Luc Simon, Sandrine Richard, Cristelle Albaric
<b>EXCELLENT</b>	
<b>1</b> Aramis	Aurélien Condomines
Dentons	Emmanuelle van den Broucke, Christine Sévère
De Pardieu Brocas Maffei	Alexandre Eberhardt, Barbara Levy, Philippe Guibert, Laëtitia Gavoty Tolot
Deprez Guignot Associés - DDG	Jean-Christophe André, Olivier Guidoux, Pierre Deprez
Fidal	G. Pezzali, M. du Gardin, H. Lecaillon, P. Plouvier-Masse, I. Galand-Padrao, P. Vanni, S. Hotte, H. Leung, N. Gransard
Hertslet Wolfer & Heintz - HW&H	Dominique Heintz, Maria Bagate
J.p. Karsenty & Associés	Béatrice Moreau-Margotin, Jean-Philippe Arroyo, Martine Karsenty-Ricard
Maulin Avocats	Romain Maulin
Nomos	Christophe Pecnard, Sara Pomar, Béatrice Crevieux
Osborne Clarke	Claire Bouchenard, Alexandre Glatz
Racine	Valérie Ledoux, Sophie Pasquesoone, Bastien Thomas
Redlink	Régis Pihery, Frédéric Fournier, Maeva Priet
Simmons & Simmons	Ombline Ancelin
Taylor Wessing	Evelyne Friedel, Grégoire Toulouse
UGGC Avocats	Michel Ponsard, Malka Marcinkowski, Corinne Khayat
White & Case	Yann Utzschneider
<b>2</b> Altair Avocats	Christophe Héry
August Debouzy	Mahasti Razavi, Alexandra Berg-Moussa, Renaud Christol, Florence Chafiol

<b>Clifford Chance</b>	Thibault d'Alès, Thomas Baudesson, Diego de Lammerville
<b>Courtois Lebel</b>	Bruno Martin, Philippe Courtois
<b>DDCT Avocats</b>	Marine Clément, Yohann Toreau
<b>Dechert</b>	Mélanie Thill-Tayara, Laurence Bary, Marion Provost
<b>Delsol Avocats</b>	Stéphane Perrin, Pierre-Marie Durade-Replat, Thomas Amico, Alexis Chabert
<b>DS Avocats</b>	Fabrice van Cauwelaert, Xavier Lacaze, Olivier Gaucière, Françoise Brunagel
<b>FLV &amp; Associés</b>	Anne Granger
<b>Hoche Avocats</b>	Bastien Mathieu
<b>KPMG Avocats</b>	Emmanuel Tricot
<b>Magenta</b>	Sylvain Justier, Vincent Jaunet, Gaël Hichri
<b>Peltier Juvigny Marpeau &amp; Associés</b>	Thibault Reymond, Seng Ning-Ly
<b>SCP BERTIN</b>	Renaud Bertin
<b>Tessler Avocats</b>	Jean-François Tessler, Solène Tessler-Naccache
<b>Vignié Schmidt &amp; Associés</b>	Iñaki Saint-Esteben, Virginie Viillard

### HIGHLY RECOMMENDED

<b>1</b>	<b>Ayache</b>	Frédéric Fuchs
	<b>BCTG Avocats</b>	Hugues Villey-Desmeserets, François Dauba, Willy Mathot
	<b>Bersay</b>	Frédéric Lecomte, Mathilde Cousteau, Jérôme Bersay
	<b>Borrel D'Arche</b>	Laurence Borrel-Prat, Quitterie d'Arche
	<b>CMS Francis Lefebvre Avocats</b>	Nathalie Pétrignet, Denis Redon
	<b>DLA Piper</b>	Édouard Sarrazin, Fabienne Panneau
	<b>DM&amp;D Avocats</b>	Rémi de Balmann
	<b>Grandjean Avocats</b>	Thomas Lambard, Marguerite Aynès
	<b>Jean-Marie Leloup Avocat</b>	Jean-Marie Leloup
	<b>Jeantet</b>	Florent Prunet
	<b>Joffe &amp; Associés</b>	Olivier Cavézian, Thomas Lepeyre, Véronique Dahan
	<b>King &amp; Spalding</b>	Vanessa Benichou
	<b>Mihailov Avocats</b>	Patrice Mihailov
	<b>Osmose Avocats</b>	Mélanie Comert
	<b>Péchenard &amp; Associés</b>	Gauthier Moreuil
	<b>Reinhart Marville Torre</b>	Antoine Dérot, Louis-Marie Absil, Jérôme Marsaudon, Alexandre Rios
	<b>Viginti Avocats</b>	Olivier Gaucière, Françoise Brunagel
	<b>Wilhelm &amp; Associés</b>	Pascal Wilhelm, Émilie Dumur

<b>2</b>	<b>Alexandre Levy Kahn Braun &amp; Associés</b>	Bernard Levy
	<b>Allen &amp; Overy</b>	Florence Ninane
	<b>BFPL Avocats</b>	Christophe Pech de Laclause, François Berbinau, Amaury Sonet
	<b>Bignon Lebray</b>	Frédéric Coulon, Antoine Arminjon, Caroline Cazaux, Julien Lecat
	<b>Bird &amp; Bird</b>	Alexandre Vuchot, Thomas Oster
	<b>Carlara</b>	Antoine Fourment
	<b>CLP Avocats</b>	Martin Le Péchon

<b>D'Alverny Avocats</b>	Hubert d'Alverny
<b>De Gaulle Fleurance</b>	Louis De Gaulle, Thierry Titone, Matthieu Dary
<b>Foussat Avocats</b>	Jean-Charles Foussat
<b>Guégen Avocats</b>	Mathieu Baron, Antoine Blanchard
<b>Hadengue &amp; Associés</b>	François Dupuy, Benjamin Bayi
<b>Henry &amp; Bricogne</b>	Xavier Henry, André Bricogne
<b>Herald Avocats</b>	Richard Milchior, Corinne Hovnanian
<b>Herbert Smith Freehills</b>	Clément Dupoirier
<b>Hogan Lovells</b>	Mikael Salmela, Éric Paroche
<b>Laude Esquier Champey</b>	Richard Esquier, Olivier Laude, Victor Champey, Florent Bouderbala
<b>Linkea</b>	Cécile Peskine
<b>Lmt Avocats</b>	Olivier Samyn, Emmanuel Fleury
<b>Lplg &amp; Associés</b>	Jean-Jacques Le Pen
<b>Lussan</b>	Emmanuelle Behr
<b>Mayer Brown</b>	Nathalie Jalabert-Doury, Jean-Maxime Blutel
<b>Niddam-Drouas Avocats</b>	Marie de Drouas
<b>Panta Rhei</b>	Emmanuelle Voisset, Délizia Bourgeois
<b>Paul Hastings</b>	Pierre Kirch, Philippe Bouchez El Ghozi
<b>PwC Société d'Avocats</b>	Edith Baccichetti
<b>Swann Avocats</b>	François Loubières, Flore Mazas
<b>Sébastien Dominguez</b>	Sebastien Dominguez
<b>RECOMMENDED</b>	
<b>Addleshaw Goddard</b>	Michaël Cousin
<b>Alerion</b>	Catherine Robin
<b>Bernard-Hertz-Béjot</b>	Michel Béjot
<b>BGB &amp; Associés</b>	Séverine Sanglé-Ferrière
<b>Biard Bouscatel &amp; Associés</b>	Philippe Biard, Claire Bouscatel
<b>Bilalian Avocats</b>	Lara Morel, Marguerite Bilalian
<b>Bourayne &amp; Preissl</b>	Sigrid Preissl, Cyril Bourayne
<b>Bryan Cave Leighton Paisner</b>	Julie Catala-Marty
<b>Cabinet Bodari</b>	Romain Bourgade, Inès Daulouede
<b>DBK Avocats</b>	Thomas Debiesse
<b>Delcade</b>	Jean-Philippe Chenard, Jérémy Bernard
<b>DMMS &amp; Associés</b>	Olivier Boyer
<b>Epigraphe Avocats</b>	Grégory Mouy, Matthieu Mazo
<b>Eversheds Sutherland</b>	Dan Roskis
<b>Fiducial Legal by Lamy</b>	Yves Reinhard, Philippe Genin
<b>Franklin</b>	Lionel Lesur
<b>Ginestie Magellan Paley-Vincent</b>	Emmanuel Schulte, Pierre de Montalembert
<b>GM Avocats</b>	Gilles Menguy
<b>Gowling WLG</b>	Frédéric Dereux, Philippe Rousseau



<b>Haas Avocats</b>	Gerard Haas, Eve Renaud Chouraqui
<b>Jouvensal</b>	Karin-Amélie Jouvensal
<b>Klein - Wenner</b>	Jean-François Davené, Martin Riedel
<b>Kramer Levin</b>	Marco Plankensteiner, Marie Davy
<b>Latournerie Wolfrom Avocats</b>	Chantal Cordier-Vasseur, Pauline de Lanzac
<b>LPA-CGR Avocats</b>	Xavier Clédat
<b>Melior Avocats</b>	Valérie Morales, Adeline Leclerc
<b>PDGB</b>	Bertrand Jardel, Virginie Coursière-Pluntz
<b>Picart</b>	Cynthia Picart
<b>Realyze</b>	Christofer Claude
<b>Robic Avocats</b>	Gaëlle Robic
<b>Satis Avocats</b>	Vanessa Pinheiro
<b>VALUABLE PRACTICE</b>	
<b>Atem Avocats</b>	Isabelle Camus
<b>Bblm Avocats</b>	Helen Coulibaly-Le Gac
<b>Dutilleul-Francoeur</b>	Philippe Dutilleul-Francoeur
<b>Fieldfisher</b>	Franck Veisse, Anne-Laure-Hélène des Ylouses
<b>FTPA Avocats</b>	Lise Damelet
<b>Gilles Buis Avocat</b>	Gilles Buis
<b>Grenier Avocats</b>	Patrice Grenier
<b>Harlay Avocats</b>	Fabrice Perbost, Sabine Lipovetsky
<b>Kalliopé</b>	Karen Leclerc, Nicolas Contis, Julie Gayrard
<b>Lamartine Conseil</b>	Benoît Philippe
<b>Lamy Lexel</b>	Aurélié Dantzikian-Frochon, Marie Duverne-Hanachowicz, Manon Pourcher
<b>Legan Avocats</b>	Pauline Le More
<b>Marvell Avocats</b>	Olivia Colmet-Daâge
<b>Nerio Avocats</b>	Pierre-Xavier Boubée
<b>Nfalaw</b>	Fabienne Fajgenbaum, Maxime Vigneron
<b>Qvive Avocats</b>	Gordian Deger, Jeanne Faymonville
<b>TGS France Avocats</b>	Emmanuelle Jardin-Lillo
<b>Vigo</b>	Julien Cheval, Emmanuel Daoud
<b>Vivaldi Avocats</b>	Franck Singer, Éric Delfly
<b>Volens Avocats</b>	Vincent Ravion

## CABINET RENAUDIER: TRUSTED FIRM FOR DISTRIBUTORS



Richard Renaudier

Key figure(s): Richard Renaudier  
Established: 2002

**Track record:** The firm is particularly active in the areas of competition, distribution, and concentrations, in both an advisory and litigation capacity. The firm acted for a major distributor in a case related to the establishment of an international distribution center with another distributor.

**Team & differentiation:** The team has a perfect understanding of the economic and legislative environment in which clients operate which allows it to provide strategic advice in a creative and responsive manner. The firm maintains a best-friends network with firms in other jurisdictions, in order to give an international dimension to its services.

# GERMANY

## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bardehle Pagenberg</b>	Pascal Böhner, Claus Eckhartt, Henning Hartwig, Philipe Kutschke
<b>Grünecker</b>	Anja Franke, Holger Gauss, Maximilian Kinkeldey, Cornelia Schmitt, Nicolás Schmitz, Philipp Strommer
<b>Harmsen Utescher</b>	Till E. Lampel, Andrea K. Marx, Christoph Schumann, Martin Kefferpütz
<b>Hogan Lovells</b>	Susanne Karow
<b>EXCELLENT</b>	
<b>1 Bird &amp; Bird</b>	Joseph Fesenmair, Mascha Grundmann, Uwe Lüken, Frederik Thiering
<b>Boehmert &amp; Boehmert</b>	Peter Groß, Volker Schmitz-Fohrmann, Florian Schwab, Martin Wirtz
<b>Gleiss Lutz</b>	Stefan Völker, Andreas Wehlau
<b>Harte-Bavendamm</b>	Malte Lieckfeld
<b>Klaka</b>	Carola Onken, Oliver Rauscher
<b>2 CMS Hasche Sigle</b>	Nikolas Gregor, Thomas Manderla
<b>Hoyng Rokh Monegier</b>	Mathis Breuer, Thomas H. Schmitz, Christina Tenbrock
<b>Jonas</b>	Martin Viefhues, Nils Weber
<b>Nordemann</b>	Axel Nordemann, Anke Nordemann-Schiffel, Stanislaus Jaworski
<b>Taylor Wessing</b>	Wiebke Baars, Olaf Gillert, Thomas Raab
<b>Unit4 IP</b>	Ursula Stelzenmüller, Ekkehard Stolz
<b>Vossius &amp; Partner</b>	Mathias Kleespies, Simone Schäfer
<b>HIGHLY RECOMMENDED</b>	
<b>Boesling IP</b>	Thies Bösling, Inga George
<b>Eisenführ Speiser</b>	Rainer Böhm, Andreas Ebert-Weidenfeller, Julian Eberhardt
<b>Heuking Kühn Lüer Wojtek</b>	Georg Jacobs, Andreas Schabenberger, Thorsten A. Wieland
<b>Hoffmann Eitle</b>	Michaela Ring, Wedig von der Osten-Sacken
<b>Lorenz Seidler Gossel</b>	Philipp Neuwald, Christian Rassmann

<b>Meissner Bolte</b>	Henrik Bolte, Oliver Nilgen*, Jasper C. Werhahn
<b>Noerr</b>	Christoph Rieken
<b>Norton Rose Fulbright</b>	Daniel Marschollek, Manuel Merling*
<b>Orth Kluth</b>	Anja Doepner-Thiele, Philipp Mels
<b>Preu Bohlig &amp; Partner</b>	Christian Donle, Torben Düsing, Jan Peter Heidenreich
<b>Prinz &amp; Partner</b>	Ute Feldmann, Adrian Kleinheyer, Werner Sulzbach
<b>SKW Schwarz</b>	Dorothee Altenburg, Margret Knitter
<b>Weickmann &amp; Weickmann</b>	Udo W. Herberth, Christoph Vischer

## RECOMMENDED

<b>1 Advant Beiten</b>	Christina Hackbarth, Tanja Hogh Holub
<b>Arnold Ruess</b>	Peter Ruess
<b>Cohausz &amp; Florack</b>	Rebekka Schiffer
<b>Dentons</b>	Carsten Goldstein**, Constantin Rehaag
<b>FPS</b>	Georges Brox, Andreas Freitag, Christoph Holzbach
<b>Friedrich Graf Von Westphalen</b>	Morton Douglas
<b>Görg</b>	Oliver Spieker
<b>Hildebrandt.rechtsanwälte</b>	Ulrich Hildebrandt, Anja Wulff
<b>Loschelder</b>	Stefan Maassen, Thomas Schulte-Beckhausen
<b>Maiwald</b>	Aliki Busse, Susanna Heurung
<b>Rospatt Osten Pross</b>	Hetti Hilge, Rüdiger Pansch
<b>Schalast</b>	Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc
<b>Schultz-Süchting</b>	Dirk Bruhn, Lars Kröner, Torsten Spiegelhalder
<b>2 Ampersand</b>	Patrick Baronikians, Alexandra Heyn, Susanne Schmidt
<b>Bartel Legal</b>	Ursula Bartel
<b>D Young &amp; Co</b>	Jana Bogatz
<b>Fechner.legal</b>	Georg Fechner
<b>HGF Europe</b>	Bernhard Ganahl, Jan Robert Naefe, Dr. Markus Zoller
<b>Kuhnen &amp; Wacker</b>	Christian Thomas
<b>Maikovski &amp; Ninnemann</b>	Gunnar Baumgärtel, Fabian Sokolowski
<b>Mayer Brown</b>	Ulrich Worm
<b>Siebecke Lange Wilbert</b>	Paul Lange
<b>Squire Pattons Boggs</b>	Reinhart Lange
<b>Taliens</b>	Tobias Malte Mueller
<b>Wuestoff &amp; Wuestoff</b>	Beatrix Breitingger, Steffen Kirschstein-Freund

\* Counsel \*\* Associate

## HOFFMANN EITLE: PAN-EUROPEAN FIRM WITH HIGH STANDARDS OF SERVICE



Michaela Ring

Key figure(s): Michaela Ring  
Established: 1892

**Track record:** Hoffmann Eitle's Soft-IP department continuously strives for excellence in the field of IP protection. With highly specialized and trained attorneys located in Germany, the UK, Italy, Spain and the Benelux, the department can provide clients with pan-European consulting strategies and efficiently coordinate pan-European litigation cases.

**Team & differentiation:** With 48 equity partners and 24 associate partners the team provides clients with pan-European consulting strategies and multilingual advice. Its Munich-based attorneys operate in English, Spanish and Chinese, rendering language issues non-existent. The truly pan-national IP team has knowledge of the IP systems and legal traditions of a range of countries.



## TRADEMARK LITIGATION

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Richard Dissmann, Joseph Fesenmair, Uwe Lüken, Frederik Thiering
<b>Harmsen Utescher</b>	Rainer Kaase, Martin Kefferpütz, Till E. Lampel, Karin Sandberg, Matthias Wolter
<b>Harte-Bavendamm</b>	Michael Goldmann, Andrea Jaeger-Lenz
<b>Hogan Lovells</b>	Andreas Bothe, Erhard Keller, Morten Petersenn
<b>Lubberger Lehment</b>	Cornelis Lehment, Andreas Lubberger
<b>EXCELLENT</b>	
<b>1 CMS Hasche Sigle</b>	Matthias Eck, Gordian N. Hasselblatt, Thomas Manderla, Carsten Menebröcker, Alexander von Bossel
<b>Glwiss Lutz</b>	Marcel Pemsel*, Stefan Völker, Matthias Werner*, Andreas Wehlau
<b>Grünecker</b>	Holger Gauss, Maximilian Kinkeldey, Nicolás Schmitz, Philipp Strommer
<b>Klaka</b>	Stefan Abel, Stefan Eck, Ralf Hackbarth, Carola Onken, Andreas Schulz
<b>Nordemann</b>	Stanislaus Jaworski, Axel Nordemann, Anke Nordemann-Schiffel
<b>Taylor Wessing</b>	Sebastian Fiscoeder, Olaf Gillert, Thomas Raab
<b>2 Baker McKenzie</b>	Michael A. Fammler, Rembert Niebel
<b>Bardehle Pagenberg</b>	Pascal Böhner, Claus M. Eckhartt, Henning Hartwig, Philippe Kutschke, Tobias Wuttke
<b>Bock Legal</b>	Andreas Bock, Jan D. Müller-Broich
<b>CBH</b>	Ingo Jung
<b>Hoffmann Eitle</b>	Michaela Ring, Wedig von der Osten-Sacken
<b>Jonas</b>	Karl Hamacher, Linda Thiel, Martin Viefhues
<b>Lorenz Seidler Gossell</b>	Philipp Neuwald, Christian Rassmann
<b>HIGHLY RECOMMENDED</b>	
<b>Advant Beiten</b>	Christina Hackbarth, Tanja Hogh Holub, Matthias W. Stecher, Holger Weinmann
<b>Arnold Ruess</b>	Peter Ruess
<b>Boehmert &amp; Boehmert</b>	Andres Dustmann, Carl-Richard Haarmann, Eckhard Ratjen, Silke Freund
<b>Dentons</b>	Stefan Dittmer, Constantin Rehaag
<b>Eisenführ Speiser</b>	Julian Eberhardt, Andreas Ebert-Weidenfeller
<b>Heuking Kühn Lüer Wojtek</b>	Georg Jacobs, Andreas Schabenberg, Thorsten A. Wieland
<b>Hoyng Rokh Monegier</b>	Mathis Breuer, Ivan Dimitrov, Thomas H. Schmitz, Christina Tenbrock
<b>Kather Augenstein</b>	Christof Augenstein, Sören Dahm, Peter Kather, Miriam Kiefer, Christopher Weber
<b>Meissner Bolte</b>	Oliver Nilgen*, Jasper C. Werhahn, Stefan M. Zech
<b>Norton Rose Fulbright</b>	Daniel Marschollek, Manuel Merling*
<b>Preu Bohlig &amp; Partner</b>	Alexander Bayer, Torben Düsing, Astrid Gérard, Jan Peter Heidenreich
<b>Skw Schwarz</b>	Dorothee Altenburg, Margret Knitter
<b>Unit4 IP</b>	Ursula Stelzenmüller, Jan Weiser
<b>Vossius &amp; Partner</b>	Mathias Kleespies, Simone Schäfer
<b>Weickmann &amp; Weickmann</b>	Marcus Danisch, Udo W. Herberth
<b>RECOMMENDED</b>	
<b>1 DLA Piper</b>	Stefan Engels, Burkhard Fürmeyer
<b>FPS</b>	Georges Brox, Christoph Holzbach
<b>Freshfields Bruckhaus Deringer</b>	Matthias Koch, Andrea Lensing-Kramer
<b>Friedrich Graf von Westphalen</b>	Stephan Dittl, David Kipping
<b>Heussen</b>	Sabine Hohmann, Marcus M. Hotze, Hermann Waldhauser
<b>Hildebrandt.rechtsanwälte</b>	Ulrich Hildebrandt, Anja Wulff
<b>Loschelder</b>	Thomas Schulte-Beckhausen
<b>Luther</b>	Geert-Johann Seelig
<b>Noerr</b>	Jessica Loew, Valentina Niess*, Christoph Rieken, Janina Wortmann**
<b>Orth Kluth</b>	Anja Doepner-Thiele, Ulla Kelp, Philipp Mels
<b>Osborne Clarke</b>	Marcus Sacré
<b>Rospatt Osten Pross</b>	Hetti Hilge, Stephan von Petersdorff-Campen
<b>Schultz-Süchting</b>	Dirk Bruhn

2	<b>Allen &amp; Overy</b>	Jens Matthes
	<b>Ampersand</b>	Patrick Baronikians, Alexandra Heyn, Susanne Schmidt
	<b>Boesling IP</b>	Thies Bösling, Inga George
	<b>Cohausz &amp; Florack</b>	Erik Schäfer, Rebekka Schiffer
	<b>Df-Mp</b>	Ortrun Günzel
	<b>D'young &amp; Co</b>	Jana Bogatz
	<b>Eversheds Sutherland</b>	Tobias Maier; Axel Zimmermann
	<b>Görg</b>	Oliver Spieker
	<b>GvW Graf von Westphalen</b>	Kristofer Bott, Christian triebe
	<b>HGF Europe LLP</b>	Bernhard Ganahl, Jan Robert Naefe, Dr. Markus Zoller
	<b>Knpz</b>	Christian Klawitter, Mathias Zintler
	<b>LBP</b>	Dietrich Blumenröhr
	<b>Legerlotz Laschet</b>	Markus T. Bagh
	<b>Maikowski &amp; Ninnemann</b>	Ralf Emig
	<b>Maiwald</b>	Aliki Busse, Susanna Heurung
	<b>Mayer Brown</b>	Konstantin von Werder
	<b>Menold Bezler</b>	Manfred Hammer
	<b>Patzina Lotz</b>	Christoph Jonas
	<b>Pinsent Masons</b>	Alexander Bayer
	<b>Prinz &amp; Partner</b>	Adrian Kleinheyer
	<b>Schalast</b>	Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc
	<b>Schmitt, Teworte-Vey, Simon &amp; Schumacher</b>	Jan Schumacher, Marie Teworte-Vey
	<b>Siebeck Lange Wilbert</b>	Paul Lange
	<b>Taliens</b>	Tobias Malte Mueller
	<b>Wuestoff &amp; Wuestoff</b>	Beatrix Breitinger, Steffen Kirschstein-Freund

\* Counsel \*\* Associate

## PREU BOHLIG & PARTNER: IP AND PHARMACEUTICAL LAW AUTHORITY



Astrid Gérard

Key figure(s): Astrid Gérard  
Established: 1959

**Track record:** Preu Bohliger & Partner has an extensive trademark practice, spanning contentious and non-contentious matters involving trademark, design and competition law before the German Patent and Trademark Office, EUIPO or WIPO. The firm is active in product-piracy cases, 3D model licences and in border-seizure measures. It recently participated in some of the most important decisions of the Federal Court of Justice and the ECJ.

**Team & differentiation:** The firm recently strengthened its trademark practice of 10 partners, two counsel and eight associates, to include three new associates – Katharina Hannen, Ann-Christine Hug and Johann Merck. The team provides legal advice to international corporations, small and mid-sized companies as well as startups, from its Munich, Berlin, Düsseldorf, Hamburg and Paris offices.

## WEICKMANN & WEICKMANN: CROSS-BORDER EXPERTS



Udo W. Herberth

Key figure(s):  
Udo W. Herberth  
Established: 1882

**Track record:** One of the oldest boutiques in Munich, Weickmann provides dependable expertise in trademark and design matters, including registration procedures and legal proceedings, competition, domain-name and copyright law, as well as on word/figurative marks, sound marks, smell marks, multimedia marks, holograms and three-dimensional designs.

**Team & differentiation:** The trademark department numbers a dozen experts who are either registered lawyers or patent attorneys, in addition to 40 other specialists. The recent recruitment of Italian, Brazilian, Romanian and Chinese trademark, design and copyright lawyers has helped broaden its global trademark portfolio. The firm helps fight product piracy by checking the authenticity of products on display at trade fairs.

## MEISSNER BOLTE: BROAD RANGE OF IP RIGHTS PROTECTION



Oliver Nilgen

Key figure(s): Oliver Nilgen  
Established: 1908

**Track record:** Bremen-founded Meissner Bolte has 12 offices, including one in the UK. The firm regularly ranks as one of the top five filers of EU trademarks at the EUIPO. Its international team of European, German, Italian and UK-qualified patent and trademark attorneys combine with specialist IP lawyers to provide optimal protection for brand-owners.

**Team & differentiation:** The patent practice employs 71 patent attorneys and 11 other lawyers, in an internationally oriented team adept at handling German, EU and UK focused patent work. The firm has developed a strong trademark footprint, which represents a third of its overall activity. It also provides expertise in market research and representation in out-of-court settlement negotiations.



## MEDIA, ENTERTAINMENT & SPORT

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 CMS Hasche Sigle	Winfried Bullinger, Sebastian Cording, Pietro Graf Fringuelli
SKW Schwarz	Martin Diesbach, Norbert Klingner, Mathias Schwarz
2 Noerr	Ulrich Michel
<b>EXCELLENT</b>	
Bird & Bird	Joseph Fesenmair, Martin Schimke
DLA Piper	Stefan Engels
Greenberg Traurig	Viola Bensinger, Stefan Lütje
Lausen Rechtsanwälte	Matthias Lausen
Morrison & Foerster	Andreas Grünwald, Christiane Stützle, Christoph Wagner
Raue	Jan Hegemann, Robert Heine, Peter Raue
Redeker Sellner Dahs	Gernot Lehr, Christian Mensching
Taylor Wessing	Axel Freiherr von dem Bussche, Gregor Schmid
<b>HIGHLY RECOMMENDED</b>	
Advant Beiten	Andreas Lober, Peggy Müller, Holger Weinmann
Brehm & V. Moers	Wolfgang Brehm, Stefan von Moers
Freshfields Bruckhaus Deringer	Frank Röhling
Frey	Dieter Frey, Matthias Rudolph
Hengeler Mueller	Albrecht Conrad, Wolfgang Spoerr
K&L Gates	Rüdiger von Hülst
McDermott Will & Emery	Wolfgang Freiherr Raitz von Frenzt, Ralf Weisser
Nordemann	Stanislaus Jaworski, Jan Bernd Nordemann
Osborne Clarke	Konstantin Ewald
Strasser Ventroni Freytag	Stefan Freytag, Robert Strasser, Stefan Ventroni
<b>RECOMMENDED</b>	
1 Baker McKenzie	Holger Lutz

<b>Boehmert &amp; Boehmert</b>	Rudolf Böckenholt, Silke Freund, Martin Schaefer
<b>CBH</b>	Markus Ruttig
<b>Graef</b>	Ralph Oliver Graef, Christian Rauda
<b>GvW Graf von Westphalen</b>	Kristofer Bott, Walter Scheuerl, Christian Triebe, Axel von Walter
<b>JBB</b>	Thorsten Feldmann
<b>Heuking Kühn Lüer Wojtek</b>	Dominik Eickemeier, Johan-Michel Menke, Michael Schmittmann, Christopher Wiencke
<b>Heussen</b>	Marcus M. Hotze, Hermann Waldhauser
<b>Klinkert.rechtsanwälte</b>	Piet Bubenzer
<b>KNPZ</b>	Gerald Neben
<b>Preu Bohlig &amp; Partner</b>	Alexander Bayer, Christian Donle, Torben Düsing
<b>Reed Smith</b>	Alexander R. Klett
<b>SSB</b>	Stefan Söder
<b>Unverzagt</b>	Andreas Pense
<b>White &amp; Case</b>	Norbert Wimmer
<b>2 Hertin &amp; Partner</b>	Paul W. Hertin
<b>Hoffmann Liebs</b>	Andreas Hecker, Philipp Wehler
<b>Klages.legal</b>	Christlieb Klages
<b>Klaka</b>	Oliver Rauscher
<b>König</b>	Alexander Zacharias Bergweiler
<b>Lentze Stopper</b>	Gregor Lentze, Martin Stopper
<b>Rohnke Winter</b>	Thomas Winter
<b>Schalast</b>	Udo Kornmeier
<b>Scheuermann Westerhoff Strittmatter</b>	Angelika Strittmatter, Burkhard Westerhoff
<b>Schultz-Süchting</b>	Dirk Bruhn
<b>Schütz</b>	Markus Schütz
<b>SKNvonGEYSO</b>	Hermann Lindhorst
<b>VY Verweyen</b>	Urs Verweyen

# IRELAND

## IP PROSECUTION

### Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> FR Kelly	Mary Bleahene, Sumi Nadarajah, Shane Smyth
PurdyLucey	Barry Purdy, Michael Lucey, Mark Carmody
<b>2</b> Murgitroyd	Joanne Lecky, Christian Finn, Anne Marie Carr
Tomkins	Christina Gates, Simon Gray, Cathal Lane, Olivia Catesby
<b>EXCELLENT</b>	
<b>1</b> HGF	Craig Thomson
MacLachlan & Donaldson	Peter MacLachlan
Keltie	Sean Cummings
<b>2</b> Anne Ryan & Co	Anne Ryan
Cruishckshank	Mary Rose O'Connor, Donal O'Connor

## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
A&I Goodbody	John Whelan
Mccann Fitzgerald	Paul Lavery, Fiona O'Beirne
William Fry	David Cullen, Laura Scott
<b>EXCELLENT</b>	
<b>1</b> Mason Hayes & Curran	Gerard Kelly
Whitney Moore	Robin Hayes, Aoife Murphy
<b>2</b> Acuatius	Alistair Payne
Arthur Cox	Olivia Mullooly
DFMG Solicitors	Patricia McGovern
Matheson	Anne-Marie Bohan
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Beauchamps	Maureen Daly
LK Shields	Aideen Burke
<b>2</b> Addleshaw Goddard	David Hackett
Byrne Wallace	Colin Sainsbury, Mark O'Shaughnessy
Eversheds Sutherland	Marie McGinley
Hayes Solicitors	David Phelan
Philip Lee	Anne Bateman
Pinsent Masons	Ann Henry
RDJ	Darryl Broderick, Diarmaid Gavin



# ITALY

## TRADEMARK PROSECUTION

### Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Barzanò & Zanardo	Alfredo Zanardo, Alessandra Tedesco, Federica Zambelli
Bugnion	Donatella Prandin, Alessandro Mannini, Paola Stefanelli, Simone Verducci Galletti
SIB (Società Italiana Brevetti)	F De Benedetti, E. D'Amore, M. Delluniversità, M. Gori, M. Mondolfo, F Moscone, A. Torrigiani Malaspina
Studio Torta	Maria Cristina Baldini, Maria Teresa Saguatti, Elisa Triccerri, Raffaella Barbuto
<b>2</b> Buzzi, Notaro & Antonielli D'Oulx	Enrico Antonielli d'Oulx, Livia Pasqualigo, Alessandra Romeo
Jacobacci & Partners	Gabriele Borasi, Enrico Riccardino, Elena Monte, Paolo Viscuso
<b>EXCELLENT</b>	
GLP	Davide Luigi Petraz
Modiano & Partners	Gabriella Modiano
Perani & Partners	Paolo Perani, Paolo Pozzi
<b>HIGHLY RECOMMENDED</b>	
Akran	Andrea Klein, Peter McAleese, Lucia Sblendorio
Botti & Ferrari	Sabrina Fumagalli, Caterina Spera
Bresner Cammareri Intellectual Property – BCIP	Emanuele Cammareri
Caramelli Lazzarotto Associati	Silvia Lazzarotto, Mariella Caramelli
De Simone & Partners	D. De Simone, M. Cimoli, G. Orsoni, F Carrelli Palombi, L. Granieri, L. Stefano Ghedini
DeosIP	Andrea De Gaspari, Boris Osnach, Giovanni Todescan
Giambrocono & C.	Fabio Giambrocono, Stefania Bersani
Notarbartolo & Gervasi	Raffaele Ranieri
Porta & Consulenti Associati	Roberto Porta, Luca Geoni, Paolo Piontkowsky, Paola Merlini
<b>RECOMMENDED</b>	
Dragotti & Associati	Giulia Lavizzari
Luppi Intellectual Property	Gaetana Montalto, Paolo Carlo Alberto Gramegna, Claudio Maselli, Maria Antonella Incardona
Manzella & Associati	Federico Manzella, Jacopo Manzella
Marchi & Partners	Dino Citelli
Marietti, Gison e Trupiano	Elena Marietti
PGA	Veronica Raffi
Racheli	Michel Jolicoeur
Rapisardi Intellectual Property	Mariacristina Rapisardi, Gianluigi Volontè



ITALY

## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Massimiliano Mostardini, Giovanni Galimberti
<b>Hogan Lovells</b>	Luigi Mansani, Giovanni Ghirardi
<b>Trevisan &amp; Cuonzo</b>	Luca Trevisan, Gabriel Cuonzo
<b>EXCELLENT</b>	
<b>ADVANT Nctm</b>	Paolo Lazzarino
<b>BonelliErede</b>	Giovanni Guglielmetti
<b>DLA Piper</b>	Roberto Valenti, Gualtiero Dragotti, Elena Varese
<b>Franzosi Dal Negro Setti</b>	Agata Sobol, Federica Santonocito, Vincenzo Piccarreta, Vincenzo Jandoli, Mario Franzosi
<b>IP Law Galli</b>	Cesare Galli, Mariangela Bogni
<b>Jacobacci e Associati</b>	Fabrizio Jacobacci, Massimo Baghetti, Marco Francetti
<b>LGV Avvocati</b>	Simona Lavagnini, Luigi Goglia, Tankred Thiem
<b>Martini Manna &amp; Partners</b>	Elena Martini, Luigi Manna
<b>Orsingher Ortu</b>	Matteo Orsingher, Fabrizio Sanna
<b>Spheriens</b>	Pier Luigi Roncaglia, Noemi Parrotta, Francesco Rossi
<b>HIGHLY RECOMMENDED</b>	
<b>Bresner Cammareri Intellectual Property – BCIP</b>	Davide Bresner
<b>Gattai, Minoli, Partners</b>	Licia Garotti
<b>Herbert Smith Freehills</b>	Pietro Pouché
<b>LCA Studio Legale</b>	Gianluca De Cristofaro
<b>Mondini Bonora Ginevra</b>	Carlo Ginevra, Fabio Ghiretti, Giacomo Bonelli
<b>Pavia e Ansaldo</b>	Gian Paolo Di Santo, Gabriele Girardello
<b>Simmons &amp; Simmons</b>	Giulio Sironi, Stefania Bergia
<b>RECOMMENDED</b>	
<b>Akran Intellectual Property</b>	Monica Bucarelli, Roberto Cartella, Alessandro Masetti e Graziana Ercolanelli
<b>CBA</b>	Barbara Sartori, Mattia Dalla Costa
<b>Chiomenti</b>	Anna Gardini, Paolo Bertoni
<b>De Berti Jacchia Franchini Forlani</b>	Roberto Jacchia, Maria Cristina Franchini
<b>Dentons</b>	Federico Fusco
<b>EY</b>	Giovanni Casucci
<b>Gianni &amp; Origoni</b>	Nino Di Bella
<b>GR Legal</b>	Luca Giove, Aurelio Richichi, Andrea Comelli
<b>Greenberg Traurig Santa Maria</b>	Luigi Fontanesi
<b>Legance</b>	Monica Riva
<b>Macchi di Cellere Gangemi</b>	Monia Baccarelli
<b>Nunziante Magrone</b>	Niccolò Ferretti, Luca Ferrari
<b>Portolano Cavallo</b>	Lydia Mendola, Maria Balestrieri
<b>Saglietti Bianco</b>	Luigi Saglietti, Emanuela Bianco
<b>Studio Legale Sena &amp; Partners</b>	Giuseppe Sena
<b>Studio Sindico e Associate</b>	Domenico Sindico
<b>Tavella</b>	Jacopo Ciani, Fabrizio Lala
<b>Weigmann</b>	Marco Ricolfi, Fabrizio Tarocco

### IP LAW GALLI: DISTINGUISHED STRENGTH IN TRADEMARK LITIGATION



Cesare Galli

Key figure(s): Cesare Galli and Mariangela Bogni  
Established: 2004

**Track record:** IP Law Galli is home to an excellent trademark team, noted for representing a host of national and international companies in disputes relating to trademarks, advertising and media law, copyrights and neighbouring rights. The firm is particularly esteemed for representing clients in high-profile disputes.

**Team & differentiation:** The firm is based in Milan, with offices in Brescia, Parma and Vicenza. Name-partner Cesare Galli is an expert litigator of high-stakes cases, especially on delicate patent issues. Representing both Italian and international clients, the firm also provides specific expertise on the Chinese market.



## FASHION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>BonelliErede</b>	Giovanni Guglielmetti, Francesco Anglani
<b>Chiomenti</b>	Emanuele Barberis, Paolo Bertoni
<b>Deloitte Legal</b>	Ida Palombella
<b>DLA Piper</b>	Davide Rossetti, Elena Varese
<b>Orsingher Ortu</b>	Fabrizio Sanna, Ludovico Anselmi
<b>Spheriens</b>	Pier Luigi Roncaglia
<b>EXCELLENT</b>	
<b>ADVANT Nctm</b>	Lorenzo Attolico, Paolo Lazzarino
<b>Bird &amp; Bird</b>	Massimiliano Mostardini
<b>Hogan Lovells International</b>	Luigi Mansani
<b>Jacobacci e Associati</b>	Massimo Baghetti, Marco Francetti
<b>Legance</b>	Paolo Marzano, Monica Riva
<b>Martini Manna</b>	Elena Martini
<b>Nunziante Magrone</b>	Niccolò Ferretti
<b>Pavia e Ansaldo</b>	Gian Paolo Di Santo, Gabirele Girardello
<b>Tavella</b>	Massimo Tavella
<b>HIGHLY RECOMMENDED</b>	
<b>Bresner Cammareri Intellectual Property – BCIP</b>	Davide Bresner
<b>Trevisan &amp; Cuonzo</b>	Julia Holden, Lia Puntieri, Francesca Ferrero, Luca Pellicciari
<b>Withers</b>	Jacopo Liguori, Giulia Cipollini
<b>RECOMMENDED</b>	
<b>CBA</b>	Barbara Sartori, Mattia Dalla Costa
<b>Eversheds Sutherland</b>	Beatrice Bigonzi
<b>EY</b>	Giovanni Casucci
<b>Gattai, Minoli, Partners</b>	Licia Garotti
<b>Gianni &amp; Origoni</b>	Massimo Sterpi
<b>K&amp;L Gartes</b>	Francesco Carloni
<b>LGV Avvocati</b>	Simona Lavagnini
<b>Portolano Cavallo</b>	Manuela Cavallo, Lydia Mendola
<b>Simmons &amp; Simmons</b>	Giulio Sironi, Stefania Bergia

### SPHERIENS: SKILLFUL NAVIGATION OF FASHION LITIGATION



Pier Luigi Roncaglia

**Key figure(s):** Pier Luigi Roncaglia and Noemi Parrotta  
**Established:** 2009

**Track record:** IP boutique that covers all IP matters, very well known for its strong focus on the fashion industry. It assists some of the largest Italian and international fashion brands on trademark disputes, enjoying a robust reputation in the market. It also represents clients in other industries, such as IT and media & entertainment.

**Team & differentiation:** Pier Luigi Roncaglia is the founder of the firm and managing partner of the team. Noemi Parrotta is a partner and is admitted to both the Italian and the New York Bars. The firm is based in Florence and also has offices in Milan, Rome and New York.



## COPYRIGHT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> ADVANT Nctm	Lorenzo Attolico, Paolo Lazzarino
LGV Avvocati	Simona Lavagnini
Orsingher Ortu	Matteo Orsingher, Fabrizio Sanna
<b>2</b> Mondini Bonora Ginevra	Silvia Mondini, Giorgio Mondini, Giacomo Bonelli, Fabio Ghiretti
<b>EXCELLENT</b>	
Dike Legal	Maria Francesca Quattrone
Gianni & Origoni	Massimo Sterpi
Osborne Clarke	Federico Ferrara
Portolano Cavallo	Lydia Mendola
RP Legal & Tax	Pierluigi De Palma
Studio Previti	Stefano Previti, Alessandro La Rosa
<b>HIGHLY RECOMMENDED</b>	
Baker McKenzie	Paolo Galli
Bird & Bird	Arturo Leone
BonelliErede	Giovanni Guglielmetti
D'Amassa & Partners	Giovanni D'Amassa
Dentons	Federico Fusco
DLA Piper	Roberto Valenti
E-Lex	Giovanni Maria Riccio
Franzosi Dal Negro Setti	Gianluca Pojaghi
Greenberg Traurig Santa Maria	Luigi Fontanesi
Herbert Smith Freehills	Pietro Pouché
Hogan Lovells International	Luigi Mansani
Jacobacci e Associati	Barbara La Tella, Claudia Scapicchio
LCA Studio Legale	Gianluca De Cristofaro
Legance	Paolo Marzano, Monica Riva
Martini Manna & Partners	Margherita Stucchi
Studio Sindico e Associati	Eugenia Tonello
Studio Ubertazzi	Benedetta Ubertazzi
Tavella – Studio di Avvocati	Barbara Mazzi
<b>RECOMMENDED</b>	
Cosmo Legal Group	Stéphanie Rotelli, Costantino Monteleone, Leonardo Coletti
Cugia Cuomo & Associati	Luciano Faraone
emlex	Massimo Maggiore
EY	Giovanni Casucci
GR Legal	Luca Giove, Aurelio Richichi
Pavia e Ansaldo	Gian Paolo Di Santo, Gabriele Girardello
Spheriens	Pier Luigi Roncaglia, Francesco Rossi

### LGV AVVOCATI: LEADING COPYRIGHT ISSUE LITIGATORS



Simona Lavagnini

Key figure(s): Simona Lavagnini, Luigi Goglia and Tankred Thiem  
Established: 2003

**Track record:** While known for offering well-rounded assistance on all IP-related issues, LGV is also highly esteemed for its superior handling innovative disputes, often establishing notable case-law in the process. The team expertly advises companies from a range of industries, such as media & entertainment, advertising, technology, music and e-sports.

**Team & differentiation:** Based in Milan, the boutique is led by founding partners Simona Lavagnini and Luigi Goglia, as well as Tankred Thiem, who joined as a partner in 2018. The partners collaborate on assisting clients in all IP matters, being fully able to advise on a variety of issues, including copyright, trademarks, patents, design, software and technology.



## MEDIA & ENTERTAINMENT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Orsingher Ortu</b>	Domenico Colella, Matteo Orsingher, Fabrizio Sanna, Marco Consonni
<b>Portolano Cavallo</b>	Ernesto Apa, Francesco Portolano
<b>RP Legal &amp; Tax</b>	Pierluigi De Palma, Francesca Lodigiani
<b>EXCELLENT</b>	
<b>ADVANT Nctm</b>	Lorenzo Attolico
<b>Amiconi Studio Associato</b>	Marzia Amiconi, Mauro Amiconi
<b>Baker McKenzie</b>	Raffaele Giarda, Paolo Galli
<b>Bird &amp; Bird</b>	Arturo Leone, Gian Marco Rinaldi
<b>Chiomenti</b>	Gilberto Nava
<b>Gallavotti Bernardini &amp; Partners</b>	Antonio Bernardini, Chiara Dellacasa
<b>Gianni &amp; Origoni</b>	Luca Rinaldi
<b>LGV Avvocati</b>	Simona Lavagnini
<b>Mondini Bonora Ginevra</b>	Silvia Mondini, Giorgio Mondini, Fabio Ghiretti
<b>HIGHLY RECOMMENDED</b>	
<b>Carnelutti</b>	Luca Arnaboldi
<b>Dentons</b>	Giangiacoimo Olivi
<b>Dike Legal</b>	Maria Francesca Quattrone
<b>DLA Piper</b>	Giulio Coraggio
<b>Herbert Smith Freehills</b>	Pietro Pouché
<b>Martini Manna</b>	Elena Martini
<b>Milalegal</b>	Elisabetta Mina
<b>Munari&amp;Partners</b>	Alessandro Munari, Bruna Alessandra Fossati
<b>Studio Legale Quiriconi</b>	Gianpietro Quiriconi, Benedetta Quiriconi, Paolo Binaschi
<b>Studio Previti</b>	Stefano Previti, Carla Previti
<b>RECOMMENDED</b>	
<b>Cosmo Legal Group</b>	Stéphanie Rotelli, Costantino Monteleone
<b>Cugia Cuomo &amp; Associati</b>	Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo
<b>Gattai, Minoli, Partners</b>	Licia Garotti, Duccio Regoli
<b>LawAL</b>	Roberta Mollica
<b>Legance</b>	Valerio Mosca
<b>Studio Legale De Vergottini</b>	Giovanni de Vergottini, Marco Petitto
<b>Tavella</b>	Massimo Tavella
<b>Tonucci &amp; Partners</b>	Mario Tonucci

### ORSINGHER ORTU: FULL ASSISTANCE ON ALL IP MATTERS, WITH A FOCUS ON THE MEDIA INDUSTRY



Domenico Colella

Key figure(s): Domenico Colella and Marco Consonni  
Established: 2007

**Track record:** Distinguished firm providing comprehensive assistance on all IP matters for clients in sectors including media & entertainment and advertising. The team combines a capacity to handle all IP-related issues with experience drafting and negotiating acquisition, distribution, co-production, licensing and merchandising contracts.

**Team & differentiation:** Based in Milan and Rome, the firm has a variety of experts able to handle all issues related to IP. Name partner Matteo Orsingher is considered one of the best experts in the media & entertainment area. Partners Fabrizio Sanna and Marco Consonni bring their expertise on innovative technology and digital aspects.

## SPORTS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Grassani e Associati</b>	Mattia Grassani
<b>EXCELLENT</b>	
<b>Coccia De Angelis &amp; Associati</b>	Massimo Coccia, Mario Vigna
<b>Studio Legale Cantamessa</b>	Leandro Cantamessa
<b>HIGHLY RECOMMENDED</b>	
<b>DN Law</b>	Cristiano Novazio
<b>Gallavotti Bernardini &amp; Partners</b>	Stefano La Porta
<b>Legislab</b>	Alberto Porzio
<b>LCA</b>	Federico Venturi Ferriolo
<b>Whiters</b>	Luca Ferrari



## ADVERTISING & MARKETING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> FTCC Studio Legale Associato	Paolina Testa
LCA Studio Legale	Gianluca De Cristofaro, Giulio Vecchi
Tavella	Massimo Tavella
<b>2</b>	
EY	Elena Carpani
Mondini Bonora Ginevra	Carlo Ginevra, Giorgio Rusconi
RP Legal & Tax	Riccardo Rossotto
<b>EXCELLENT</b>	
Bird & Bird	Arturo Leone
emlex	Aurelio Assenza
Martini Manna	Elena Martini
<b>HIGHLY RECOMMENDED</b>	
Advant Nctm	Lorenzo Attolico
Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola
LGV Avvocati	Simona Lavagnini, Luigi Goglia, Tankred Thiem
Orsingher Ortu	Marco Consonni
Portolano Cavallo	Lydia Mendola
Saglietti Bianco	Emanuela Bianco



## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
E-Lex	Giovanni Maria Riccio, Ernesto Belisario, Dario Reccia, Stefano Aterno
Hogan Lovells International	Massimiliano Masnada
ICT Legal Consulting	Luca Bolognini
Panetta Studio Legale	Rocco Panetta
Portolano Cavallo	Laura Liguori
<b>EXCELLENT</b>	
BonelliErede	Tommaso Faelli
Chiomenti	Gilberto Nava, Pierluigi Perri
Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo
CRCLEX	Carlo Rossi Chauvenet
Dentons	Giangiacomo Olivi
DLA Piper	Giulio Coraggio
LCA Studio Legale	Giulio Vecchi, Edoardo Raffiotta
Gianni & Origoni	Daniele Vecchi
Osborne Clarke	Gianluigi Marino
<b>HIGHLY RECOMMENDED</b>	
ADVANT Nctm	Elsa Gentile, Marco Cappa, Virginia Paparozzi
Baker McKenzie	Francesca Gaudino
CMS	Matia Campo
emlex	Massimo Maggiore
Legance	Lucio Scudiero
Martini Manna	Luigi Manna
Orrick, Herrington & Sutcliffe	Ivan Rotunno
Orsingher Ortu	Fabrizio Sanna
Studio Previti	Vincenzo Colarocco
<b>RECOMMENDED</b>	
Bird & Bird	Debora Stella
Dike Legal	Maria Francesca Quattrone

# LUXEMBOURG

## IP PROSECUTION

### Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
<b>LEADING</b>	
<b>Dennemeyer &amp; Associates</b>	Olivier Lombardo, Stéphane Speich
<b>Marks &amp; Clerk</b>	Martin Gutwillinger, Luca Polverari
<b>EXCELLENT</b>	
<b>Aronova IP</b>	Armand Schmitt, Mathis Bruck, Julien Dujardin
<b>Ipsilon</b>	Yves Schyns, Didier Lecomte, Mélanie Pellissard
<b>Laidebeur &amp; Partners</b>	Olivier Laidebeur
<b>Office Freylinger</b>	Henri Kihn, Romain Lambert
<b>HIGHLY RECOMMENDED</b>	
<b>Corax IP</b>	Jean-Paul Wagner
<b>Lavoix</b>	Victoria Klecthka
<b>Patent 42</b>	Valérie Mellet, Peter Hensenne





## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Claw	Claire Léonelli, Elisabeth Guissart, Katia Manhaeve, Claire Denoual
Decker & Braun	Nicolas Decker, Marianne Decker
<b>EXCELLENT</b>	
DLA Piper	David Alexandre, Olivier Reisch
Elvinger Hoss Prussen	Gary Cywie, Emmanuèle de Dampierre, Linda Funck
NautaDutilh	Vincent Wellens
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Allen & Overy	Catherine Di Lorenzo
Arendt & Medernach	Astrid Wagner, Faustine Cachera
Brucher, Thieltgen & Partners	Nicolas Thieltgen, Daniela Antona
Emmanuelle Ragot Lawyers & Associates	Emmanuelle Ragot
Loyens & Loeff	Véronique Hoffeld, Sabrina Martin, Emilia Fronczak
Molitor	Virginie Liebermann
PWC Legal	Audrey Rustichelli
<b>2</b> Bonn & Schmitt	Alain Grosjean
BSP	Anne Morel
DSM Avocats À La Cour	Renaud le Squeren
Ethikos	Sylvain Elias
LG Avocats	Hervé Wolff
Themis Lex	Bertrand Moupfouma
Thewes & Reuter	Hicham Rassafi-Guibal, Pierre Reuter, Marc Thewes
Simmons & Simmons	Camille Saettel

### BONN & SCHMITT: TRUSTED IP ADVISORS



Alain Grosjean

Key figure(s): Alain Grosjean  
Established: 1988

**Track record:** The firm regularly conducts reviews of clients' policies and terms and conditions to ensure they comply with IP/IT regulations and is actively involved in several high-stakes negotiations involving the IP rights of media available in Luxembourg. The firm has been providing valuable assistance to numerous major clients in their endeavors to recover domain names.

**Team & differentiation:** Head partner Alain Grosjean's expertise in IP/IT/TMT has earned him the position of president of the corresponding commission which provides insight and advice to the Luxembourg Bar Association, assisting the association in commenting on draft national legislation. The firm's high standards of legal counsel is reflected in their continued partnership with the local Bar Association.

# NETHERLANDS

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Brinkhof</b>	Gregor Vos
<b>De Brauw Blackstone Westbroek</b>	Tobias Cohen Jehoram
<b>Hoyng Rokh Monegier</b>	Joris van Manen, Frank Eijsvogels
<b>EXCELLENT</b>	
<b>Bird &amp; Bird</b>	Wouter Pors, Manon Rieger-Jansen
<b>Chiever</b>	Bas Kist, Maria-Gemma Huijnen
<b>DLA Piper</b>	Niels Mulder
<b>Knijff Trademark Attorneys</b>	Trix Ockeloen-Kruit
<b>Leeway Advocaten</b>	Michiel Odink, Marga Verwoert, Michiel Haegens
<b>NautaDutilh</b>	Anne Marie Verschuur
<b>NLO</b>	Marlous Stal-Hilders
<b>HIGHLY RECOMMENDED</b>	
<b>AC&amp;R</b>	Anne Bekema, Jesse Hofhuis, Arnout Groen
<b>Aomb</b>	Marijke van Kan
<b>HGF</b>	Pieter de Ruijter
<b>Kennedy Van der Laan</b>	Alfred Meijboom, Maarten Schut
<b>Novagraaf</b>	Franc Enghardt, Helma van de Langenberg
<b>Taylor Wessing</b>	Maarten Rijks, Wim Maas
<b>Visser Schaap &amp; Kreijger</b>	Dirk Visser, Jacqueline Schaap
<b>RECOMMENDED</b>	
<b>AKD</b>	Roderick Chalmers
<b>Boekx Advocaten</b>	Hidde Koenraad, Diederik Stols, Marc de Boer
<b>Hoogenraad &amp; Haak</b>	Maarten Haak, Daniël Haije
<b>Simmons &amp; Simmons</b>	Paul Tjiam



# IP LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> Brinkhof	Remy Chavannes, Richard Ebbink, Mark van Gardingen, Gregor Vos, Dorien Verhulst
Hoyng Rokh Monegier	Bart van den Broek, Joris van Manen
<b>2</b> AC&R	Anne Bekema, Laura Broers
De Brauw Blackstone Westbroek	Tobias Cohen Jehoram, Gertjan Kuipers
<b>EXCELLENT</b>	
Bird & Bird	Wouter Pors
Freshfields Bruckhaus Deringer	Rutger Kleemans
Houthoff	Thomas de Weerd
NautaDutilh	Anne Marie Verschuur
Simmons & Simmons	Bas Berghuis van Woortman, Paul Tjiam
<b>HIGHLY RECOMMENDED</b>	
AKD	Martin Hemmer
Allen & Overy	Frits Gerritzen
BarentsKrans	Jaap Bremer
DLA Piper	Niels Mulder, Paul Reeskamp
Hogan Lovells	Samantha Brinkhuis, Ruud van der Velden
Hoogenraad & Haak	Maarten Haak
Höcker Advocaten	Jacqueline Seignette
Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
Leeway Advocaten	Remco van Leeuwen, Michiel Odink, Marga Verwoert
Taylor Wessing	Wim Maas, Maarten Rijks
Visser Schaap & Kreijger	Jacqueline Schaap, Dirk Visser
Vondst Advocaten	Ricardo Dijkstra, Arvid van Oorschot, Otto Swens
<b>RECOMMENDED</b>	
Boekx Advocaten	Diederik Stols
bureau Brandeis	Christiaan Alberdingk hijm, Hans Bousie
CMS	Rogier de Vrey
Dentons	Alexander Odle
Greenberg Traurig	Radboud Ribbert
Pels Rijcken	Sikke Kingma
Ploum	Willem Leppink, Sabin Tigu
Van Doorne	Kriek Wille
Van Kaam IP & Media	Bertil van Kaam, Remco Klöters



# NORWAY

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bryn Aarflot</b>	Anne Wildeng, Astrid Solberg, Pål Tonna, Trine Greaker Herzog, Cecilie Berglund, Ida Marie Daae
<b>Kvale Advokatfirma</b>	Lars Trygve Jenssen, Marie Vaale-Hallberg, Ingvild Hanssen-Bauer
<b>Zacco</b>	Frode André Moen, Tone Tangevald-Jensen, Per Vegard Bergheim, Thomas Rukin
<b>Onsagers AS</b>	Ann-Cathrin Hoel, Thomas Gaarder-Olsen, Anders Ervin Solberg, Eirik Rødsand
<b>EXCELLENT</b>	
<b>Acapo AS</b>	Kjersti Rogne, Espen Clausen, Kristina Edén Johnsen
<b>GjessingReimers</b>	Ida Gjessing, Felix Reimers
<b>HIGHLY RECOMMENDED</b>	
<b>Advokatfirmaet Haavind</b>	Leif Eirik Thrane, Andreas Bernt, Vebjørn Krag Iversen
<b>Advokatfirmaet Ræder</b>	Trygve M. Gravidahl
<b>Håmsø Patentbyrå</b>	Reidun Rosså Korsberg
<b>Thommessen</b>	Camilla Vislie, Magnus Hauge Greaker
<b>Plougmann Vingtoft</b>	Ellen Breddam

## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Advokatfirmaet Schjødt</b>	Halvor Manshaus, Sigurd Holter Torp, Knut Sverre
<b>BAHR</b>	Are Stenvik
<b>Bryn Aarflot</b>	Astrid Solberg, Trine Greaker Herzog, Mikkel Lassen Ellingsen, Håkon Tysnes Kaasin
<b>GjessingReimers</b>	Ida Gjessing, Felix Reimers, Amund Brede Svendsen, Sigrid Toft Fløystad
<b>Thommessen</b>	Camilla Vislie, Magnus Hauge Greaker, Eirik W. Raanes
<b>EXCELLENT</b>	
<b>Advokatfirmaet Haavind</b>	Vebjørn Krag Iversen, Håkon Bleken
<b>Kvale Advokatfirma</b>	Ingvild Hanssen-Bauer
<b>Onsagers AS</b>	Ann-Cathrin Hoel, Eirik Rødsand, Thomas Gaarder-Olsen, Anders Ervin Solberg
<b>Zacco</b>	Lars Henrik Stoud Platou, Thomas Rukin, Frode André Moen
<b>HIGHLY RECOMMENDED</b>	
<b>Advokatfirmaet Hjort</b>	Øvind K. Foss, Monica Syrdal, Rolf Chr. Trolle Andersen
<b>Bull &amp; Co Advokatfirma</b>	Rune Nordengen, Bente Holmvang
<b>SANDS</b>	Katrine Malmer-Høvik, John Steffen Gulbrandsen
<b>Simonsen Vogt Wiig</b>	Rune Ljostad, Espen Tøndel
<b>Wiersholm</b>	Hans Erik Johnsen, Rune Opdahl, Anne Marie Sejersted
<b>Wikborg Rein</b>	Gunnar Meyer, Hanna Beyer Olaussen, Lars Erik Steinkjer



## TRADEMARK PROSECUTION

### Best Advisors

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Inventa International</b>	Vitor Palmela Fidalgo, João Pereira Cabral
<b>J. Pereira da Cruz</b>	João Pereira Da Cruz
<b>J. E. Dias Costa</b>	Ana de Sampaio
<b>RCF Protecting Innovation</b>	João Jorge, Patricia Rodrigues, Pedro Alves Moreira
<b>EXCELLENT</b>	
<b>Abreu Advogados</b>	Ricardo Henriques, César Bessa Monteiro, jr
<b>A.G. da Cunha Ferreira</b>	Dina Maria Pereira Soares
<b>BMA - Baptista, Monteverde &amp; Associados</b>	Paulo Monteverde, Filipe Teixeira Baptista, Petra Fernandes
<b>ClarkeModet</b>	Maria Cruz Garcia, Manuel Gil Fernandes
<b>Garrigues</b>	Francisca Ferreira Pinto
<b>Simões, Garcia, Corte-Real &amp; Associados</b>	António Corte-Real
<b>HIGHLY RECOMMENDED</b>	
<b>CMS Rui Pena &amp; Arnaut</b>	José Luís Arnaut, João Leitão Figueiredo
<b>Cuatrecasas</b>	Sónia Queiróz Vaz
<b>Gastão Cunha Ferreira</b>	Manuel Moniz Pereira, Gonçalo Paiva e Sousa
<b>Morais Leitão, Galvão Teles, Soares da Silva &amp; Associados</b>	Vasco Stilwell d'Andrade
<b>PLMJ</b>	Hugo Monteiro de Queirós, Pedro Lomba
<b>PRA - Raposo, Sá Miranda &amp; Associados</b>	Gonçalo Gil Barreiros
<b>RECOMMENDED</b>	
<b>Antas da Cunha ECIIJA &amp; Associados</b>	Ana Bastos
<b>Miranda</b>	João Luís Traca

### RCF PROTECTING INNOVATION: PROTECTING IP INTERESTS GLOBALLY



João Jorge

**Key figure(s):** João Jorge, Pedro Alves Moreira, Patricia Rodrigues, Elsa Canhão, Cláudia Amorim and Madalena Pacheco  
**Established:** 1920

**Track record:** RCF Protecting Innovation has stood out in Portugal's intellectual property market for over 90 years. Alongside safeguarding innovation, they provide invaluable guidance to clients on their international expansion endeavors, ensuring they have the necessary protection and their products are adapted for new markets.

**Team & differentiation:** Thanks to a team of professionals with broad experience in the field of intellectual property, the firm provides varied services, including portfolio management and a cutting-edge technological surveillance program designed to detect any third-party requests that may infringe on clients' IP rights or business activities. The firm is client focused, committed to excellence and results driven.

### INVENTA: TAILORED SOLUTIONS FOR A RANGE OF IP NEEDS



Vitor Palmela Fidalgo

**Key figure(s):** Vitor Palmela Fidalgo  
**Established:** 1971

**Track record:** Inventa is renowned for its experience and expertise in trademark, patent, and design prosecution, as well as litigation, customs investigation, and copyright protection. It has an extensive presence in various regions including in Africa and throughout Europe. With its exceptional track record and comprehensive range of services, Inventa is the go-to firm for clients seeking innovative and effective solutions to their IP challenges.

**Team & differentiation:** The team, led by Vitor Palmela Fidalgo, provides expert advice to a diverse clientele ranging from startups to multinationals. The firm advises clients in various sectors and has developed a strong reputation as a trusted firm for both startups and multinationals. With a tailored approach to each client's needs, it provides comprehensive solutions to a range of IP challenges.



## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Abreu Advogados	Ricardo Henriques, António Andrade, Manuel Durães Rocha
BMA - Baptista, Monteverde & Associados	Filipe Baptista, Paulo Monteverde, Petra Fernandes
PLMJ	Hugo Monteiro de Queirós, Pedro Lomba
Sérvulo & Associados	Ana Rita Paínho
VdA	António Magalhães Cardoso
<b>EXCELLENT</b>	
CCA Law Firm	Filipe Mayer, Martim Bouza Serrano
CMS Rui Pena & Arnaut	José Luís Arnaut, João Leitão Figueiredo, Miguel Quintans
Cuatrecasas	Sónia Queiróz Vaz
Garrigues	João Paulo Miranda de Sousa, Isabel Bairrão, Francisca Ferreira Pinto
Morais Leitão, Galvão Teles, Soares da Silva & Associados	António Pinto Leite, Vasco Stilwell d'Andrade
SRS Advogados	João Paulo Mioludo
<b>HIGHLY RECOMMENDED</b>	
Inventa International	Vitor Palmela Fidalgo, João Cabral
J. Pereira da Cruz	Nuno Cruz, Cláudia Freixinho Serrano
Linklaters	Carlos Pinto Correia
PRA - Raposo, Sá Miranda & Associados	Gonçalo Gil Barreiros
RCF Protecting Innovation	João Jorge
Simões Garcia Corte-Real & Associados	João Luís Garcia
Uriá Menéndez-Proença Carvalho	Francisco Brito e Abreu
Yolanda Busse, Oehen Mendes & Associados	Manuel Oehen Mendes
<b>RECOMMENDED</b>	
Caiado Guerreiro	Ricardo Costa Macedo, Sandra Jesus
ClarkeModet	Adriana Eseteves, Manuel Gil Fernandes
DLA Piper	João Costa Quinta
Eversheds Sutherland FCB	Margarida Roda Santos
Miranda & Associados	Lidia Neves
RVA Sociedade de Advogados	Ana Teresa Pulido
Telles Advogados	Pedro Vidigal Monteiro, Fernando Pizarro Monteiro



## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
DLA Piper	Daniel Reis
Morais Leitão, Galvão Teles, Soares da Silva & Associados	Tiago Félix da Costa, João Alfredo Afonso, Helena Tapp Barroso
PLMJ	Pedro Lomba
SRS Legal	Luís Neto Galvão
VdA	Magda Cocco, Fernando Resina Da Silva, Inês Antas de Barros
<b>EXCELLENT</b>	
Abreu Advogados	Ricardo Henriques, César Bessa Monteiro
CCA Law Firm	Martim Bouza Serrano, Filipe Meyer
CMS Rui Pena & Arnaut	José Luís Arnaut, João Leitão Figueiredo
Cuatrecasas	Sónia Queiróz Vaz, Joana Mota Agostinho
Sérvulo & Associados	Ana Rita Paíinho
<b>HIGHLY RECOMMENDED</b>	
Antas da Cunha ECJA	Ana Bastos
Coelho Ribeiro & Associados	Mónica Oliveira Costa
Garrigues	Isabel Bairrão
João Ferreira Pinto & Associados	João Ferreira Pinto
PRA - Raposo Sa Miranda	Gonçalo Gil Barreiros
Raposo Bernardo	Joana Andrade Correia
Telles Advogados	Pedro Vidigal Monteiro
<b>RECOMMENDED</b>	
Alves Pereira & Teixeira de Sousa	Belén Granados
BAS	Cláudia Monge, Marco Aurélio Constantino
Eversheds FCB	Margarida Roda Santos
Gómez-Acebo & Pombo	Pedro Vilarinho Pires
Miranda & Associados	João Luís Traça
PBBR	Carina Branco
SPS Advogados	Sara Henriques
Uría Menéndez-Proença Carvalho	Francisco Brito e Abreu





## TECHNOLOGY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
PLMJ	Pedro Lomba
SRS Legal	Octávio Castelo Paulo, Luís Neto Galvão
VdA	Magda Cocco, Fernando Resina Da Silva, Margarida Couto
<b>EXCELLENT</b>	
Abreu Advogados	Ricardo Henriques, Martim Menezes
CCA Law Firm	Filipe Mayer, Martim Bouza Serrano
CMS Rui Pena & Arnaut	José Luís Arnaut, João Leitão Figueiredo
Cuatrecasas	Sónia Queiróz Vaz, Joana Mota Agostinho
DLA Piper	Daniel Reis, João Costa Quinta
Morais Leitão, Galvão Teles, Soares da Silva & Associados	João Alfredo Afonso, Gonçalo Machado Borges
<b>HIGHLY RECOMMENDED</b>	
Macedo Vitorino & Associados	João de Macedo Vitorino
Miranda & Associados	João Luís Traça
Sérvulo & Associados	Ana Rita Paíinho
Telles Advogados	Pedro Vidigal Monteiro
Uria Menéndez-Proença Carvalho	Francisco Brito e Abreu
<b>RECOMMENDED</b>	
Alves Pereira & Teixeira de Sousa	João Pedro Alves Pereira, Belén Granados
Antas da Cunha ECIIJA	Nuno da Silva Vieira, Ana Bastos
Caiado Guerreiro	Ricardo Costa Macedo, Ricardo Rodrigues Lopes
Gómez-Acebo & Pombo	Pedro Vilarinho Pires
pbbr – Sociedade de Advogados	Carina Branco White
Pinheiro Torres, Cabral, Sousa e Silva & Associados	Nuno Souza e Silva
Travassos Albuquerque & Associados	João de Travassos, Inês de Almeida Albuquerque

### TRAVASSOS, ALBUQUERQUE & ASSOCIADOS: CUSTOMER-CENTRICITY AT ITS BEST



João de Travassos

Key figure(s): João de Travassos and Inês de Almeida Albuquerque  
Established: 2014

**Track record:** Travassos Albuquerque provides legal services to a wide range of businesses including large corporations, SMEs and startups. They have experience and expertise working in the early stages of company formation to assisting with various contractual agreements linked to business activities. The firm advises companies such as Microsoft and SAP and, more recently, Outsystems.

**Team & differentiation:** Travassos Albuquerque's strength lies in its team of dedicated lawyers who stay up-to-date with the constant evolution taking place in the technology sector. The firm's customer-centered expertise allows for quick adaptation to new technological advancements, EU regulations and the rapid growth of technology companies.

## SPAIN

## TRADEMARK &amp; DESIGN PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>ABG Intellectual Property</b>	Christine Weimann
<b>Balder IP</b>	Oscar García, Patricia Koch
<b>Durán-Corretjer</b>	Christian Durán, Luis-Alfonso Durán
<b>Elzaburu</b>	Luis Baz
<b>EXCELLENT</b>	
<b>Baylos</b>	Juan Luis Gracia, David Gómez
<b>Bomhard IP</b>	Verena von Bomhard, Giles Corbally, Johannes Fuhrmann
<b>Cuatrecasas</b>	Enrique Sánchez-Quiñones, Albert Agustino, Alvaro Bourkaib, Rafael Sánchez Aristi
<b>Curell Suñol</b>	Mireia Curell, Oscar Pirez, Maria Ceballos
<b>Garrigues</b>	Mónica Arizti
<b>Herrero &amp; Asociados</b>	Mario Carpintero
<b>Hogan Lovells</b>	Imogen Fowler, Constanze Schulte
<b>Hoyng Rokh Monegier</b>	Alicia Martín
<b>Jacobacci &amp; Partners</b>	Ignacio Temiño, Rafael Linage, Eleonora Carrillo, Isabel Garcia
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	María Dolores Garayalde
<b>Bird &amp; Bird</b>	Mariano Santos
<b>Carlos Polo &amp; Asociados</b>	Carlos Polo
<b>Clarke Modet &amp; Co</b>	Mart Tolón, Rosario Echeverría, Elsa Nayra Martín, Miguel Rigueiro
<b>Eversheds Sutherland</b>	José Mariano Cruz, Kiko Carrión, Marta González
<b>Gómez Acebo &amp; Pombo</b>	Jesús Muñoz-Delgado, Sofía Martínez-Almeida
<b>Güell IP</b>	Jordi Güell
<b>Isern</b>	Javier Isern
<b>PONS IP</b>	Ramón Moreda, Carmen González, Isabel Cortés, Amparo del Río
<b>ZBM Patents &amp; Trademarks</b>	Yahel Contreras, Reyes García, Susanna Roures
<b>RECOMMENDED</b>	
<b>Ballester IP</b>	Rosalía Ballester
<b>CMS Albiñana &amp; Suárez de Lezo</b>	María González Gordon
<b>Andersen</b>	José Garrido
<b>Ellipse IP</b>	Gonzalo Barboza
<b>Galbaian IP</b>	Estibalitz Solana
<b>Noerr IP</b>	Tobias Dolde
<b>Pinto Ruiz del Valle</b>	Eva María Ochoa
<b>Ponti</b>	Joan Salvà
<b>Sugrañes</b>	Elia Sugrañes
<b>Ungria, Patentes y Marcas</b>	Javier Ungria

## BALDER IP: INTERNATIONAL IP EXPERTISE FOR A DISCERNING CLIENTELE



Olof Fickert

Key figure(s): Olof Fickert  
Established: 2012

**Track record:** A premier IP boutique with offices in Madrid, Bilbao, Barcelona and Pamplona, renowned for its exceptional expertise in trademark and patent prosecution. Serving both domestic and international clients, it provides invaluable counsel to some of the world's most prominent companies, delivering expert advice and efficient solutions to complex legal issues.

**Team & differentiation:** Balder's founder, Olof Fickert, leads the firm with his over 30 years of experience in patent and trademark prosecution. The firm is comprised of a diverse team of international lawyers, patent attorneys and experts who serve the business needs of their clients. The firm is a unique one-stop-shop for individuals and companies looking for efficient advice.



SPAIN

# TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Manuel Lobato, Antonio Cueto
<b>Elzaburu</b>	Luis Baz, Alfonso Diez de Rivera Elzaburu, Luis Beneyto
<b>Garrigues</b>	Carolina Pina, João Miranda de Sousa
<b>Grau &amp; Angulo</b>	Alejandro Angulo, Carlota Viola, Ignacio Marqués, Maite Ferrándiz, Jesús Arribas, Jordi Camó
<b>Gómez-Acebo &amp; Pombo</b>	Sofia Martínez-Almeida, Jesús Muñoz-Delgado
<b>Uria Menéndez</b>	Montiano Monteagudo
<b>EXCELLENT</b>	
<b>Balder IP</b>	Patricia Koch, Óscar García, Juan Pedro vallejo
<b>Baylos Abogados</b>	Pedro Merino Baylos, Juan Luis Gracia, David Gómez, Fernando Rodríguez
<b>Clifford Chance</b>	Josep Montefusco, Miquel Montaña
<b>Cuatrecasas</b>	Jorge Llevat, Jean-Yves Teindas Maillard, Albert Agustinoy, Álvaro Bourkaib, Rafael Sánchez Aristi
<b>González-Bueno</b>	Carlos González-Bueno
<b>Hogan Lovells</b>	Burkhart Goebel, Ana Castedo
<b>Jacobacci &amp; Partners</b>	Ignacio Temiño, Salvador Diaz
<b>Perez Llorca</b>	Eduardo Castillo, Rais Amils
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	José María Méndez
<b>Bercovitz-Carvajal</b>	Rodrigo Bercovitz
<b>CMS Albiñana &amp; Suárez de Lezo</b>	Maria Gonzalez
<b>ClarkeModet</b>	Jorge Oria, Rosario Echeverria
<b>DWF-RCD</b>	Ignasi Costas, Jordi Sánchez, Xavier Fàbrega
<b>Eversheds Sutherland</b>	Kiko Carrión, José Mariano Cruz, Marta González
<b>Hoyng Rokh Monegier</b>	José Antonio Sanmartín, Álvaro Velázquez
<b>Pintó Ruiz &amp; Del Valle</b>	Victoria Ruiz de Velasco, Eva María Ochoa
<b>PONS IP</b>	Jean Devaureix, José Carlos Erdozain, Carmen González
<b>Salvador Orlando Abogados</b>	Salvador Orlando
<b>Vidal-Quadras &amp; Ramon</b>	Miguel Vidal-Quadras
<b>RECOMMENDED</b>	
<b>Ballester IP</b>	Rosalía Ballester
<b>Blas A. González Abogados</b>	Blas A. González
<b>ClarkeModet</b>	Jorge Oria, Rosario Echeverria
<b>Cremades &amp; Calvo-Sotelo</b>	Antonio Selas
<b>Curell Suñol</b>	Mireia Curell, Oscar Pirez, Maria Ceballos
<b>Ellipse IP</b>	Gonzalo Barboza
<b>Fieldfisher Jausas</b>	Josep Carbonell
<b>Gabeiras &amp; Asociados</b>	Patricia Gabeiras
<b>Güell IP</b>	Jordi Güell
<b>Herrero &amp; Asociados</b>	Andrés Gómez, Marta Gimeno
<b>Samaniego Law</b>	Javier Fernández-Samaniego
<b>Ventura Garcés</b>	Andrea Garcés

### EVERSHEDS SUTHERLAND: LIFE SCIENCES & PATENT LITIGATION EXPERTS



Kiko Carrión

Key figure(s): Kiko Carrión, José Mariano Cruz and Marta González  
Established: 2009

**Track record:** With its strong reputation for handling high-value patent and trademark disputes, Eversheds Sutherland has established itself as a leader in the pharmaceutical sector, representing high-profile national and multinational clients. The firm's Madrid office serves as the hub of its global IP group, with most clients directly engaging their services, attesting to its ability to handle complex, cross-border legal matters.

**Team & differentiation:** Eversheds Sutherland's practice has expanded in various sectors, including life sciences, industrial engineering and retail. The firm works with the CEFI foundation, which includes the top 20 innovative pharmaceutical companies, to provide valuable insights to sector players.

### JACOBACCI & PARTNERS: IMPRESSIVE TRACK RECORD CLIENTS CAN TRUST



Eleonora Carrillo

Key figure(s): Eleonora Carrillo, Ignacio Martínez, Pedro Castiñeira and Rafael Linage  
Established: 1994

**Track record:** The Group manages an impressive portfolio of trademarks for a wide range of clients in varied sectors in both Spain and Latin America. Jacobacci & Partners is equipped to handle any challenge thanks to its exceptional competence, offering premium professional services at competitive rates.

**Team & differentiation:** Eleonora Carrillo, the managing partner at Jacobacci, is a highly skilled expert in all aspects of trademark and design matters related to international registrations and domain name disputes. She has extensive experience in defending and protecting clients' intellectual property rights both nationally and internationally.



## COPYRIGHT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bercovitz-Carvajal</b>	Rodrigo Bercovitz, Rodríguez-Cano
<b>Elzaburu</b>	Mabel Klimt, Javier Fernández-Lasquetty, Antonio Castán
<b>Gómez-Acebo &amp; Pombo</b>	Sofía Martínez-Almeida, Anna Viladàs
<b>Grau &amp; Angulo</b>	Ignacio Marqués, Maite Ferrándiz, Sonia Santos
<b>Uría Menéndez</b>	Borja Sainz de Aja
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	José María Méndez
<b>Baylos</b>	Paloma Arribas, David Gomez, Fernando Rodriguez
<b>Cuatrecasas</b>	Albert Agustinoy, Álvaro Bourkaib, Jorge Llevat, Rafael Sanchez Aristi
<b>Ecija</b>	Alejandro Touriño, Hugo Écija, Juan Salmerón, Elena Ordúñez, José Antonio Suárez
<b>Eversheds Sutherland</b>	Vicente Arias Máz
<b>Garrigues</b>	Carolina Pina, José Fernández-Rañada
<b>Javier De Torres Abogados</b>	Javier De Torres
<b>Pérez-Llorca</b>	Andy Ramos
<b>HIGHLY RECOMMENDED</b>	
<b>Balder IP</b>	Jens-Christian Jahnke
<b>Bird &amp; Bird</b>	Manuel Lobato, Antonio Cueto, Mariano Santos
<b>Clifford Chance</b>	Miquel Montaña, Josep Montefusco
<b>CMS Albiñana &amp; Suárez de Lezo</b>	María González Gordon
<b>DWF-RCD</b>	Ignasi Costas, David Villa
<b>Fieldfisher Jausas</b>	Josep Carbonell
<b>Jacobacci &amp; Parnters</b>	Ignacio Temiño
<b>Santiago Mediano Abogados</b>	Santiago Mediano, Raúl Bercovitz Álvarez
<b>Sol Muntañola Abogados</b>	Francisco Javier Martinez Martin, Mario Sol
<b>RECOMMENDED</b>	
<b>Andersen</b>	María Suarez
<b>Currell Suñol</b>	Néstor Corominas, Robert Roser
<b>Gabeiras y Asociados</b>	Patricia Gabeiras
<b>Herrero &amp; Asociados</b>	Marta Gimeno
<b>Hoyng Rokh Monegier</b>	José Antonio Sanmartín, Franz Ruz
<b>Pedro Alemán Abogados</b>	Pedro Alemán Laín
<b>Ventura Garcés</b>	Andrea Garcés



SPAIN

## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Hogan Lovells	Gonzalo F. Gállego
Samaniego Law	Javier Fernández-Samaniego
Uría Menéndez	Leticia López-Lapuente, Borja Sainz de Aja
<b>EXCELLENT</b>	
Ecija	Alejandro Touriño, Jesús Yáñez
Cuatrecasas	Albert Agustinoy, Álvaro Bourkaib, Alejandro Negro, Jorge Llevat, Rafael Sánchez
EY Abogados	Blanca Escribano
FinReg360	Javier Aparicio Salom, Maria Vidal
Garrigues	Alejandro Padín Vidal
Ramón y Cajal Abogados	Norman Heckh
Squire Patton Boggs	Bartolomé Martín
<b>HIGHLY RECOMMENDED</b>	
Deloitte Legal	Rodrigo Gonzalez
DLA Piper	Diego Ramos, Paula González de Castejón
DWF-RCD	Ignasi Costas
Ecix Group	Francisco Perez Bes
Gómez-Acebo & Pombo	Almudena Arpón de Mendivil
KPMG Abogados	Noemi Brito
Osborne Clarke	Rafael García del Poyo
Pérez-Llorca	Andy Ramos Gil, Eduardo Castillo
Statim Legal	Jordi López Batet, Yago Vázquez Moraga
<b>RECOMMENDED</b>	
Baylos Abogados	Paloma Arribas
Broseta	Miguel Geijo, Agustín Puente
Ceca Magán Abogados	Ramón Mesonero-Romanos, Gustavo Pérez
DPO & it law	Fernando Ramos Suarez
Ejaso ETL Global	Miguel Valdés Borruey, Luis M. Latasa Vassallo
Herrero & Asociados	Marta Gimeno
Metricson	Teresa Miquel



# SWEDEN

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Advokatfirman Vinge</b>	Anette Henrysson, Pär Leander
<b>AWA</b>	Ted Hagman, Ann-Charlotte Järvinen, Lars Pettersson
<b>Groth &amp; Co</b>	Mats Lundberg, Carl Wendt
<b>Westerberg &amp; Partners</b>	Helena Wassén Öström, Hans Eriksson
<b>Valea AB</b>	Lena Ericsson, Linda Granstrand Füle, Richard Wolff
<b>Zacco</b>	Peo Lundquist, Magnus Ljungdahl, Claes Agnvall, Martin Tranälv
<b>EXCELLENT</b>	
<b>Advokatbyrån Gulliksson</b>	Emma Carlus, Hans-Anders Odh, Cecilia Tholse Rogmark
<b>Advokatfirman Lindahl</b>	Johan Norderyd
<b>BRANN AB</b>	Omar Baki, Mona Fankhauser, Astrid Johnsson
<b>MAQS Advokatbyrå</b>	Alexander Källström, Christina Berggren
<b>Roschier</b>	Erik Ficks, Mikko Manner
<b>HIGHLY RECOMMENDED</b>	
<b>GOZZO Advokater</b>	Ann-Charlotte Söderlund Björk, Håkan Sjöström, Giovanni Gozzo
<b>Next Advokater KB</b>	Magnus Tonell, Tom Kronhöffer
<b>Sandart &amp; Partners Advokatbyrå</b>	Anna Bladh Redzic, Mattias Erdös
<b>Setterwalls Advokatbyrå</b>	Sophia Spala, Per Lidman, Lovisa Dahl Nelson
<b>Synch</b>	Sara Sparring, Mathilda Nordmark



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Advokatfirman Vinge</b>	Håkan Borgenhall, Richard Wessman
<b>Sandart &amp; Partners Advokatbyrå KB</b>	Dag Sandart, Anders Kylhammar, Peter Sande
<b>Westerberg &amp; Partners</b>	Henrik Wistam, Ludvig Holm, Stefan Widmark, Hans Eriksson
<b>EXCELLENT</b>	
<b>Advokatbyrån Gulliksson</b>	Per Svård, Ulrika Nordenvik, Hans-Anders Odh, Jens Olsson
<b>Advokatfirman Lindahl</b>	Johan Åberg, Johan Norderyd
<b>AWA Sweden AB</b>	Ted Hagman, Ann-Charlotte Järvinen, Lars Petterson, Kristian Martinsson
<b>Groth &amp; Co</b>	Mats Lundberg, Carl Wendt
<b>Roschier</b>	Erik Ficks, Mikko Manner, Susanne Mellqvist
<b>HIGHLY RECOMMENDED</b>	
<b>Bird &amp; Bird</b>	Gabriel Lidman
<b>Delphi</b>	Henrik Bengtsson, Peter Skoglund, Richard Lenemark
<b>GOZZO Advokater</b>	Ann-Charlotte Söderlund Björk, Håkan Sjöström, Giovanni Gozzo
<b>MAQS Advokatbyrå</b>	Alexander Källström
<b>Setterwalls Advokatbyrå</b>	Sophia Spala, Martin Levinsohn, Per Lidman
<b>Synch</b>	Sara Sparring, Mathilda Nordmark
<b>Zacco</b>	Martin Tranålv, Maria Beijer, Hampus Adlerton



# SWITZERLAND

## TRADEMARK PROSECUTION

### Best Law Firms & Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>E Blum &amp; Co</b>	Mathias Meyer, Brendan Bolli, Sven Capol, Beatrice Klingler
<b>FMP - Fuhrer Marbach &amp; Partners</b>	Peter Widmer, Eugen Marbach
<b>Isler &amp; Pedrazzini</b>	Matthias Bebi
<b>Troller Hitz Troller &amp; Partners</b>	Ursula In-Albon, Gallus Joller, Bernard Volken
<b>EXCELLENT</b>	
<b>Bovard</b>	Paul Henri Pittet
<b>Junod, Muhlstein, Lévy &amp; Puder</b>	Laurent Muhlstein
<b>Katzarov</b>	Eric Noël
<b>Lenz &amp; Staehelin</b>	Peter Ling, Sevan Antreasyan, Jürg Simon
<b>Meisser &amp; Partner</b>	David Meisser
<b>MLL Meyerlustenberger Lachenal Froriep</b>	Simon Holzer, Guillaume Fournier, Michael Ritscher, Peter Schramm
<b>Rentsch Partner</b>	Gregor Wild, Matthias Städeli
<b>Walder Wyss</b>	Roger Staub, Markus Frick
<b>Weinmann Zimmerli</b>	Adrian Zimmerli, Madeleine Schim van der Loeff, Stefan Keehnen, Conrad Weinmann
<b>HIGHLY RECOMMENDED</b>	
<b>BMG Avocats</b>	Sylvie Gurry-Veit, Anne-Virginie La Spada
<b>Bohest IP</b>	Esther Jost
<b>Bratschi</b>	Adrian Wyss, Adrian Bieri
<b>Bugnion</b>	Alexandre Weith, Delphine Maistre du Chambon
<b>CMS von Erlach Partners</b>	Dirk Spacek, Philipp Dickenmann, Simone Brauchbar
<b>Inteltech</b>	Yvan Merlotti, Amanda Trincat
<b>P&amp;TS</b>	Pascal Koster, Barbara Gehri, Christophe Saam
<b>Pestalozzi</b>	Michèle Burnier
<b>Python Avocats</b>	Felix Locher
<b>SBMP - Schaad Balass Menzl &amp; Partner</b>	Fred Gromann
<b>Streuli Legal</b>	Magda Streuli-Youssef
<b>Times Attorneys</b>	Michael Noth
<b>Wild Schnyder</b>	Donald Schnyder, Barbara Müller





## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>FMP - Fuhrer Marbach &amp; Partners</b>	Philippe Probst, Peter Widmer, Stefan Hubacher, Eugen Marbach
<b>Lenz &amp; Staehelin</b>	Thierry Calame, Jürg Simon, Sevan Antreasyan, Peter Ling
<b>MLL Meyerlustenberger Lachenal Froriep</b>	Guillaume Fournier, Michael Ritscher, Peter Schramm
<b>Troller Hitz Troller &amp; Partners</b>	Ursula In-Albon, Gallus Joller, Patrick Troller, Bernard Volken
<b>Walder Wyss</b>	Roger Staub, Markus Frick, Michael Isler, Manuel Bigler, Stefano Codoni, Sylvia Anthamatten
<b>EXCELLENT</b>	
<b>Bianchischwald</b>	Christoph Gasser
<b>Homburger</b>	Gregor Bühler, Luca Dal Molin, Roman Baechler, Andri Hess
<b>Junod, Muhlstein, Lévy &amp; Puder</b>	Laurent Muhlstein
<b>Kasser Schlosser</b>	Ralph Schlosser, Maud Fragnière
<b>Pestalozzi</b>	Thomas Legler, Michèle Burnier, Lara Dorigo
<b>Rentsch Partner</b>	Matthias Städeli, Gregor Wild, Demian Stauber
<b>Times Attorneys</b>	Andrea Mondini, Markus Kaiser, Michael Noth
<b>Vischer</b>	Lorenz Ehrler, Rolf Auf der Maur, Jonas Gassmann, Stefan Kohler
<b>Weinmann Zimmerli</b>	Fabian Wigger, Conrad Weinmann, Marco Handle, Alban Shabani
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Eva-Maria Strobel, Michael Treis, Sandra Marmy-Brändli
<b>Bär &amp; Karrer</b>	Markus Wang
<b>BMG Avocats</b>	Sylvie Gurry-Veit, Anne-Virginie La Spada
<b>House Attorneys</b>	Frédéric Serra, Melina Haralabopoulos
<b>Id Est Avocats</b>	Michel Jaccard, Juliette Ancelle
<b>Nater Dallafior</b>	Mathis Berger
<b>Niederer Kraft Frey</b>	Nicolas Birkhäuser
<b>Schellenberg Wittmer</b>	Philipp Groz, Lorenza Ferrari Hofer
<b>Streuli Legal</b>	Magda Streuli-Youssef
<b>Wild Schnyder</b>	Barbara Müller, Donald Schnyder, James Merz
<b>RECOMMENDED</b>	
<b>Bourgeois Avocats</b>	Ivan Cherpillod
<b>Bratschi</b>	Adrian Bieri, Adrian Wyss
<b>CMS von Erlach Partners</b>	Dirk Spacek, Reto Hunsperger, Philipp Dickenmann, Simone Brauchbar
<b>Python Avocats</b>	Felix Locher
<b>Sigma Law</b>	Stéphanie Chuffart-Finsterwald, Alain Alberini
<b>Thomannfischer</b>	Daniel Plüss
<b>WerderViganò</b>	Kai-Peter Uhlig
<b>Wilhelm Gilliéron Avocats</b>	Philippe Gilliéron

### HOMBURGER: TRADEMARK EXPERTS FOR BLUE-CHIP CLIENTS



Gregor Bühler

**Key figure(s):** Gregor Bühler, Luca Dal Molin, Roman Baechler and Andri Hess

**Established:** 1957

**Track Record:** Located in Zurich, Homburger is known for its cross-border disputes and licensing related to trademarks as well as transactions. The team typically represents blue-chip clients in high-profile matters across all industries. Recently, they represented Hyundai, SpaceX, and BlackFin Capital Partners.

**Team & differentiation:** With a dedicated team of five partners and 14 lawyers, the trademark practice is led by Gregor Bühler. He has extensive experience in trademark & copyright litigation and advises on a wide range of contractual issues. Additionally, Bühler is Co-Chair of the Intellectual Property and Entertainment Law Committee of the IBA.

### LENZ & STAEHELIN: TRADEMARK LITIGATION & PROSECUTION LEADERS



Jürg Simon

**Key figure(s):** Thierry Calame, Jürg Simon, Sevan Antreasyan and Peter Ling

**Established:** 1917

**Track Record:** The firm's IP group offers services in trademark and design portfolio prosecution and management, among others. Clients come from the food & beverages, watchmaking, and IT and retail industries. The firm handles Apple's IP and data protection litigation in Switzerland and a significant part of most complex trademark cases.

**Team & differentiation:** With offices in Geneva, Zurich, and Lausanne, Lenz & Staehelin has a dedicated team of six partners and 14 lawyers who focus on intellectual property matters including trademark litigation. Co-head, Jürg Simon, is a leading expert in trademark and privacy law. Before joining the firm, he was director at the Swiss Intellectual Property Institute.



## COPYRIGHT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>HIGHLY RECOMMENDED</b>	
<b>advocomplex</b>	Willi Egloff
<b>BianchiSchwald</b>	Joseph Merhai
<b>Bourgeois Avocats</b>	Ivan Cherpillod
<b>MLL Meyerlustenberger Lachenal Froriep</b>	Reinhard Oertli, Jean-Marie Vulliemin
<b>Nater Dallafior</b>	Mathis Berger
<b>Vischer</b>	Lorenz Ehrler
<b>Weinmann Zimmerli</b>	Fabian Wigger, Marco Handle
<b>Wenger Plattner</b>	Peter Mosimann, Damian Schai
<b>Werder Viganò</b>	Kai-Peter Uhlig

## SPORTS

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bär &amp; Karrer</b>	Michele Bernasconi
<b>Homburger</b>	Gregor Bühler, Georg Rauber, Stefan Blunshi
<b>Kellerhals Carrard</b>	Jean-Pierre Morand, David Casserly, Nicolas Zbinden
<b>Lenz &amp; Stachelin</b>	Xavier Favre-Bulle, Stephan Erni, Lucien Masméjan
<b>Niederer Kraft Frey</b>	András Gurovits, Daniel Eisele, Tamir Livschitz
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Luca Beffa
<b>CMS von Erlach Partners</b>	Olivier Carrard, Philipp Dickenmann, Pierre Ducret
<b>Lévy Kaufmann-Kohler</b>	Antonio Rigozzi, Sébastien Besson
<b>Schellenberg Wittmer</b>	Philippe Baërtsch, Christopher Boog
<b>Times Attorneys</b>	Andrea Mondini, Stephan Netzle, Olivier Ducrey, Ulrich Haas
<b>Vischer</b>	Robert Bernet, Moritz Jäggy
<b>HIGHLY RECOMMENDED</b>	
<b>Advokatur Lafranchi + Meyer</b>	Patrick Lafranchi
<b>Archipel</b>	Giulio Palermo
<b>Bratschi</b>	Reto Arpagaus, Mirco Ceregato, Claudio Bazzi
<b>Cavaliero &amp; Associates SA</b>	Marc Cavaliero, Jaime Cambreleng Contreras
<b>Libra Law</b>	Jorge Ibarrola
<b>MLL Meyerlustenberger Lachenal Froriep</b>	Jean Marguerat
<b>Quinn Emanuel Urquhart &amp; Sullivan</b>	Thomas Werlen
<b>RECOMMENDED</b>	
<b>Barandun</b>	Raphaëlle Favre Schnyder
<b>Charles Russell Speechlys</b>	Benoît Pasquier, Pierre Bydzovsky
<b>LBS Legal</b>	Alexis Schoeb
<b>Nater Dallafior</b>	Mathis Berger
<b>PBM Avocats</b>	Christian Grosjean, Rodrigue Sperisen
<b>Serge Vittoz Law Firm</b>	Serge Vittoz
<b>Valloni Attorneys at Law</b>	Lucien W. Valloni
<b>Walder Wyss</b>	Andrea Meier, Maurice Courvoisier, Rodolphe Gautier

# TURKEY

## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Deriş</b>	Kerim Yardımcı, Serra Coral, Mehmet Deriş
<b>Gün + Partners</b>	Ugur Aktekin, Pinar Arıkan, Hande Hançar, Barış Kalaycı, Mutlu Köse
<b>Moroğlu Arseven</b>	Işık Özdoğan, Gökçe Izgi, Ezgi Baklacı Güllökar
<b>Stock Intellectual Property</b>	Ömer Dündar, Kazim Dündar, İpek Yıldız Esiner
<b>EXCELLENT</b>	
<b>1 Kenaroğlu</b>	Yasemin Kenaroğlu
<b>2 Ankara Patent Bureau</b>	Ekin Öcal
<b>Istanbul Patent</b>	Abdurrahim Ayaz
<b>NSN Law Firm</b>	Selma Ünlü, Gülay Göksu
<b>HIGHLY RECOMMENDED</b>	
<b>ATG Law Firm</b>	Ahmet Akgüloğlu, Gizem Akgüloğlu
<b>Erdem Kaya &amp; Partners</b>	Erdem Kaya
<b>Esin</b>	Can Sozer
<b>Grup Ofis Marka Patent</b>	Kerem Gökmen
<b>Ofo Ventura</b>	Özlem Futman
<b>Suluk Intellectual Property Law Firm</b>	Cahit Suluk
<b>RECOMMENDED</b>	
<b>Destek Patent</b>	Faruk Yamankaradeniz, Kemal Yamankaradeniz
<b>Kodiak Law</b>	Aysen Kunt
<b>Sezekkaplan Lawyers</b>	Ufuk Sezekkaplan



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
1 <b>Gün + Partners</b>	Ugur Aktekin, Pinar Arikan, Hande Hançar, Barış Kalaycı, Mutlu Köse
2 <b>Deriş</b>	Kerim Yardımcı, Serra Coral, Mehmet Deriş
<b>Moroğlu Arseven</b>	Işık Özdoğan, Gökçe Izgi, Ezgi Baklacı Güllökar
<b>EXCELLENT</b>	
<b>Kenaroğlu</b>	Yasemin Kenaroğlu
<b>NSN Law Firm</b>	Selma Ünlü, Gülay Göksu
<b>HIGHLY RECOMMENDED</b>	
1 <b>Esin</b>	Can Sozer
<b>Stock Intellectual Property Services</b>	Ömer Dündar, Kazim Dündar, İpek Yıldız Esiner
<b>Suluk Intellectual Property Law Firm</b>	Cahit Suluk
2 <b>Ankara Patent Bureau</b>	Ekin Öcal
<b>ATG Law Firm</b>	Ahmet Akgüloğlu, Gizem Akgüloğlu
<b>Ofo Ventura</b>	Özlem Futman
<b>Özdirekcan Dündar Attorney Partnership</b>	Esra Dündar-Loiseau

# UNITED KINGDOM

## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> <b>Barker Brettell</b>	Tracy Arch, Lisa King, Catherine Wiseman, Lucy Walker
<b>Boulton Tennant</b>	Catherine Wolfe, Tony Pluckrose, Emma Pitcher, Felicity Hide
<b>D Young &amp; Co</b>	Jeremy Pennant, Helen Cawley, Gemma Kirkland, Richard Burton
<b>HGF</b>	David Potter, Lee Curtis
<b>Kilburn &amp; Strode</b>	Carrollanne Lindley, Iain Stewart, Ryan Pixton
<b>Stobbs IP</b>	Julius Stobbs, Geoff Stewart
<b>2</b> <b>Baker McKenzie</b>	Ben Allgrove, Julia Dickenson, Michael Hart, Rachel Wilkinson-Duffy
<b>Bird &amp; Bird</b>	Peter Brownlow, Ewan Grist, Allan Poulter
<b>Bristows</b>	Jeremy Blum, Simon Clark, Paul Jordan, Ian Gruselle, Claire Smith
<b>Keltie</b>	Alistair Gay, Rosemary Cardas
<b>EXCELLENT</b>	
<b>1</b> <b>CMS</b>	Tom Scourfield, Sarah Wright
<b>Fieldfisher</b>	Leighton Cassidy, Hastings Guise, John Linneker, Harriet Seymour
<b>Marks &amp; Clerk</b>	Esther Gottschalk
<b>Taylor Wessing</b>	France Delord, Roland Mallinson
<b>2</b> <b>Beck Greener</b>	Ian Bartlett
<b>Cleveland Scott York</b>	Jonathan Clegg, Lorna Hobbs
<b>Dehns</b>	Elaine Deyes, Clare Mann
<b>J A Kemp</b>	James Fish
<b>Lewis Silkin</b>	Giles Crown, Simon Chapman
<b>Mathys &amp; Squire</b>	Margaret Arnott, Gary Johnston
<b>Mewburn Ellis</b>	Kate O'Rourke
<b>Mishcon De Reya</b>	David Rose
<b>Potter Clarkson</b>	Sanjay Kapur, Emmy Hunt
<b>HIGHLY RECOMMENDED</b>	
<b>AA Thornton &amp; Co</b>	Ian Gill
<b>Appleyard Lees</b>	Robert Cumming, Chris Hoole
<b>Carpmaels &amp; Ransford</b>	Roger Lush, Jonathan Day
<b>Gill Jennings &amp; Every</b>	Alasdair MacQuarrie, Edward Carstairs
<b>Haseltine Lake Kempner</b>	Richard Kempner
<b>Maucher Jenkins</b>	Katie Cameron
<b>Murgitroyd Group</b>	Steve Waine
<b>Reddie &amp; Grose</b>	Helen Wakerley, Alice Findlay, Tom Sharman
<b>Yenner Shipley</b>	David Birchall
<b>Withers &amp; Rogers</b>	Tania Clark
<b>RECOMMENDED</b>	
<b>Abel &amp; Imray</b>	Simon Bentley, Caroline Brooks
<b>Bear &amp; Wolf</b>	Mark Heritage, Simon Tracey
<b>Elkington &amp; Fife</b>	Chris McLeod
<b>Eversheds Sutherland</b>	Kate Ellis
<b>Lane</b>	Steve Lane, Natalie Clare
<b>Sipara</b>	Robert Furneaux, Rebecca Kaye
<b>Swindell &amp; Pearson</b>	Nick Womsley
<b>Wilson Gunn</b>	Michael Douglas



## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Bird & Bird	Katharine Stephens, Rob Williams
Bristows	Simon Clark, Ian Gruselle, Matthew Warren
CMS	Tom Scourfield, Sarah Wright
<b>EXCELLENT</b>	
<b>1</b> Allen & Overy	Neville Cordell, David Stone
Mishcon de Reya	Jeremy Hertzog
Taylor Wessing	Mark Owen, Roland Mallinson
Wiggin	Sara Ashby
<b>2</b> Baker McKenzie	Julia Dickenson, Jessica Le Gros, Rachel Wilkinson-Duffy
Fieldfisher	Leighton Cassidy, John Linneker
Gowling WLG	Alexandra Brodie, Kate Swaine
Lewis Silkin	Tom Gaunt
Simmons & Simmons	Darren Meale, Priya Nagpal
<b>HIGHLY RECOMMENDED</b>	
Addleshaw Goddard	Emma Armitag
Brandsmiths	Andrew Lee, Adam Morallee, Aaron Wood
Browne Jacobson	Declan Cushley
Carpmaels & Ransford	Jonathan Day
DLA Piper	Ruth Hoy, John Wilks
Harbottle & Lewis	Shireen Peermohamed
Herbert Smith Freehills	Andrew Moir
Hogan Lovells	Joel Smith, Sahira Khwaja
Marks & Clerk	Kirsten Gilbert, Michael Moor
Osborne Clarke	Arty Rajendra
Powell Gilbert	Simon Ayrton
RPC	David Cran, Jeremy Drew
Stephenson Harwood	Eifion Morris, Alexandra Pygall
Stobbs IP	Julius Stobbs, Geoff Steward, Chris Sleep
<b>RECOMMENDED</b>	
Burges Salmon	Jeremy Dickerson, Helen Scott-Lawler
Charles Russell Speechlys	Mary Bagnall, Charlotte Duly
Clifford Chance	Vanessa Marsland, Stephen Reese
D Young & Co	Tamsin Holman, Jeremy Pennant
Dentons	Anna Copeman
Fox Williams	Simon Bennett
Haseltine Lake Kempner	Richard Kempner
Morgan, Lewis & Bockius	Nicholas Bolter
Pinsent Masons	Triona Desmond
Reed Smith	Gregor Pryor, Carolyn Pepper
Venner Shipley	Ian Grey, James Tumbridge, Clare Turnbull
Waterfront Solicitors	Matthew Harris, Piers Strickland

**DATA PROTECTION & CYBERSECURITY****Best Law Firms**

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Bird & Bird	Ruth Boardman, James Mullock
Bristows	Mark Watts
Fieldfisher	Hazel Grant
Hogan Lovells	Eduardo Ustaran
<b>EXCELLENT</b>	
1 Linklaters	Richard Cumbley, Julian Cunningham-Day, Georgina Kon
2 Covington & Burling	Daniel Cooper
Dentons	Nick Graham
Eversheds Sutherland	Paula Barrett, Liz Fitzsimons
Hunton Andrews Kurth	Bojana Bellamy, Aaron Simpson
Latham & Watkins	Gail Crawford
<b>HIGHLY RECOMMENDED</b>	
Allen & Overy	Nigel Parker, Jane Finlayson-Brown
Baker McKenzie	Paul Glass
Clifford Chance	Jonathan Kewley
CMS	Emma Burnett
DLA Piper	Ross McKean, Andrew Dyson
Norton Rose Fulbright	Marcus Evans, Ffion Flockhart
Osborne Clarke	Mark Taylor
Pinsent Masons	David Barker, Jonathan Kirsop, David McIlwaine
RPC	Jon Bartley, Rupert Cowper-Coles, David Cran
Sidley Austin	William Long
Simmons & Simmons	Alexander Brown
Taylor Wessing	Victoria Hordern, Chris Jeffery, Jo Joyce
<b>RECOMMENDED</b>	
Ashurst	Rhiannon Webster
Bryan Cave Leighton Paisner	Kate Brimsted
DWF	JP Buckley, Stewart Room
Farrer & Co	Henry Sainty
Herbert Smith Freehills	Miriam Everett, Andrew Moir, Christine Young
Mishcon de Reya	Adam Rose
Paul Hastings	Suzanne Horne, Christian Parker
PwC Legal	Chris Cartmell, Fedelma Good
Reed Smith	Cynthia O'Donoghue, Elle Todd
Travers Smith	Dan Reavill
White & Case	Tim Hickman
Womble Bond Dickinson	Andrew Kimble
<b>VALUABLE PRACTICE</b>	
Bates Wells	Melanie Carter
DAC Beachcroft	Hans Allnutt, Jade Kowalski
Deloitte Legal	Cavan Fabr
Lewis Silkin	Bryony Long, Alexander Milner-Smith
Mills & Reeve	Gary Attle, Peter Wainman, Jagvinder Singh Kang

# ASIA

A satellite view of the Asian continent at night, showing a dense network of city lights in orange and yellow. The continent is set against the dark blue and black background of space, with the Earth's horizon visible at the top. The word 'ASIA' is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.



# CHINA

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
CCPIT Patent And Trademark Office	Chuanhong Long, Zhongqi Zhou
King & Wood Mallesons	Chen Wenping, Tina Tai
NTD Patent & Trademark Agency	Aidi Ge, Christopher Shaowei, Christopher Shen
Unitalen Attorneys at Law	Ying Huang, Deshan Li, Ray Lei Zhao
Wanhuida Intellectual Property	Bai Gang, Wei He, Huang Hui, Johnson Li, Ren Haiyan
<b>EXCELLENT</b>	
<b>1</b> Advance China IP Law Office	Chong He, Ye Li, Jie Hu, Minhui Zeng
Chang Tsi & Partners	Spring Chang
China Patent Agent (HK)	Yuhe Wu
<b>2</b> AFD China Intellectual Property	Hong Long, Xia Zheng
Chofn IP	Tingxi Huo
Kangxin Partners	Samson Yu
LexField Law Office	Jan Liu
Liu, Shen & Associates	Lily Changxin Lei, Michelle Ma, Allen Tao, Perry Wu Yang
<b>HIGHLY RECOMMENDED</b>	
An, Tian, Zhang & Partners	David Tian
Beijing Sanyou Intellectual Property Agency	Yan FU
China Sinda Intellectual Property	Gary Zhang
Ge Cheng & Co	David Cheng
GoldenGate Lawyers	Tim Meng, Linda Zhao
IntellecPro	Tian-ying Zhao
Jadong IP Law Firm	Yunze Lian, Rebecca Liu
Linda Liu & Partners	Richard Gao
Zhong Lun Law Firm	Weihua Yang, Joyce Yan



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Fangda Partners	Fang Qi, Tian Tian, Alexandra Pu Yang
King & Wood Mallesons	Xu Jing, Yusheng Shi
Wanhuida Intellectual Property	Hui Huang, Gang Bai, Haiyan Ren, Wei He, Johnson Li
<b>EXCELLENT</b>	
<b>1</b> JunHe	Chumeng Xu
LexField Law Offices	Jan Liu
Zhong Lun Law Firm	Helen Cheng
<b>2</b> CCPIT Patent & Trademark Law Office	Chuanhong Long, Zhongqi Zhou
Chang Tsi & Partners	Spring Chang
Kangxin Partners	Samson Yu
Lifang & Partners	Guanbin Xie, Bin Zhang
NTD Intellectual Property Attorneys	Aidi Ge, Heather Lin, Christopher Shaowei, Christopher Shen
Unitalen Attorneys at Law	Ying Huang, Deshan Li, Ray Lei Zhao
<b>HIGHLY RECOMMENDED</b>	
An, Tian, Zhang & Partners	David Tian
AnJie Law Firm	Nick Liu
Beijing East IP	Jason Wang
China Patent Agent (HK)	Yuhe Wu
Deacons	Charmaine Koo, Annie Tsoi, Catherine Zheng
IntellecPro	Qi Hu, Tian-ying Zhao
Jincheng Tongda & Neal	Ying Zhang
Linda Liu & Partners	Richard Gao
Liu Shen & Associates	Lily Lei, Michelle Ma
SIPS	Joseph Simone, Dan Plane
Watson & Band	Yizhou Liu, Shenmin Xu
Willkinson & Grist	Yedda Yuan
<b>RECOMMENDED</b>	
AFD China Intellectual Property	Hong Long, Xia Zheng
Beijing Sanyou Intellectual Property Agency	Xiaolin Dang
Co-Effort Law Firm	Gary Gang Fu
Global Law Office	Jack Li, Ying Mu
Han Kun Law Offices	Lili Wu
Hylands Law Firm	Xiaogang Ma, Zhu Yuzi
Lawjay Partners	James Luo
Lung Tin International Intellectual Property Agent	Ping Sui, Di Wu
Lusheng Law Firm	August Zhang
Zhongzi Law Office	Bonan Lin
ZY Partners	Jingbing Li, Yanling Zheng

# INDIA

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Anand and Anand Advocates</b>	Pravin Anand, Safir Anand, Dhruv Anand, Vaishali Mittal, Neeti Wilson
<b>K&amp;S Partners</b>	Rajendra Kumar, Latha Nair, Deepa Kachroo Tiku, Amrishi Tiwari
<b>R K Dewan &amp; Co</b>	Mohan Dewan, Niti Dewan
<b>Remfry &amp; Sagar</b>	C.A. Brijesh, Ashwin Julka, Samta Mehra, Devika Mehra, Ranjna Mehta-Dutt
<b>EXCELLENT</b>	
<b>1 Lexorbis</b>	Manisha Singh, Abhai Pandey
<b>Rahul Chaudhry &amp; Partners</b>	Rahul Chaudhry, Anuradha Salhotra
<b>2 AZB &amp; Partners</b>	Nandan Pendsey, Akhilesh Rai
<b>Fidus Law Chambers</b>	Shwetashree Majumder
<b>Krishna &amp; Saurastri Associates</b>	Anshul Sunil Saurastri, Manish Saurastri
<b>HIGHLY RECOMMENDED</b>	
<b>1 Intl Advocare</b>	Hemant Singh, Mamta Jha
<b>Khaitan &amp; Co.</b>	Shailendra Bhandare, Adheesh Nargolkar
<b>RNA Technology &amp; IP Attorneys Singh &amp; Singh</b>	Rajiv Suri, Ranjan Narula Tejveer Singh, Sudeep Chatterjee, Bitika Sharma
<b>2 Ajay Sahni &amp; Associates</b>	Ajay Sahni, Ankit Sahni
<b>ALG India Law Offices</b>	Sheja Ehtesham
<b>Archer &amp; Angel</b>	Sanjay Chhabra
<b>Chadha &amp; Chadha</b>	Sonal Madan, Chetan Chadha
<b>G&amp;W Legal</b>	Arjun Khurana
<b>Groverlaw</b>	Vikram Grover
<b>IndusLaw</b>	Suneeth Katarki
<b>Ira Law</b>	Binny Kalra
<b>Kan &amp; Krishme</b>	Sharad Vadehra
<b>Lakshmikumaran &amp; Sridharan</b>	V Lakshmikumaran, Malathi Lakshmikumaran
<b>Lall &amp; Sethi</b>	Jyotideep Kaur, Anju Khanna, Raghav Malik, Tia Malik
<b>Saikrishna &amp; Associates</b>	Sidharth Chopra, Monica Datta, Ameet Datta, Saikrishna Rajagopal, Garima Sahney
<b>Y.J. Trivedi &amp; Co.</b>	Jatin Trivedi
<b>ZeusIP Advocates</b>	Gunjan Paharia
<b>RECOMMENDED</b>	
<b>Beruar &amp; Beruar</b>	Rahul Beruar
<b>De Penning &amp; De Penning</b>	Malavika Vikram
<b>Khurana &amp; Khurana</b>	Mohinder Vig
<b>LS Davar &amp; Co.</b>	Joshita Khemani
<b>Mettle Legal</b>	Ranjan Negi, Rekha Dabas
<b>Obhan &amp; Associates</b>	Essenese Obhan
<b>S.S. Rana &amp; Co</b>	Vikrant Rana
<b>Sagar Chandra &amp; Associates</b>	Sagar Chandra
<b>Sim &amp; San</b>	Sangeeta Goel



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Anand and Anand</b>	Pravin Anand, Safir Anand, Dhruv Anand, Vaishali Mittal, Neeti Wilson
<b>K&amp;S Partners</b>	Rajendra Kumar, Latha Nair, Deepa Kachroo Tiku, Amrish Tiwari
<b>Rahul Chaudhry &amp; Partners</b>	Rahul Chaudhry, Anuradha Salhotra
<b>Remfry &amp; Sagar</b>	C.A. Brijesh, Ashwin Julka, Samta Mehra, Devika Mehra, Ranjna Mehta-Dutt
<b>EXCELLENT</b>	
<b>1 Fidus Law Chambers</b>	Shwetashree Majumder
<b>Inttl Advocare</b>	Hemant Singh, Mamta Jha
<b>Saikrishna &amp; Associates</b>	Sidharth Chopra, Monica Datta, Ameet Datta, Saikrishna Rajagopal, Garima Sahney
<b>2 Lall &amp; Sethi</b>	Jyotideep Kaur, Anju Khanna, Raghav Malik, Tia Malik
<b>R.K. Dewan &amp; Co.</b>	Mohan Dewan, Niti Dewan
<b>RNA Technology &amp; IP Attorneys</b>	Rajiv Suri, Ranjan Narula
<b>Singh &amp; Singh</b>	Tejveer Singh, Sudeep Chatterjee, Bitika Sharma
<b>HIGHLY RECOMMENDED</b>	
<b>Ajay Sahni &amp; Associates</b>	Ajay Sahni, Ankit Sahni
<b>ALG India Law Offices</b>	Sheja Ehtesham
<b>Archer &amp; Angel</b>	Sanjay Chhabra
<b>Chadha &amp; Chadha</b>	Sonal Madan, Chetan Chadha
<b>IndusLaw</b>	Suneeth Katarki
<b>Ira Law</b>	Binny Kalra
<b>Khaitan &amp; Co.</b>	Shailendra Bhandare, Adheesh Nargolkar
<b>Krishna &amp; Saurastri Associates</b>	Anshul Sunil Saurastri, Manish Saurastri
<b>Lexorbis</b>	Manisha Singh, Abhai Pandey
<b>Mason &amp; Associates</b>	Neel Mason
<b>S.S. Rana &amp; Co</b>	Vikrant Rana
<b>WS Kane &amp; Co</b>	Himanshu Kane, Ashutosh Kane
<b>RECOMMENDED</b>	
<b>AZB &amp; Partners</b>	Nandan Pendsey, Akhilesh Rai
<b>De Penning &amp; De Penning</b>	Malavika Vikram
<b>Khurana &amp; Khurana</b>	Mohinder Vig
<b>Obhan &amp; Associates</b>	Essenese Obhan
<b>Sim &amp; San</b>	Sangeeta Goel
<b>Y.J. Trivedi &amp; Co.</b>	Jatin Trivedi
<b>ZeusIP Advocates</b>	Gunjan Paharia

# JAPAN

## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Nakamura &amp; Partners</b>	Kei Iida, Yoshio Kumakura, Shinichiro Tanaka, Koichi Tsujii
<b>Sugimura &amp; Partners</b>	Kenichi Nakayama
<b>TMI Associates</b>	Yoshiyuki Inaba, Mitsuko Miyagawa
<b>Yuasa &amp; Hara</b>	Hiromichi Aoki
<b>EXCELLENT</b>	
<b>1 Mori Hamada &amp; Matsumoto</b>	Atsushi Okada, Yoshifumi Onodera
<b>Nishimura &amp; Asahi</b>	Yoshiyuki Miyashita
<b>2 Anderson Mori &amp; Tomotsune</b>	Akihito Nakamachi, Masayuki Yamanouchi
<b>Aoyama &amp; Partners</b>	Motohiro Katsumi, Mayumi Kawamoto
<b>Asamura Patent Office</b>	Ryoji Mochizuki
<b>Kubota</b>	Eiichiro Kubota
<b>Shiga International Patent Office</b>	Shinya Jitsuhiro, Yasuhiko Murayama
<b>HIGHLY RECOMMENDED</b>	
<b>1 Hiroe &amp; Associates</b>	Takenori Hiroe, Masanori Hiroe
<b>Ryuka IP Law Firm</b>	Aki Ryuka
<b>Seiwa Patent &amp; Law</b>	Atsushi Aoki
<b>2 Abe, Ikubo &amp; Katayama</b>	Eiji Katayama, Hiroshi Kobayashi
<b>Fukami Patent Office</b>	Megumi Saito
<b>Kyowa Patent and Law Office</b>	Manabu Miyajima
<b>Miyoshi &amp; Miyoshi</b>	Hidekazu Miyoshi
<b>Soei Patent &amp; Law</b>	Tomoya Kurokawa



## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Nakamura & Partners	Kei Iida, Yoshio Kumakura, Shinichiro Tanaka, Koichi Tsujii
TMI Associates	Yoshiyuki Inaba, Mitsuko Miyagawa
Yuasa & Hara	Hiromichi Aoki
<b>EXCELLENT</b>	
<b>1</b> Anderson Mori & Tomotsune	Akihito Nakamachi, Masayuki Yamanouchi
Kubota	Eiichiro Kubota
Mori Hamada & Matsumoto	Atsushi Okada, Yoshifumi Onodera
Nishimura & Asahi	Yoshiyuki Miyashita
<b>2</b> Abe, Ikubo & Katayama	Eiji Katayama, Hiroshi Kobayashi
Aoyama & Partners	Motohiro Katsumi, Mayumi Kawamoto
Asamura Patent Office	Ryoji Mochizuki
Sugimura & Partners	Kenichi Nakayama
<b>HIGHLY RECOMMENDED</b>	
Fukami Patent Office	Megumi Saito
Kyowa Patent and Law Office	Manabu Miyajima
Nagashima Ohno & Tsunematsu	Shunji Matsuda
Ohno & Partners	Seiji Ohno
Seiwa Patent & Law	Atsushi Aoki
Soei Patent & Law	Tomoya Kurokawa



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# There will always be cases where claims can only be based on unfair competition law



Interview with  
**JAN PETER HEIDENREICH**  
Partner, **PREU BOHLIG & PARTNER**

**"With lookalikes, it's best if you do not have to rely on unfair competition law and can base claims on registered design rights instead"**

The German Federal Supreme Court (BGH) recently handed down its judgment in the Kerrygold case, potentially broadening unfair competition law protection against lookalikes in Germany. Jan Peter Heidenreich, partner at German IP boutique Preu Bohlig & Partner, discusses the case and its possible ramifications.

**LEADERS LEAGUE: Does current German law provide for adequate protection against lookalikes?**

**Jan Peter Heidenreich:** Yes, Germany has a long tradition of unfair-competition law protection against lookalikes. The German Act against Unfair Competition (UWG) not only protects consumers against aggressive and misleading commercial practices, as required by EU law, but also explicitly grants protection to competitors.

The UWG considers it unfair to offer goods or services that are imitations of goods or services of a competitor if that offer causes avoidable confusion as to the commercial origin of these goods and services. This provision is mainly intended to protect the individual rights of competitors but by extension also preserves undistorted competition.

The Act stipulates: (1) the imitated product must have some individual characteristic, (2) the incriminated product must be an imitation of that product and (3) there must be special circumstances justifying a finding of unfairness, namely intentional deception of the public as to the commercial origin of the imitating product. These factors are interdependent. Thus, the greater the individual character and the higher the degree of the imitation, the lower the bar for special circumstances required to find unfairness (and vice versa).

A deception of origin can either be direct, when consumers assume that the imitation is in fact the original product, or indirect, when they notice the differences between the products but assume some kind of commercial relationship between the undertakings (e.g. a license agreement) or believe the imitation to be part of a new product line or a product sold under a different (secondary) brand by the producer of the original product.

**What are the main obstacles to winning an unfair competition action against a lookalike?**

One of the main obstacles has been the dictum of the Federal Supreme Court in its

Viennetta judgment (19 October 2000, I ZR 225/98) that differing trademarks on the products generally rule out a deception as to the origin of these products.

While the Cologne Appeals Court had issued an injunction against a product entitled Café au lait, the Federal Supreme Court, annulling that decision, reasoned that in the case of everyday products that differ only slightly from a plethora of similar products on the market, it must generally be assumed that the public is primarily guided by the product designation and the manufacturer's indication and not by the design of the product or its packaging. A deception as to the origin of the product despite (clearly) different product or manufacturer designations would therefore only be likely in the case of practically identical design features.

This judgment has been understood to mean that a deception as to the commercial origin is generally excluded when the incriminated product has a clearly differing product or manufacturer designation, as long as there is no identical adoption of all the essential design features of the imitated product. Thus, even in cases where the imitator followed the design of the original product rather closely, actions have often been dismissed due to differing product marks, making it at times rather easy for copycats to get away with very similar overall product designs just by putting a different trademark on the product.

**Do differing product designations suffice to rule out deception?**

The courts have always held that, to rule out a deception as to the origin, the differing product designation must be distinctive. A designation that is generic or purely descriptive will therefore not suffice. The Munich Appeals Court recently confirmed an injunction against a look-a-like sparkling wine, reasoning that the product designation Spritz on the label of the imitated product was a generic term for the product in question and could thus not counteract the

very similar product get up (judgement of 12 July 2022, 29 W 739/22):

However, the court repeated the dictum of the Viennetta judgment that the deception of origin could easily have been avoided by labelling the product with a clearly different (and distinctive) indication of origin.

#### What does this year's Kerrygold judgment change as regards lookalikes?

In the Kerrygold judgement (26 January 2023, I ZR 15/22), the Federal Supreme Court ruled on unfair competition claims against imitations of the packaging of well-known Irish butter brand Kerrygold:

The Cologne Appeals Court had granted injunctive relief with the argument that consumers would assume that the Dairygold products were a new product series or a secondary mark of the Kerrygold producer. On further appeal the defendant argued that the differing trademarks would rule out any possible confusion as to the origin of the products, relying on the Federal Supreme Court's Viennetta judgment.

The Supreme Court has taken the opportunity to clarify that the Viennetta case is not to be assumed to mean that a deception of origin is always ruled out in cases of different product or manufacturer designations. The court explicitly states that, based on this premise, the Supreme Court has accepted the Appeal Court's finding that the differing product designations do not preclude a deception of origin, as the defendant had not only chosen a product name containing "Gold" in combination with an indication of geographical origin referring to "Kerry" but had also imitated several elements of the get-up (gold and silver background; black and white cows, golden signet). However, according to the Supreme Court, more detailed factual findings are needed to demonstrate that the public would actually assume that the defendant's products are a new series or a secondary brand of the claimant.

The Supreme Court has therefore remanded the case to the Appeals Court.

#### What can a company do preemptively strengthen its legal case against lookalikes?

It is always best if you do not have to rely on unfair competition law but can base claims on registered rights.

The most helpful registered right to protect a product get-up is, of course, a registered design. By registering several variations of the design (color, black/white, varying levels of abstractions) you can maximize your protection to be prepared for a multitude of possible imitations of your product. It is also helpful to accompany any design rights with trademarks for the product form and/or the get-up.

Finally, keep in mind that the Federal Supreme Court has lowered the threshold for copyright protection for works of applied art in recent years, in particular with its Geburtstagszug decision (13 November 2013, I ZR 143/12), so an original product get-up might also be protected under copyright law. You should therefore keep track of who has designed what part of the get-up and make sure that you acquire all copyrights and are able to demonstrate a complete chain of title (this is also important for unregistered design rights).

Thus, you should document the design process and the persons involved as well as all relevant contracts, particularly with external design or marketing agencies.

Regardless of any registered rights, there will always be cases where claims can only be based on unfair competition law, either because no rights have been registered, such rights have lapsed or because they do not provide protection against a particular look-a-like product. For such cases, the clarification provided by the Kerrygold ruling that differing trademarks on the products do not rule out a deception as to the origin, is welcome news for brand owners. ♦

**"When examining whether there is a deception of origin, all circumstances of the individual case must be taken into account, in particular the product and origin designations used on the imitation and how they are used"**



# I have no doubt that we may soon be witnessing a new industrial revolution



Interview with  
**JOÃO DE TRAVASSOS**  
 Partner, **TRAVASSOS,  
 ALBUQUERQUE & ASSOCIADOS**

**"We study and are always learning to keep up with the fast pace of innovation. We have a culture of constant training in our office"**

João de Travassos discusses the need for continual training and learning on technology, the complexity of contracts related to ERP systems and the importance of transmitting legal certainty in emerging technology.

**LEADERS LEAGUE:** How do you advise clients on drafting and negotiating contracts related to ERP systems, such as software licenses, maintenance agreements and service level agreements?

João de Travassos: The answer involves a multitude of issues for each of the aforementioned contractual realities. A software licensing contract has a greater focus on the protection of use, whether in terms of guaranteeing the protection of the creator's intellectual rights, but which may have added a set of services, whether cloud or on-premises, which in turn can invariably have aggregated a service level agreement. A software implementation contract, on the other hand, invariably has a licensing contract attached, and may or may not also have a maintenance component, which may also have a service level agreement.

This reality can even be exponentiated when other modules and components are added to the ERP in question, also software, and they can also follow the mentioned contractual path. This is a complex legal reality that requires an effort to make simple, but is essentially to be adequate and adaptable. This is always our concern: clarify the terms and assert contractual adequacy to them and the legal position of the client in the business, whether it who acquires the solution, who distributes it, who implements it, or who manufactures it.

Unfortunately, we usually witness the opposite, whether working on a national or international level. This lack of adequacy, often complete absence, based on the widespread standardization of drafts, raises a number of problems, not only with regard to the specificities of the law applicable in each legal system (just look at the profound differences between the Anglo-Saxon and the Romano-Germanic systems), as well as the specificities

of the contractual object, such as the contractual subjects, which is completely counterproductive, as we cannot have a standard contract when we want customized software.

**How do you ensure that your clients' ERP contracts are in compliance with applicable laws and regulations, such as the GDPR and consumer laws?**

Depending on the ERP, the applicable laws and regulations are different, depending specifically on the business area for which the ERP is designed or developed. This is the wonder of working with the legal component of the software. Software is present everywhere in our lives, and for everything. This multiplicity of solutions necessarily involves a multiplicity of legal and regulatory situations which we must attend. ERP is no exception. For example, an invoicing ERP necessarily has a large component of compliance with tax regulations, including a certification process with the authorities. In an ERP for human resources management, the adequacy component, in addition to tax, is labor, and of course, as stated, GDPR. It always involves a case-by-case analysis and an adaptation study of the computer system that we are working with. But this adaptation is constant because legislative updates are constant. Most of the technological updates of an ERP are due to legislative changes. That's the challenge.

**How do you handle the fast pace of innovation in the technology sector and the protection of your clients' rights?**

We study and are always learning to keep up with the fast pace of innovation. We have a culture of constant training in our office. The youth of the entire team also give us a predisposition to better navigate these matters. We have this learning experience with our clients too,

as we learn a lot from them. It is mandatory to know the systems from a technical-computer point of view, to be able to apply the technical-legal component. The constant evolution is an exciting challenge.

**How do you help clients navigate the legal and ethical considerations of AI and blockchain etc.?**

Our goal is to transmit legal certainty to the situations presented to us. This process also involves a process of demystifying ideas whose specific legal framework is (still) non-existent. But based on what already exists, we extend it to these new solutions. But not all emerging technologies are (yet) eligible. And not all are good and not everything new is revolutionary. Not everything that

is fashionable is necessarily good or useful. Only a greater degree of maturity of some solutions will decisively influence a legislative production that harmonizes them with the legal systems, and necessarily with the moral and ethical principles that underlie them. This is the case with AI, I have no doubt that we may soon be witnessing a new industrial revolution, but with an even greater impact than previous ones. But this revolution, although quicker than in the past – also a result of technology – will not happen overnight.

It needs to be done in an empirical way and with systemic adequacy, as only in this way will it succeed and only in this way will we be able to make full use of its advantages, in a cross-cutting, and not just, sectoral way. ♦

**"Not all emerging technologies are good and not everything new is revolutionary"**



# Never begin using or advertising a brand without having the registration requested



Interview with

**VITOR PALMELA FIDALGO**

Legal Director, **INVENTA**

**"A company that protects its trademark for 'beverages' cannot expect the scope of protection to prevent identical or similar signs for other unrelated products or services, such as a trademark for 'software' "**

Inventa's Legal director, Vitor Palmela Fidalgo, shares his thoughts on how to protect a brand and a trademark in the current era of mass consumption and standardization of products.

**LEADERS LEAGUE: What changes have you seen in IP regulation in Portugal over the last year?**

Vitor Palmela Fidalgo: In terms of legislation, there are no new updates. Portuguese IP regulation is heavily reliant on European legislation. However, I would like to highlight the ongoing discussion surrounding the transposition of the Directive on Copyright in the Digital Single Market. The transposition is expected to finally come into effect during 2023.

Nevertheless, in terms of case law, we can observe an increasing complexity in IP cases addressed by the Portuguese courts. On the other hand, specific areas are emerging, such as trade secrets, which have seen a rise in litigation in our courts.

**How do you advise entrepreneurs and/or business owners who are seeking to protect their brand?**

I would essentially provide two recommendations: firstly, never begin using or advertising a brand without, at the very least, having the registration requested; and secondly, explore the possibilities that the current trademark system offers. This second aspect is particularly important. Branding is increasingly considered by companies and entrepreneurs. Considering the mass consumption and standardization of products offered, branding allows economic agents to go beyond what the literature refers to as the four "P's": "product; price; place; and promotion." The goal is to develop an identity for the product that connects all stakeholders in the commercial circuit, particularly consumers and the media. This helps avoid a strategy that results in a "price war". The product will be unique, and consumers will desire it for its qualities rather than its price.

A significant part of branding nowadays is carried out using signals that

differ from "traditional trademarks": packaging, product shapes, colors, store layouts, sounds, haptic marks, motion marks, or holograms are options available to economic agents. It seems that trademark registration now allows the registration of "ever sign under the sun". Therefore, it is crucial for companies to be aware of these possibilities and explore their potential.

**What are some common misconceptions about trademarks that clients often have?**

I would highlight one common misconception that consumers usually have about trademarks. It concerns the scope of trademark protection. Although a trademark can be considered an IP right, trademark law serves a distinct purpose from other rights such as patents, designs, or copyright. Trademarks are protected based on their function in the market. Their purpose is not to stimulate innovation or reward the adopter of a mark but rather to distinguish the products or services of one company from the competition, providing transparency to the market and assisting consumers in choosing specific products or services.

Therefore, their protection is geared towards their function in the market rather than the sign itself. This is why, as a general rule, defensive protection to avoid the risk of confusion is sufficient. In effect, a company that protects its trademark for, let's say,

"beverages" cannot expect the scope of protection to prevent identical or similar signs for other unrelated products or services, such as a trademark for "software." Of course, this rule does not apply if the trademark in question is considered prestigious, as in that case, protection exceptionally extends beyond the risk of confusion. ♦



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LEADERS LEAGUE

# We are extremely sensitive to innovation and to new initiatives



Interview with  
**ENRICA ACUTO JACOBACCI**  
 Deputy Chair and Managing Director,  
**JACOBACCI & PARTNERS**

**"Our concept of sustainability not only includes environmental sustainability, but above all attracting and retaining our future and current talent"**

Enrica Acuto Jacobacci, Deputy Chair and Managing Director of Jacobacci & Partners, outlines the firm's response to the influence of groundbreaking innovations and emerging technologies, in addition to discussing the firm's core values.

**LEADERS LEAGUE:** Given the growth of the firm, what is biggest goal you have set for the upcoming year?

Enrica Acuto Jacobacci: Innovation is key in the IP market. Jacobacci & Partners is consistently investing in the process of digital transformation and sustainability. We are extremely sensitive to innovation and to new initiatives: for example, we have created a new branch of digital services and online brand protection to comply more effectively with new clients' needs to be safe on the internet and on social media. Our team consists of experienced professionals who specialize in computer science, marketing and telecommunications and who have backgrounds in various international societies, in addition to experience in cyber-security innovation and research. Using the most advanced technology on the international stage, we take prompt action to resolve or minimize online problems and to provide optimum solutions in digital marketing of trademarks and online promotion.

**What are the core values and missions of Jacobacci, and how do you ensure that they are reflected in the work that you do, given the changes the firm has experienced?**

The company's strength lies in its committed staff of over 400 people, whose experience allows us to manage every single aspect of our work with clarity and efficiency. Right from the start, Jacobacci & Partners distinguished itself through the high quality of its professional and innovative approach, working closely with its clients. Each and every one of our clients can rely on our vast wealth of knowledge and well-established global network. The results achieved by Jacobacci & Partners on behalf of its clients' stem from best practices, specialized expertise in all the sectors where the com-

pany operates and from the commitment of registered patent professionals, all provided with a specific legal or scientific competence and a particular focus on innovation, electronic, new materials and biotechnology.

**How do you see the legal industry, in the IP market specifically, evolving over the next couple of years, and what steps is your firm taking to prepare for these changes?**

IP has evolved a lot in recent years and the pandemic has also favoured these changes. We don't just deal with companies in our industry but have for years been pursuing issues that affect all companies and many of our clients. So, topics such as ESG are an integral part of our strategy, whereby the topic of sustainability is not only environmental but also growth with people in mind, all with an eye on sustainable future generations in the way we do business.

Our concept of sustainability not only includes environmental sustainability, but above all attracting and retaining our future and current talent by offering them a stimulating, engaging and motivating working environment. To do this, it is important to have governance that is able to define strategies to be pursued over time despite the uncertainties of the market in which we operate.

**Could you tell us about the notable achievements or milestones your law firm has accomplished over the past year?**

In addition to being at the top of all industry benchmarks, i.e. MIP, Forbes, etc., we are happy to have been certified as a Great Place to Work company.

Our code of ethics, regularly updated respecting and enhancing the concept of diversity, states that all of the group's activities must be carried out in com-



pliance with the law and in a framework of fair competition, with honesty, integrity, accuracy and good faith, in accordance with the legitimate interests of customers, employees, commercial and financial partners and communities in which the group participates through its activities.

Among the achievements of these last few years, we chose to become the ambassador company of the second and third edition of the Ingenio al Femmine Thesis Award in 2022 and in 2023, organized by the National Council of Engineers with the collaboration of Cesop Communication. This award aims to enhance the profile of the technical field graduate and intends to reward the best engineering dissertation.

Numerous corporate social initiatives have been set up in view of a company policy that harmonizes economic objectives with the social and environmental ones of the reference territory, with the aim of preserving the environmental, social and human heritage for present and future generations.

**What differentiates Jacobacci from other IP firms?**

Jacobacci & Partners stands as a gold standard in Italy for its professional competences, its team and its infrastructure. All this is reflected in our clients' prestige and the overall numbers and dimension of our business.

**Given the many offices the firm has across Europe, how do you ensure that your clients' intellectual property rights are protected across different jurisdictions and cultural backgrounds?**

In addition to the countries where we have a direct presence with our offices in Europe, as an acknowledged leader in an industry which globalised a long time ago, Jacobacci & Partners has increased its presence all over the world with a network of qualified correspondents. Clients can, therefore, be sure that they are safeguarded to the fullest extent possible, from protection to the enforcement and defence of their IP rights, be it for trademark counterfeiting, patent infringement or unfair competition. ♦

**"It is important to have governance that is able to define strategies to be pursued over time despite the uncertainties of the market"**



# The use of health-related AI will conflict with the law



Interview with

**FRANCISCO J. (KIKO) CARRIÓN**

Partner,

**EVERSHEDS SUTHERLAND**

**"Pharmaceutical labs are now in disputes over patent infringement of Covid vaccines"**

Francisco J. (Kiko) Carrión, a partner in the Litigation and Intellectual Property Department of Eversheds Sutherland, talks about changes to the Spanish Pharma Law and examines the effects on attribution of responsibility for healthcare professionals due to the development of new technologies such as AI.

**LEADERS LEAGUE: What new developments have you seen in the healthcare industry over the past year?**

Francisco J. (Kiko) Carrión: The main novelty in this regard is the entry into force of the Royal Decree 192/2023, regulating medical devices, which became effective on March 21st. This Royal Decree, which replaces those in force since 2019, adapts the national regulations on medical devices according to what is dictated by the European Union Regulation, which has been applied since 2021.

Also, it is important to mention the Agreement on the Unified Patent Court (UPC) that entered into force in March 2023. The Unified Patent Court will officially open for business on June 1st, 2023 and provides proprietors with a means of avoiding the high costs, risk and complexity associated with multiple litigation in different jurisdictions. Its specialized and highly qualified judges will establish harmonized case law and increase legal certainty. So far, every EU member state, with the exception of Croatia, Poland and Spain have adhered the Agreement.

**What impact will the reform of the Pharma Law in Spain have?**

This reform presents important changes and regulatory developments in relation to the legislation governing pharmaceutical laboratories and healthcare. In Spain, the Ministry of Health has proposed three laws and three regulations, including the modification of the law on guarantees on medicines and medical devices (The Medicines and Medical Devices Act), the decree on pricing and the decree on the assessment of health technologies.

In addition, as a result of this reform, Spain is also planning to make sub-

stantial changes in terms of early access to drugs – before and after the corresponding marketing authorization – in order to establish and guarantee rapid decision-making procedures for drugs, that offer the greatest potential for improvement and mechanisms to manage uncertainty in access to financing and price.

**As AI and other technological tools become commonplace in the healthcare industry, how are clients impacted from a legal perspective?**

As innovations in artificial intelligence (AI) evolve, healthcare professionals from multiple disciplines are expressing concern about AI as it relates to healthcare, as legal responses will likely be required to ensure necessary protections for patients. Hasty adoption of these systems may result in errors by healthcare professionals and cause harm to patients if they are used directly as substitutes for personal care. This harm could result in a significant number of patient complaints. The use of health-related AI will conflict with the law in a number of ways, and it will be necessary to consider, for example, whether medical device regulation, medical malpractice laws, product liability laws, and professional self-regulation and accreditation will adequately address the possibility of error by AI. In this regard, how liability should be attributed between healthcare professionals and AI developers and manufacturers will need to be considered.

**What have been the most challenging IP disputes?**

After several years of a global pandemic due to Covid-19 that was finally brought under control by investment in vaccine research, pharmaceutical labs

are now in dispute over patent infringement of Covid vaccines. Moderna has sued Pfizer and BioNTech for infringing patents Moderna filed between 2010 and 2016 on its mRNA technology. Moderna filed its own lawsuit over Pfizer and BioNTech's Comirnaty vaccine, seeking damages for alleged infringement of its patents. Pfizer, BioNTech and Moderna are also litigating in Germany, the Netherlands and the United States. Pfizer and BioN-

Tech are in counterclaims proceedings in the United States and, in parallel, all three companies are involved in US patent disputes with other companies over vaccines. CureVac, which also develops mRNA technology, is involved in patent lawsuits with Pfizer and BioNTech in Germany and the United States, as well as in the High Court in London, where a trial is expected to take place in July 2024. ♦

**"Hasty adoption of AI systems may result in errors by healthcare professionals and cause harm to patients if they are used directly as substitutes for personal care"**



# Pavia e Ansaldo is gearing up for the arrival of the Unified Patent Court in Milan



Interview with  
**GIAN PAOLO DI SANTO**  
 Partner and Head of IP,  
**PAVIA E ANSALDO**

**"Italy has very effective measures for the protection of trade secrets"**

Gian Paolo di Santo, Partner and Head of IP at Pavia e Ansaldo, speaks to Leaders League about the establishment of the Unified Patent Court in Milan, in addition to sharing his views on the IP market in Italy and the latest trends in litigation.

**LEADERS LEAGUE: What benefits do you think the establishment of the Unified Patent Court in Milan might bring to the country?**

Gian Paolo Di Santo: Having a centrally located Unified Patent Court in Milan is essential, in order to recognize Italy's important role in the patent – and therefore economic – landscape in Europe, and for Milan particularly, it would acknowledge an efficiency that effectively puts the city on the same level of the best European hubs. Furthermore, it would have a very significant impact on an economic, commercial and tourism level.

**How do you think the establishment of the Unified Patent Court will change Italian business?**

It would be an acknowledgement of what Milan already represents and it would also be a boost. In this regard, the undeniable improvements brought by EXPO 2015 to our city should be recalled.

**Which trends in patent disputes do you think will stick?**

In patent cases, and even more in the case of those involving the Unified Patent, we notice that more and more often there are no judicial events just involving a single European country, but rather they involve several jurisdictions at the same time and our efforts are therefore usually focused on searching for any possible points of contact and coordination among the different judicial cases pending. Hence, it is clear that this will be extremely enhanced by the introduction of the Unified Patent.

**How does Pavia e Ansaldo manage to provide a fully rounded assistance in patent disputes?**

Pavia e Ansaldo is not only particularly specialized in IP in general terms, but boasts a specific expertise in patent liti-

gation, this being absolutely one of the most relevant areas of IP litigation, and it is in this area that we usually coordinate and contribute to patent litigation cases simultaneously pending – or closely connected – in Italy, in Germany, the United Kingdom, France and the Netherlands. Of course, we're now gearing up in order to be ready for the introduction of the Unified Patent, first of all by studying in detail the latest developments brought about by such a patent and its procedures, but also by equipping ourselves with the proper technological tools.

**What sectors of industry is Pavia e Ansaldo most active in?**

The IP department at Pavia e Ansaldo is especially active in the pharmaceutical, and mechanical patent sectors as well as in the field of electronics, where the protection of copyrights is very important. Our IP department is also particularly active in litigation in the luxury and fashion trademarks sector and in the protection of trade secrets.

**What trends have you seen in trademark disputes and what do you think we can expect in the short term?**

In the trademark area there is less news expected than in the patent sector, but there are some new trends, or rather returning issues, such as for example that of parallel imports, particularly from the United States, with more advanced technical aspects to grapple with than in the past, which are therefore more difficult to challenge.

**What gaps are there in the protection of trade secrets law?**

Regarding the protection of trade secrets, we can say that in Italy there are good protection measures and some legal instruments, such as the precautionary

procedure of “Descrizione” which are very effective measures and place Italy in an excellent position in this domain.

**What kind of evolution have you seen in life sciences patents?**

In life science patents, it is more and more often necessary to plan the court case well in advance and do it very accurately; basically, it is necessary to plan and prepare a life-science patent case year or 18 months before the start date of the legal proceedings.

**Do you think mediation and arbitration are valid alternatives to litigation when it comes to patent disputes?**

Frankly, I don't think that, currently, mediation and arbitration are valid and efficient alternatives, apart from cases where all the parties involved are aware of the existence of confidentiality requirements that should necessarily lead to start disputes with no publicity or exposure.

**Are mediation and arbitration valid alternatives to litigation when it comes to copyright disputes?**

Broadly speaking, in mediation and arbitration, both in trademark and patent disputes, as well as in copyright ones, an *inaudita altera parte* precautionary decision able to quickly stop the counterfeiting activity (an injunction) cannot be obtained.

**What differences have you noticed between Italian intellectual property trends and those in other European countries?**

I think that one of the main differences, apart from the procedural aspects of the various litigations and jurisdictions, particularly with reference to patent litigation, concerns the interpretation of the theory of equivalents and therefore the extent and definition of the existence, or non-existence, of counterfeit also when it does not literally refer to the patent. ♦

**"Having a Unified Patent Court in Milan recognizes Italy's important role in the patent – and therefore economic – landscape of Europe"**



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# 2023

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238	Barlaw.....+51 (1) 713-9960
239	CMS Grau.....+51 (1) 513-9430
240	Colmenares & Asociados.....+51 (1) 444-4326
241	Diez Canseco.....+51 (1) 711-0125
242	DS Casahierro Abogados.....+51 (1) 222-5599
244	Iriarte & Asociados.....+51 (1) 399-6491
245	Kresalja IP.....+51 (1) 241-4545
246	Mertz.....+51 (99) 432-2612
247	Niubox.....+51 (99) 823-7919
248	Rodríguez García & Encinas.....+51 (99) 333-8795
249	Scavia & Scavia.....+51 (1) 764-2456
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251	Travassos Albuquerque.....+351 218 281 132
<b>RUSSIA</b>	
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Top Advisors Directory  
**MARKETING & COMMUNICATION  
AGENCIES**



Country  
**BRAZIL**



Paula Melo Arabia



Helena Pires



Catia Melo



## POSITIONING

Our DNA is to transform brands and the legal environment

We are a legal marketing agency with professionals with over 18 years of experience in the market. Our service covers the entire Latin American market, covering more than 18 countries with active clients.

We offer unique solutions for the legal environment with the most modern services and platforms.

Our team of professionals has a solid background in their areas of expertise and extensive experience in the area, both for prominent companies and renowned firms and professionals.



## BUSINESS

- Legal Marketing - global management of services in the area
- Press Advisory Services
- Advisory in Business Development
- Advisory on National and International Rankings
- Branding
- Positioning
- Crisis Management
- Headhunter - Recruitment and Selection of Technical and Administrative Staff



 Top Advisors Directory  
**MARKETING & COMMUNICATION  
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**Alejandra Rojas**



**Natalia Khomyshyna**



**Natalia Villanueva**

## POSITIONING

We strategically plan and execute the management of marketing, communication and business development of the legal sector in Latin America.

### How we work

- With a methodology based on project management to plan and execute strategies that allow achieving and measuring results.
- Through the permanent follow-up and monitoring of the tasks and initiatives to be worked on.
- Leveraged on a solid experience of the team in the legal sector and the Latin American region.
- Through our own technologies, specially developed to be increasingly efficient in the provision of services.
- Always being at the forefront in terms of market information, trends and business innovation.

At UpWyse we have formed a multidisciplinary team with extensive experience in the legal sector in Latin America. We speak the same language as our clients and understand their needs.

## BUSINESS

We are best known for achieving results in our 7 main practice areas, which support the entire business cycle of organizations in the legal sector in the region:

- Marketing & Communications
- Business Development
- Digital Marketing strategy
- Legal Rankings
- Branding and Web Strategy
- Legal Design
- Trainings

## OUR CLIENTS

- Law Firms
- In-House Legal Departments
- LegalTech Companies
- Sector Suppliers
- Associations and Guilds
- Alternative Legal Services Providers (ALSP)
- Governments

## OFFICES

- Colombia
- Peru
- Dominican Republic
- Mexico

## CONTACTS

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 Top Advisors Directory  
**MARKETING & COMMUNICATION  
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 Country  
**SPAIN**

**C&LLEGAL** BUSINESS DEVELOPERS

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Alejandra Llantada



Judith Caliz

## POSITIONING

C&Llegal Business Developers is an international consulting firm specialized in legal communication and marketing. We have experience in more than 20 countries including Spain, United Kingdom, Netherlands, USA, Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama, Dominican Republic, Colombia, Venezuela, Peru, Ecuador, Bolivia, Uruguay, Paraguay, Chile and Argentina. We are the marketing department of your law firm.

We take care of all your communications both externally and internally, since the message transmitted will determine your position with respect to the competition, not only the “What” is counted but the “How” matters.

### • **Communication plan**

C & Llegal will not only be in charge of all communications with its stakeholders, but will also draw up a strategic and action plan so that the message is homogeneous and transmits the identity values of its brand.

### • **Marketing plan**

A communication plan must always be accompanied by a marketing plan. In addition, getting customers should not be the only objective or the most arduous task for a company, to retain them is. We will design the strategy to achieve those objectives, reinforce values, achieve a competitive advantage, improve and position the brand.

### • **Launch of services and / or products**

Publicizing your new services and / or products is of vital importance since otherwise your customers or consumers will not be aware of its existence.

### • **Social media**

Social networks are not the future but the present. Visibility is essential to move successfully in a changing and technological environment. This tool allows: capturing the target audience, networking, customer feedback and, last but not least, positioning the company as a benchmark brand in its sector.

## BUSINESS

- Branding
- Rankings & Market Positioning
- Pricing
- Planning
- Crisis Management
- Human Resources
- Business Development

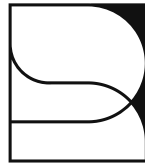
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Marco Guasti



Gisela Christiano



Leika Ejiri



Fernanda Vitarelli

## POSITIONING

### Lawyers understand lawyers.

We are a full-service legal marketing company with a global team of 35+ lawyers-turned-marketers who understand the ins and outs of law firms because we used to be on your side of the table.

Now, our mission is to help you tell your stories and achieve the results you deserve. Whether we're talking about legal directories, digital marketing, or business development, we are here to help!

We want you to focus on your clients and their cases whilst we focus on you. Our job is to save you the time and energy you put into marketing your business by yourself... which, let's face it, nobody taught you in law school. That's why we went out of our way to study marketing, to work within legal directories and digital marketing companies, and to bring this expertise directly to the legal sector.

**Our results (speak for themselves):**

### Directories in numbers

In the last legal directory research cycle (including Chambers, Legal 500 and Leaders League), 92% of our clients improved or maintained their position in the rankings; 100% of our clients reported increased time and cost efficiency, as well as overall positive changes in the way they engage with legal directories.

### Social Media in numbers

In the past 12 months, our Clients in average more than doubled the number of their followers on social media. They also maintained at least a 15% engagement rate (over 3x the market average) on their posts, with over 100k impressions per firm (meaning that at least 100 thousand people saw each firm on their social media feeds).

## BUSINESS

### • Branding and Design

Structure your brand from beginning to end.

### • Business Development

Build a Sales Funnel and control your client's journey.

### • Digital Marketing

Take control of the conversation by using your digital footprint.

### • Legal Directories

Craft a strategy customised to your specific needs and get the results you deserve.

### • Legal Translation

Communicate in different languages ensuring the technical vocabulary will come across perfectly.

### • Workshops

Teach your team how to improve their marketing skills with our expert know-how.

## OFFICES

- UK
- Brazil

## SOCIAL MEDIA

- **LinkedIn:** <https://www.linkedin.com/company/harpamarketing/>
- **Instagram** - <https://www.instagram.com/harpalegalmarketing/>


## CONTACTS

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 Top Advisors Directory  
**TRADEMARK AGENCIES**

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**De Clercq & partners**  
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PROPERTY

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Joost Muylle



Ann De Clercq



Liesbet Paemen



Sakina Bounaga



Koen Vanhalst



Andrej Michalík

## POSITIONING

De Clercq & Partners is your partner for personalized Intellectual Property protection and enforcement. We have extensive experience in assisting clients in building up, evaluating and maintaining a relevant intellectual property portfolio which will both maximize your company's competitive advantage as well as ensuring optimal use of intellectual property assets.

Based on the concrete needs of each client, our services may extend from assisting in addressing specific intellectual property issues, to ensuring the complete development of an intellectual property strategy. Where necessary, we help our clients to understand and feel comfortable with all aspects of intellectual property processes and their requirements. We aim to give our clients complete peace of mind in relation to all intellectual property issues and strive to provide advice tailored to clients' specific requirements.

The firm thrives on a highly specialized and experienced group of over forty enthusiastic experts. Our attorneys have strong academic and technological credentials with PhD degrees in science and/or LL.M. degrees in intellectual property law. The combination of high level scientific skills and strong expertise in IP law enables us to provide you with the highest standards of service in all aspects of IP practice in Belgium, Europe and across the globe at a very competitive price. Thanks to the international diversity of our professionals, we can offer our services in at least 7 different languages.

## BUSINESS

### Trademarks, designs & domain names

- Identifying optimal protection strategy
- Developing and managing an appropriate IP portfolio, tailored to the product and market with a clear view on costs involved
- Providing strategic advice on the acquisition, maintenance, exploitation and valuation of IP as part of the company's overall business strategy
- Searches and opinions regarding the availability and distinctiveness of trademarks and designs
- Drafting, prosecution, maintenance and enforcement of trademark and design applications before the Benelux Office for Intellectual
- Property (BOIP), the Office for Harmonization in the Internal Market (EUIPO), the World Intellectual Property Organization (WIPO), the French National Institute for Intellectual Property (INPI) and the U.K. Intellectual Property Office (UKIPO)
- Advising in infringement/validity/saisie descriptive procedures
- Anti-counterfeiting through customs measures
- Strategic advice in IP contracting such as licensing, confidentiality and related agreements
- Registration and maintenance of domain names

## CONTACTS

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**François Deschamps**



**Valérie Dorey**



**Olivier Thrierr**



**Nicolas Debaisieux**

## POSITIONING

TMark specializes in European and French intellectual property law and is a member of the French National Association of IP Attorneys (CNCPI). The firm was founded in 1993 on the shared belief in focusing on meeting the client's special needs and expectations.

Today, our team of 26 members of staff and 5 partners are all committed to delivering first-class services that are tailored to each client's particular requirements, regardless of whether the client is a large multinational company or an individual business person.

TMark was created on the basis of a philosophy that we continue to stay true to. We believe in a personalized and direct client approach where comprehension of commercial needs and technical constraints is a priority. Pro-activity, proximity, openness to the world and adherence to a strict code of ethics are the cornerstones of TMark.

## BUSINESS

- IP strategy definition and development
- Filing and prosecution of trade mark and design applications
- Enforcement and protection of IP rights
- Audit and assessment of portfolios of all types of IP rights

## CONTACTS

**François Deschamps**  
**Valérie Dorey**  
**Olivier Thrierr**  
**Nicolas Debaisieux**  
**Guillaume Lobre**  
**Maomi Akinnuroju**

noetar

NOETINGER  
ARMANDO

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Fernando Noetinger



Miguel Armando



Matías Noetinger



Mariana Bullrich



Juan E. Pringles



Pablo Armando

## POSITIONING

Noetinger & Armando (N&A) provides expert advice to clients on patents, trademarks and IP litigation, as well as on other complex IP matters, Consumer Law, Dispute Resolutions and Complex Litigation.

The firm has been working in the Intellectual Property and Patent field for Argentina, and the entire Latin American Region, for more than 25 years. Throughout these years, it has developed a proven track record and a strong cross-border expertise in portfolio management.

This regional practice has enabled N&A to maximize the efficiency of their services and IP management. Clients benefit on the possibility of centralizing their patent, trademark and design portfolios thus to have a one contact person, a uniform approach on every matter and a consistent management of their portfolio in a very cost-efficient way. They also value partners and team members availability and the quality of their work, always focused on obtaining cost-efficient results.

Besides IP Prosecution, the firm has a very strong practice on enforcement and complex IP litigation cases in particular related with enforcement of IP rights, cancellation actions and nullity actions that came from different industries and implicated all types of IP rights. Many of them have become leading cases that are still considered by the Federal Courts when deciding in present cases.

More than legal advisors, Noetinger & Armando intends to be strategic partner for its clients accompanying them in a personalized way, in order to ensure an adequate knowledge of their needs and provide accurate and precise answers to every issue.

Noetinger & Armando's team includes lawyers, technicians and other professionals with a recognized track record in their respective areas of specialization. Committed to providing an excellent service to their clients, N&A is an innovative team working towards efficient results focused on customer needs and requirements

## BUSINESS

- Industrial & Intellectual Property
- Trademarks
- Copyright
- Patents
- Data Protection
- New technologies
- Consumer Law
- Class Actions
- IP litigation
- Unfair Competition
- Anticounterfeiting Actions
- Publicity
- Entertainment Law
- Media
- Sports Law

## OFFICES

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### Uruguay:

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## CONTACTS

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**LAW FIRMS**

Country  
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**Federico Augusto  
Aulmann**



**Juan Martin  
Aulmann**

## POSITIONING

Founded in 1889, Obligado & Cia. has devoted itself actively to the protection of its clients' interests and rights for more than 130 years.

Professional integrity is our letter of introduction. Talent, creativity and determination are key factors that have developed our firm since its founding.

We are highly experienced, forward-looking, with sound knowledge in all aspects of Intellectual Property, from registration of rights and portfolio handling, to transactional IP work and complex litigation. Our teams are selected by a variety of clients, from individuals and emerging businesses to renowned multinational companies, in order to protect and enforce their most valuable IP assets.

Understanding clients' needs and providing quality services are essential in the current business world. And we know it.

Obligado & Cia. is one of the leading Intellectual Property firms in Argentina, a point of reference for Intellectual and Industrial Property rights. Our extensive experience supports our commitment.

## BUSINESS

- Trademarks
- Patents
- Models & Designs
- Legal Department
- Internet domain names

## CONTACTS

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**Daan De Jaeger**



**Stéphane Criel**

## POSITIONING

Monard Law is an independent full-service business law firm in Belgium.

Established more than 30 years ago, the firm currently includes over 110 lawyers forming multi-disciplinary sector teams. Our clientele ranges from private individuals, governmental authorities,

small or medium sized companies to major multinationals. We are recognized in the market for our pragmatic, no-nonsense approach coupled with a strong commitment to deliver concrete and pragmatic

solutions to help clients reach their objectives. We handle our clients' legal challenges at both local and cross-border levels. We collaborate closely with other standalone top-tier firms in their respective local markets allowing us to bring a seamless service to our clients.

The firm also embraces and collaborates on a myriad of innovative technological solutions for the legal and commercial practice, such as contract management and drafting services, innovative billing solutions and many other pilot projects and legal tech associations.

Monard Law has partnered up with KBC Bank as its go-to legal partner, through the firm's collaboration under the KBC Start-It program and presence on the KBC Banking App. Clients are able to obtain tailor-made legal advice simply via their banking app.

Monard Law has developed regional Chinese, French and Polish desks, which serve as knowledge hubs for clients' in- or outbound investments. During the COVID-19 pandemic, the firm started a COVID-19 helpdesk service, which was highly praised and even recommended by the Belgian government.

## BUSINESS

- Administrative Law
- Banking, Finance & Capital Markets
- Commercial/Contract
- Corporate
- Data Protection / Privacy
- Dispute Resolution / Arbitration, Mediation
- Environment
- Fraud, White-Collar Crime
- Government Relations and Public Affairs
- Insolvency
- IP, TMT
- IT
- Employment & Pensions
- Insurance
- M&A, Private Equity
- Construction / PPP
- Private Estates
- Real Estate
- Tax
- Transport Law
- Competition Law
- Criminal law & defence in criminal cases
- Healthcare
- International Civil Service
- Non-profit Organizations & Trade Associations
- Media & Entertainment

## OFFICES

- ANTWERP
- BRUSSELS
- HASSELT
- GHENT
- LOMMEL

## CONTACTS

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Olivier Sasserath



Peter Marx



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Philippe Laurent



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Kristoffel Vermeersch

## POSITIONING

MVVP is an independent, full service business law firm located in Brussels. With a strong commercial tradition at MVVP, we are committed to offering high quality business law services at attractive rates. We distinguish ourselves with our pragmatic, results-driven approach and our commitment to understand the commercial interests of our clients.

We represent both Belgian and international clients in strategic advice, negotiations and transactions, as well as proceedings before the Belgian courts and European Union courts. Our clients range from start-ups, to medium-sized companies, to large multinational organizations. All our lawyers are fluent in English, French and Dutch, and the firm also works in German and Spanish.

### Intellectual Property, Information Technology & Media

Our IP/IT & Media practice group is active in all matters related to the protection of creative works. Our services encompass advising on and litigating copyright, trademark and patent, databases, models and designs, as well as trade secrets, technology licensing and outsourcing of IT services, software, multimedia and telecom.

We are recognized for our extensive experience in the advertising sector where we act mainly for advertising agencies, in media law, and in the entertainment industry where we assist principally clients from the TV, the motion picture and the music sector as well as from the design sector.

Our team is also very active in data protection since many years; we advise clients on all issues related to data protection, and assist them in their GDPR-compliance processes. We also act as DPO for various clients.

### Corporate and Tax

Our corporate team assists a broad range of clients – from international corporations to growing and start-up businesses – throughout their entire corporate life, from incorporation and setting-up businesses, financing their activities, to corporate governance and restructurings. Our team members have a large experience in local and international M&A work. We draft and negotiate merger, purchase and sale agreements in various forms and we assist our clients in setting up shareholder agreements and establishing joint ventures.

Our tax team advises both individuals and companies with regard to international and domestic issues of company tax, income tax and VAT. We also advise on special tax schemes for investment in the entertainment sector (tax shelter) and on tax treatment of IP-rights.

We represent our clients in filing applications for advance tax rulings, obtaining the special tax regime for foreign executives, and in tax litigation.

## BUSINESS

- Commercial Law
- Corporate
- Employment and Social Security
- Environmental Law
- Finance
- Intellectual Property, Information Technology & Media
- Public Law
- Tax

## SECTORS

- Consumer Goods
- Energy
- Food & Beverage
- Healthcare & Pharmaceuticals
- Media, Entertainment and Advertising
- Public Procurement
- Real Estate
- Sports & Leisure
- Technology

## CONTACTS

### IP/IT & Media

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### Data processing and GDPR

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Top Advisors Directory  
**LAW FIRMS**

Country  
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**SEEDS of LAW**  
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Leo Peeters



Koen De Puydt

## POSITIONING

Seeds of Law is a full-service law firm providing legal consultancy and advocacy. Our mission statement “All the flowers of tomorrow are in the seeds of today” is put into practice by our team every day.

We help businesses start up, and provide support during their operation, because this allows us to help entrepreneurs achieve their dreams.

We make a point of fully familiarising ourselves with our client’s company and sector, which allows us to strategically think together. Our client portfolio and expertise also range from small and medium sized enterprises up to listed companies and entrepreneurs, operating throughout the world and in a wide variety of sectors, as well as government services and other administrations.

By far, the most important value for Seeds of Law when it comes to human resources is inclusion, i.e. fairness and equality. That is why we keep working to maintain within our team diversity, cultural equality and gender equality.

The diversity we have achieved in our team allows us to better understand our customers and their concerns, to assist them in a broad array of matters and to offer services in 9 different languages.

Other core values for Seeds of Law are: trust, respect and integrity. We respect our clients and their (business) needs, but we also respect our teams and their professional needs and duties.

That is also how we build trust. As for integrity, we make sure to honour the ethics and morals of our stakeholders, clients, colleagues, partners and suppliers, in order to provide honest services and reach a high level of solidarity and always a win-win situation.

Seeds of Law also contributes to society in various ways. We support DiA positive (a project of the Bar of Brussels to stimulate diversity in the legal profession), the “Maggie-program” (that builds pop up schools around the world with maggie-shelters) and Make-a-Wish Belgium-Flanders by providing legal support for free.

Moreover, we work together on sustainable business which translates into paperless work, telework and the use of public transport.

## Marketing Brands, Trademark

The Seeds of Law’s Intellectual Property team is dedicated to protecting your ideas.

We know that Intellectual Property rights are some of your most valuable assets, and that your ideas provide sustainability and growth for your business.

We have extensive experience in advising on every aspect of Intellectual Property

- Intellectual Property transactions
  - o Complex IT M&A and IP Finance
- o Drafting and negotiation of contracts, licenses and concessions (trademarks, patents, research and development, etc.)
- o Drafting of specialist contracts (for inventors, creators, models, animators, photographers, architects, etc)
- o Rules on Employees’ inventions

## BUSINESS

- Corporate Law and M&A
- Commercial and Economic Law
- Insolvency Law
- Finance and Banking
- Employment Law
- Construction Law
- Real Estate, Renting and Co-ownership
- Liability and Insurance
- Administrative Law and Public Procurement
- Urbanism and Environmental Law
- IP - Data Protection Law
- Tax Law
- Litigation and Arbitration
- Sustainability
- Sports Law
- Art Law

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## POSITIONING

Established by Gaston Landivar Iturricha in 1962, Landívar & Landívar is a pioneer in the field of Intellectual Property in Bolivia. Our international reputation was gained through a legal service very prominent in our area of expertise, as well as an excellent professional team.

Our firm has grown, adding new experts in different areas of Intellectual Property and Corporate Law, with the aim of offering our customers a plus in every field of our work.

Our offer has evolved into a chain of Corporate Legal Services and Integral Consulting, aiming to guide entrepreneurs and national and international entrepreneurs to success in their activities.

Landívar & Landívar focuses on personalized service to each of its customers, constantly modernizing to maintain a dynamic and organized information to allow faster and more effective responses.

## BUSINESS

- Intellectual Property
- Patent and Utility Models
- Designs and Trade Secrets
- Trademarks and Service
- Names and Slogans
- Web Domains
- Renovations, Annuities
- Changes of Name and Address
- Transfers, Mergers
- Oppositions and Defenses
- Administrative Resources
- Annulments, Cancellations



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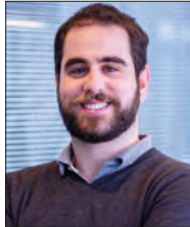
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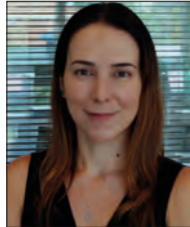
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**Fernando Bouso**



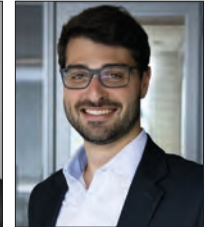
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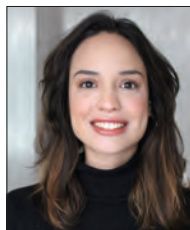
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**Andressa Bizutti**



**Rafael Peixoto Abal**



**Felipe Gabriades**

## POSITIONING

Backed by an experienced team with outstanding academic and professional know-how, b/luz is Brazil's full-service legal powerhouse for innovative, cutting-edge, tech-based businesses.

We are a complete firm for the media, technology, and innovation sectors, and large companies that engage us to help their digital transformation paths. We are also proud to work with more than half of the Brazilian unicorn startups and, simultaneously, with more than 30 public companies.

Our Data Protection, Media, Tech Transactions, Venture Capital, and Fintech practices specialize in advising complex transactions involving the most innovative, cutting-edge businesses in Brazil and have been recognized by important publications and clients as a reference and guiding light to the sector.

In Data Protection, we stand out as one of the most experienced teams in Brazil, having worked with over a hundred different compliance programs in the last two years. In Media, Advertising & Entertainment, we are one of the digital media trailblazers in Brazil, being the most requested law firm in the sector.

Venture Capital is also one of our most renowned practices, with more than 80 transactions each year, also helping startups growth path through our full-service approach. Finally, our Fintech practice has a long experience in complex deals and structures, and we also set up a specific practice for Crypto Economy challenges.

Our portfolio and track record also include advising startup associations in their public policy initiatives and helping foreign startups set up their business in Brazil with all legal certainty. We also support large public companies in their R&D challenges, being on the frontline of the most advanced trends in the industry, such as gaming, crypto economy, and virtual realities.

## BUSINESS

- IP & Tech Transactions
- Startups, Innovation &
- Venture Capital
- Media, Advertising &
- Entertainment
- Tech Regulation

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Mayara Chalita



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Rafael Teixeira



Tiago Moura



Tania Lehmann

## POSITIONING

BVA - Barreto Veiga Advogados is a Brazilian law firm with a unique service profile, being one of the few Brazilian firms focused on the middle market, while also serving large national and foreign corporations.

The client list includes foreign and national companies listed in Fortune 500, NYSE, Nasdaq and B3 (the Brazilian stock exchange), as well as many other companies from over 70 countries. BVA Advogados is one of the most recognized law firms, included in Leaders League, for matters related to M&A, Venture Capital, Private Equity, Startups, Tech and Innovation, Corporate Law and Intellectual Property, having straight ties with technology, internet, mobile, software and hardware (including VC's, investment funds, and angel investors). The firm is also considered a transactional powerhouse and a leading law firm in Venture Capital and M&A in Brazil with more than 200 transactions, adding up to more than R\$ 6.7 billion.

BVA Advogados also assists several foreign law firms doing business for their clients in Brazil, as well as Brazilian companies doing business abroad, mostly in Europe, the Americas and Asia.

The firm is well-known for its legal services that provide clear and objective solutions, focused on getting the deal and results, whether for simple or complex matters, allowing secure decisions when doing business, even facing the complex legal framework from Brazil. To provide such solutions, BVA Advogados team is comprised of experienced, talented, creative and diligent professionals.

## BUSINESS

- M&A, Private Equity and Venture Capital
- Corporate Law
- Privacy & Data Protection
- Contracts
- ADR, Contentious & Dispute Resolution
- Secondment & Legal Ops
- Labor & Social Security
- Investment Funds, Fundraising & DCMs
- Environmental, Social & Governance
- Wealth Planning
- Banking & Capital Markets
- Digital Law & Information Technology
- Intellectual Property & Adlaw
- Tax
- Legal Due Diligence
- Timberland Investment & Cross-Border Transactions

## OFFICES

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Ana Paula Bialer

Mauro Falsetti

## POSITIONING

BFA is a firm that specialises in legal and public policy advice. BFA was established in São Paulo in 2009 as a boutique firm to address the needs of stakeholders in the technology, media and telecommunications industries and has since then expanded to provide support in the privacy arena, as compliance spreads through all sectors. BFA provides not only legal but also regulatory and policy consulting services to key players in the telecommunications, media and internet industries, with outstanding results and a sizeable network. The firm also has offices in Brasília to ensure proximity with regulators, policy makers and a quick turn around for client's needs.

## BUSINESS

- Technology
- Telecommunications
- Audiovisual
- Data Protection and Information Security
- Corporate Law
- Government Affairs
- Intellectual Property
- Digital Law



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# CQS FV

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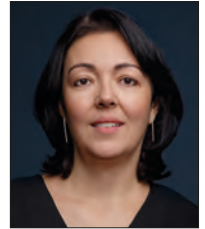
José Maurício Fittipaldi



Ygor Valério



Aline Akemi Freitas



Daniella Galvão

## POSITIONING

With experience and work developed in over 25 years, CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi & Valerio Advogados has the excellence and dynamism necessary to do business and run projects in a modern and unique way since its establishment.

Since 1996, the firm has contributed in a pioneering way to the professionalization and growth of the Media & Entertainment market in Brazil, as well as having also recently established itself as an important player in the Sports and Technology segments. According to market feedback, the firm is sought after because of its “extensive experience in advising on complex regulatory issues and leading transactional mandates.”

Such recognition is the result of the solid and cutting-edge legal advice provided to clients. CQS/FV has always known how to adapt to changes in the market and legislation; forming interdisciplinary teams with lawyers who have an in-depth understanding of clients’ activities and of the industries in which they operate. Over the years, the firm expanded its activities from São Paulo to Rio de Janeiro, Brasília, and Los Angeles in order to serve in other strategic locations and to be able to provide service to new clients both from Brazil and abroad, while also being able to provide support in Argentina, Colombia, Mexico and Chile through close partnerships with corresponding law firms.

The firm has clients in a wide range of profiles within their respective areas, including large foreign companies, Brazilian business groups, small and medium-sized companies, nonprofit institutions, social enterprises, and individuals working with arts, technology, business in general, and social entrepreneurship.

## OFFICES

- Brazil: São Paulo, Rio de Janeiro, and Brasília, DF
- USA: Los Angeles
- Latin America: Bogotá, Buenos Aires, Mexico City, and Santiago
- Europe: Madrid, and Lisboa

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## BUSINESS

CQS/FV’s full-service and multidisciplinary activities are developed based on the following practices:

**Corporate:** CQS/FV operations include M&A, incorporation services and internationalization services, among others.

**Media & Entertainment and Culture:** CQS/FV is known for its excellence in a wide range of areas of the Creative Economy.

**Technology and Startups:** CQS/FV provides advice to clients ranging from Big Tech companies to internet influencers, games, and technology enterprises.

**Nonprofit and Social Enterprise:** CQS/FV has outstanding expertise in establishing social businesses and in their corporate planning.

Additionally, CQS/FV is responsible for one of the largest Copyright and Media & Entertainment lawsuit portfolios in Brazil.

To meet the needs of these major segments, the firm operates in several areas of law, such as: administrative law, agreements, clearance, compliance, corporate, environmental and sustainability, government relations, intellectual property, litigation, media and entertainment, mergers and acquisitions, nonprofit and social enterprise, personal data protection, real estate, succession planning, tax, technology, and white-collar crime.

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**Liege Torques**



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**Rafael Pereira**



**Thaissa Lencastre**

## POSITIONING

Campos Thomaz & Meirelles Advogados is a law firm focused on the technology industry, with a wide range of activities in various areas of law and providing top-notch legal services to national and international clients. The law firm works in transactional, regulatory, and litigation matters, offering unique expertise in topics such as regulation of new technologies, privacy and data protection, venture capital, mergers and acquisitions, corporate, fintech, tech transactions, public policy, law enforcement, in addition to regulatory topics such as artificial intelligence, social media, e-commerce, online services, telecommunications, information technology, and intellectual property. Campos Thomaz & Meirelles Advogados' representative clients are in the technology, banking and finance, and healthcare sectors.

After structuring the firm's governance with one of the best consulting firms in the market, the firm adopted a collaborative governance and management model between partners, applying the best practice in corporate governance used by first-tier law firms in the United States and Europe. This model promotes the multidisciplinary and joint work of professionals from various teams. For each client or subject matter, a team with the best expertise on the topic is allocated. Campos Thomaz & Meirelles Advogados' mission is to advise clients on strategic business decisions and compliance with legislation based on a business-oriented and assertive approach.

## BUSINESS

- Technology and Digital Business
- Mergers and Acquisitions
- Venture Capital
- Privacy, Data Protection and Cybersecurity
- Fintechs, payment institutions and cryptocurrencies
- Secondment & Legal Department Outsourcing
- Intellectual Property
- Digital Litigation, Arbitration and Law Enforcement
- Life Sciences and Healthcare
- Public, Policy & Advocacy
- Contracts
- Tech Transactions
- Corporate
- Information Technology and Telecommunications
- Tax Planning
- Real Estate
- Family & Wealth Management
- Media and Entertainment
- Gaming, Gambling & E-sports
- Agriculture and food (Agritech)

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## POSITIONING

FOR OVER 100 YEARS WE HAVE BEEN BUILDING THE FUTURE.

INNOVATORS BY NATURE, WE SEEK TO APPLY CREATIVITY AND MULTIDISCIPLINARY APPROACH TO VARIOUS PROJECTS.

We combine our knowledge and experience in various fields of intellectual property with a highly qualified team of partners, associates and IP specialists, further backed by a broad network of correspondent firms around the globe.

Together, we labor tirelessly to create personalized solutions that protect the innovations propelling the world forward. Because protecting your innovation requires continuous innovation on our side as well.

## BUSINESS

- Anti-Piracy & Brand Protection
- Digital Anti-Piracy & License Compliance
- Biodiversity
- Litigation
- Plant Varieties
- Industrial Designs
- Copyrights
- Fashion Law
- Sports Law
- Digital Law
- Marketing & Entertainment Law
- Regulatory Law in the Health Area
- Geographical Indications
- Life Sciences
- Trademarks
- Patents
- Trade Secrets
- Technological Transfer, Licensing and Franchising



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## POSITIONING

Loeser e Hadad Advogados is a leading transactional and litigation law firm, founded in 1989, specializing in personalized services and innovative solutions. The firm represents clients in Brazil and abroad, and its international network of lawyers allows it to provide legal services in the face of complex globalization challenges.

The privacy and data protection team at Loeser e Hadad Advogados has extensive experience in data privacy and personal data protection related laws and regulations, including in the context of the Brazilian General Personal Data Protection Law (LGPD). The team's expertise comes from its relationships with companies, authorities, and lawmakers involved in the privacy and data protection debate. Moreover, the team has experience in personal data privacy projects across various markets, including retail, financial institutions, education, aviation, healthcare, insurance, technology, chemical industry, utilities, automotive, energy, among others.

This vast experience across multiple sectors allows Loeser e Hadad Advogados to provide personalized and tailored data protection services to meet each client's specific needs.

Furthermore, the firm invests in the digital upskilling of its professionals, offering training programs in cutting-edge technology to improve the efficiency and quality of its services.

## BUSINESS

- Corporate
- Mergers & Acquisitions
- Tax
- Corporate Governance, Regulatory and Compliance
- Privacy and Data Protection
- Infrastructure
- Labor
- Civil
- Judicial and administrative litigation
- Contracts

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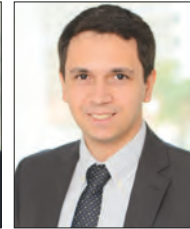
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Marcus Lopes Sodré

## POSITIONING

Founded in 1990, Garé Advogados is a boutique law firm specialized in Intellectual Property. Among the main areas covered by the firm are: i) intellectual property litigation; ii) brand protection; iii) anti-counterfeiting; iv) consultancy and contracts related to intellectual property and technology matters; v) trademark registration; vi) fashion law; vii) copyright, patents, industrial designs and unfair competition.

The firm's attorneys' team has specific knowledge on the Intellectual Property market working on behalf of well-known companies of a wide range of sectors, such as luxury goods, clothing, footwear, consumer products, hygiene, beverages, auto parts, cosmetics, electronics, among others.

Working alongside all judicial spheres and several federal management agencies, the law firm has trained more than fourteen thousand public authorities in the recognition of counterfeit products and is involved in all initiatives carried out by public agencies in this field.

During 2022, the law firm had a strong growth in the handling of strategic cases and relevant consultancy services in advisory, litigation and brand protection sectors, with a substantial expansion in its client portfolio, including new market sectors such as Pharmaceuticals, as well as in the registration of trademarks and patents. The law firm has also improved the customs and criminal law departments, enhancing the relationship with public authorities.

Garé Advogados is continuously investing in the improvement of infrastructure and technology and it's on a path of ongoing growth, focused on working in compliance with the best practices of the market and providing a great environment for its collaborators and clients.

## BUSINESS

Garé Advogados is a specialized law firm, attending all areas of Intellectual Property and supporting the fight against Illegal Market.

Areas of expertise:

- Brand Protection;
- Dispute Resolution and Judicial Litigation;
- Trademark Prosecution and Brand Portfolios;
- Consultancy;
- Regulatory Law;
- Technology and Data Protection.

## CONTACTS

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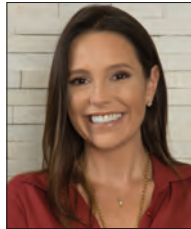
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**Roberto Vieira de Mello**



**Marianna Furtado de  
Mendonça**



**Ana Paula Brito**

## **POSITIONING**

Montaury Pimenta, Machado & Vieira de Mello is a leading Brazilian IP law firm specializing in trademarks, patents, copyright, domain name disputes, complex IP litigation, and IP prosecution and enforcement. Its clients include domestic and international corporations of all sizes – from start-ups to Fortune 500 companies. The firm's services include trademark, patent, and copyright filings; domain name disputes; oppositions; invalidity actions; infringement actions; strategic consulting; legal analysis; searches; administrative and judicial disputes; and franchising agreements and technology transfer.

Montaury also helps with the process of negotiating agreements and bringing actions before national and international arbitration chambers. The firm is well known for managing large trademark portfolios, its success rates in litigation, obtaining well-known status for highly reputed marks, and its fast and effective communication with clients. The firm is also recognized for its creativity and capacity to think outside the box, especially when presenting strategies and solutions to resolve disputes.

In addition, Montaury has enjoyed remarkable growth, upholding an outstanding position in the market, especially regarding strategic and complex IP litigation, also including trademark and patent filings and prosecution, freedom-to-operate, and infringement opinions. Montaury's ability to resolve disputes before the Brazilian IP courts is a cornerstone of its reputation. The firm handles domestic and international complex IP litigation and counselling with a high rate of success in federal and state courts.

Agility in meeting client's needs and commitment to resolving the issues brought to it, together with a high rate of success, are undoubtedly the firm's core strengths. The firm has an integrated structure of associates throughout Brazil and abroad, providing local support and consequent agility and security while handling its clients' IP needs and disputes in other regions and countries.

Its attorneys are members of numerous national and international IP associations and are active members of various committees. This engagement is crucial to keeping the firm's professionals abreast of the practices adopted not only in Brazil but also abroad in relation to the main IP issues in Brazil and worldwide, which further contributes to serving the firm's clientele efficiently.

## **BUSINESS**

- Patents
- Utility Models
- Industrial Designs
- Freedom-to-Operate opinions
- Plant Varieties
- Patent Litigation
- IP Litigation
- Trademark Management
- Geographical Indications
- Copyright and Software
- Anti-piracy Programs
- Domain Name Disputes
- Digital Law
- Fashion Law
- Licensing
- Trade Dress
- Unfair Competition
- Advertising Law
- Life Sciences
- Payment of Annuities
- Patent Transactions;
- Patent Licensing; and
- Know-How Licensing

## **CONTACTS**

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**Rodrigo Albagli**



**Ariela Agosin**



**Álvaro Rosenblut**



**Eugenio Gormáz**



**Jorge Arredondo**

## POSITIONING

For 30 years, albagli zaliasnik (az) has been dedicated to providing clients with creative and innovative solutions. It is a leading non-traditional law firm providing a full spectrum of legal and business services, based in Santiago de Chile. At az, the goal is to add value to everything it does. Keeping this in mind, the firm proactively works with its clients using a holistic approach in order to produce forwardthinking and ingenious results in an ever changing technology-focused world.

az is one of the only law firms in Chile that has a skilled team which expertly mixes business with litigation. The firm regularly advises on complex crossborder transactions, has profound knowledge and experience within regulated markets, and is an expert in preventative and criminal compliance. As a result of increased globalisation, Chile and Latin America have implemented extensive regulatory requirements which increase the risk for national and international corporations to operate within these markets.

In 2022 we founded the Compliance Latam platform together with nine leading firms in the region plus the United States.

Compliance Latam is a platform that seeks to contribute to the promotion and dissemination of good corporate practices, organizational culture and regulation related to the compliance ecosystem.

az is the only Chilean Firm associated with the Global Advertising Lawyers Alliance (GALA), an organization that is at the forefront in Advertising Law. Through this alliance, we have excelled and become leaders in all aspects of national and international regulations that impact marketing and advertising.

## BUSINESS

- Corporate
- Compliance
- Intellectual & Industrial Property
- Labour & Employment
- Litigation
- Life Sciences
- Public
- Regulatory:
- Tax
- Dispute Resolution: White-Collar Crime
- Intellectual Property
- Life Sciences
- TMT (Telecoms, Media, Technology)

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**Enrique Dellafiori**



**Mauro Dellafiori**



**Cristian Carril**



**Franco Dellafiori**

## POSITIONING

Founded by Enrique Dellafiori in 1986, Dellafiori Abogados actively recognizes that Intellectual Property is a vital mechanism for Chile's progress, along with the need to protect innovations based on the creative capacity of individuals and society.

For over 35 years, the firm has been renowned for delivering a personalized, exclusive and efficient service with highly competitive rates. Our expertise in IP and IP related matters covers the food, pharmaceutical, automobile, wine, agriculture, technology and the fashion industries.

Dellafiori Abogados is dedicated solely to providing services in the area of Intellectual Property and Industrial Property in the broadest sense, including: trademarks, patents, drawings and industrial designs, utility models, copyright and related rights, trade secrets, Internet, contractual issues, new technologies, unfair competition, data protection and other related matters.

Dellafiori offers a wide range of IP protection and IP services around the world due to their broad correspondents network that has been fostered professionally for over 30 years. Therefore making it the law firm's conviction to endure as a competitive and reliable choice for its national and international clients regarding the surveillance of their Intellectual Property Assets.

Our firm strives on keeping a professional and healthy relationship with our clients. One of our firm's primary goals is to maintain a high level of client confidentiality, engage in transparent practices and deliver an efficient and superior legal service.

## BUSINESS

- Brands
- Litigation
- Industrial Design
- Copyright
- Domain Names
- Patents & Design
- Consultations
- Contracts
- Infringement

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Javier Gasman



Diego Iturriaga



Eduardo Carlezzo

### POSITIONING

Our legal advice is mainly focused on the sports field together with the marketing of all its commercial and audiovisual rights, besides having expertise in the field of labor law.

The particularity of this industry -taking into account the issues and challenges faced by the sports environment-, added to the constant transformations suffered by its legislation (both at national and international level), requires specialized and professional legal advice.

Gasman Abogados, in association with the Brazilian law firm Carlezzo Advogados, one of the main law firms in the American continent specialized in sports law, has broad experience to advise all sports players in all kinds of operations involving a legal component. Such operations include, among others, national and international transfers of athletes and proceedings before national and international entities, such as FIFA and the Court of Arbitration for Sport (CAS). Along with the foregoing, we also provide advice at the highest level in investment, restructuring and corporate modernization of soccer clubs.

The firm has vast experience in sports issues, being constantly involved in national and international transfers of players and handling a number of judicial and out-of-court proceedings in the sports field.

In addition, one of the essential pillars of the sports market is the broadcasting of sport events through the most diverse media platforms, whether through conventional media, such as television channels, or through new media, i.e. by streaming, VOD, OTT, among others.

The sports audiovisual market has experienced a great and fast transformation in recent years due to the importance that digital media have acquired. However, conventional media still play an important role for the broadcasting of competitions, being one of the main sources of income for sports entities.

In this context, aware of the trends in terms of the rapid development of new media, on the one hand, and knowing the importance of traditional media for sport, on the other, Gasman Abogados plays a key role in the sports audiovisual market, with experience in various transactions and continuously advising the most important players in this market.

Through its professional excellence in the practice of sports and labor law, Gasman Abogados intends to provide the fundamental legal support for the adequate decision making in the field of all sports businesses. Thus, our motivation and objective is to help our clients maximize the value and quality of their activities and obtain the greatest legal certainty in all their operations.

### BUSINESS

- Sports Law
- Commercial Rights & Broadcasting
- Labor Law

### OFFICES

- Brazil
- Chile

### CONTACTS

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**Antonio Marinovic**



**Luis Olmedo**

### POSITIONING

The Marinovic y Cia. law firm was founded by Antonio Marinovic in 1987 and its initial activity was the defense of the Intellectual and Industrial Property through the implementation of domestic Anti-Piracy Campaigns for different industries. As a consequence of their clients' needs, both Chilean and foreign, it currently offers a wide variety of legal counseling services, achieving domestic and international recognition for the excellency and high quality of its services.

The firm's main focus is the Intellectual and Industrial Property field, specifically, the protection of trademarks and copyrights for the most important industries in the world through the implementation of efficient, long term domestic anti-piracy campaigns.

Likewise, in order to provide a wider coverage for the needs of its clients, the firm has specialized in the administration of tax matters associated to the development of economic activities, both from natural and legal persons, foreign and domestic. For that purpose, it has a highly qualified team to face the challenges brought by new legislations.

### BUSINESS

- Anti-piracy
- Trademarks Prosecution
- Patents Prosecution
- Lawsuits

### CONTACTS

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**Loreto Vera**



**Álvaro Arévalo**



**Claudia Varas**



**Oscar Isler**



**Francisco Valverde**

## POSITIONING

Villaseca/Abogados aims to deliver a service of excellence in the field of intellectual property, promoting innovation and development of organizations through adequate protection and safeguarding their commercial identity.

In our more than 100 years of professional experience, we have distinguished ourselves by our commitment to national and foreign clients, attending to their needs in a timely and personalized manner, with a strict adherence to professional ethics.

We build long-term relationships with our clients and seek to add value to their businesses from an innovative view of intellectual property, which combines the value of our experience with a commitment to proof with the growth and sustainable development of companies, entrepreneurs and brands with whom we work with.

## BUSINESS

### • **Industrial & Intellectual Property:**

- Trademarks
- Patents
- Copyrights
- Enforcement of Rights and Disputes
- Innovation
- Vegetal Varieties
- Free Competition
- Licensing
- Franchising
- Technology Transfer Agreements
- Consumer Law

### • **Corporate:**

- Consultancy in the Constitution and Modifications of Companies.
- Consultancy on Commercial and Financial Matters.
- Investments Funds
- Negotiations
- Contracts
- Consultancies to Directories
- M&A of Societies and Companies
- Investment Development
- Free Competition and Antitrust Law

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## POSITIONING

HERRERA DÍAZ ABOGADOS is established in Colombia and was created in 2011 to satisfy the needs of domestic and foreign clients requiring legal consultancy and litigation oriented to protecting their Intellectual Property and intangible assets such as Data, Privacy and Publicity rights. In order to protect its client's interests, the firm specializes in the fields of Copyright, Industrial Property, Entertainment, Media Law, Data Protection, Labor, Videogame, Audiovisual and Music Law.

The firm was founded by JOSÉ ROBERTO HERRERA DÍAZ, attorney from Pontificia Universidad Javeriana of Bogota, Colombia, who holds an LL.M. in Intellectual Property and Competition Law of the MIPLC. Its founder has professional and educational experience in Colombia and Germany, and has published works including "Ownership of Copyright in Works created in Employment Relationships: Comparative study of the laws of Colombia, Germany and the United States of America". Mr. Herrera is Professor at different Universities in I.P. and Entertainment Law. He is also member of different IP and Entertainment Law Associations and he is the current president of the Entertainment Law Committee of ASIPI and Past President of the Copyright Committee of the same association. He has been lead in the Subcommittee on Minimum Standards on Right of Publicity at INTA and he is currently Arbitrator and Mediator before the WIPO, the Colombian Copyright Office and the Chamber of Commerce of Bogota.

In order to satisfy the needs of employers and employees relating to intangible asset protection (inter alia Software, Trade secrets, Patents), HERRERA DÍAZ ABOGADOS has strategic labour law alliances with the firms: Herrera Laboristas and José Roberto Herrera Vergara EU as a way of offering specialized services in this particular field of law. In addition to strategic alliances with several prestigious labor law and social security attorneys, HERRERA DÍAZ ABOGADOS has several cooperations with international law firms concerned with the need to protect and enforce the intangible assets of its clients based abroad.

The firm is mainly oriented to the Technology, Media, Entertainment and Sports Industries. Among its clients, the firm advises the Entertainment Software Association, The Motion Picture Association and Conmebol.

## BUSINESS

- Intellectual Property
- Trademark, Patents and Designs Prosecution
- Entertainment Law
- Media Law
- Videogame Law
- Audiovisual Law
- Music Law
- Licensing and Technology Transfer
- Data Protection Law
- Entertainment Labour Law
- Anti-counterfeiting and Litigation
- Arbitration

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Entertainment Coordinator



**Juan Martínez**  
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Affairs & OMGrow

## POSITIONING

**THE FIRM:** Founded in 2003, OlarteMoure is a highly specialized intellectual property, antitrust and unfair competition, and business law firm formed by recognized leaders in their fields and academic circles, that combine legal and technical expertise.

OlarMoure strives to provide practical, proactive, and timely counsel that is based on comprehensive legal analysis and a thorough understanding of their clients' business environment, under a competitive pricing and cost structure, and all under a rewarding work environment that promotes and stimulates constant pro-fessional development and excellence in client service. OlarteMoure has consolidated a regional IP practice throughout the Latin American region. Through a tight-knit alliance of local firms with outstanding relationships with the local IP office and impressive enforcement litigation experience, OlarteMoure is able to provide an unparalleled regional prosecution and litigation service.

Persevering in this mission has allowed OlarteMoure to quickly claim and maintain top-tier status as an IP and competition law firm in Colombia. In addition, it has grown sustainably and disruptively in many areas. For example, there are just a few firms that are pursuing legal tech initiatives and expanding their market intelligence practice to reach many of local and regional innovation clients. More recently, OlarteMoure launched a venture capital initiative. OMGrow's mission is to transform the Deep Tech ecosystem in LATAM through the acceleration and seed investment of science-based ventures to solve real problems in the market. Last year, OlarteMoure made its first seed investment in a biotech venture and accelerated two additional Deep Tech ventures in order to facilitate their capital raising and go-to-market strategy.

An important percentage of the firm's client base is represented by Global 100 companies in the TMT and R&D pharmaceutical industries. Other important category includes local universities and R&D centres. Rounding off the representative clients are local Colombian and regional companies in the finance, industrial manufacturing, transportation, retail and consumer goods industries.

In addition to its Bogotá office, the firm has offices in Medellín, Barranquilla, Bucaramanga and Cali. Olarte-Moure also has a representative office in Tokyo, Japan.

**LANGUAGES:** Spanish, English, French.

## BUSINESS

- Patents
- Trademarks
- Innovation Protection & Technology Transfer
- Copyright and Entertainment Law
- Anticounterfeiting and Antipiracy
- Health Regulatory Law
- Antitrust
- Unfair Competition
- Corporate & Transaction
- Publicity & Consumer Protection Law
- Data Privacy
- Compliance
- Plant Variety Protection
- Litigation and ADR
- Legal Design
- Translation

## OFFICES

- Bogotá
- Medellín
- Barranquilla
- Bucaramanga
- Cali
- Tokyo

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## POSITIONING

Vera Abogados was founded in 1972, to attend the legal needs of the business sector in the area of Intellectual Property. Currently the firm provides its services to all fields of the law.

The firm is a reference in the Andean community, it's partner of PRAGMA, International Network of Law Firms, and it's an authorized law firm to promote the Colombia Country Brand. Also, Vera Abogados is part of important international associations such as INTA, ASIPI, ABPI and ASPI.

The team is made up of specialized lawyers in each of the legal areas and expert multilingual professionals (Spanish, English and French) that respond with efficiency and competitiveness to the needs and demands of our customers around the world.

## OFFICES

- Bogotá D.C., Colombia
- Quito, Ecuador

## BUSINESS

- Trademarks
- Patents
- Copyrights
- New Technologies
- Industrial Designs
- Disloyal Competition
- Commercial Practices
- Domain Names
- Regulatory Law
- Community Law
- Administrative Law
- Tax Law
- Corporate Law
- Trademark Valuation
- Personal Data Policy
- Consumer Rights
- Foreign Investment

## CONTACTS


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**Mónica Jarrín**



**Sebastián Páez**



**José Antonio Fabara**



**Daniel Castelo**



**Esteban Dávila**



**Andrés Becdach**

## POSITIONING

BUSTAMANTE FABARA INTELLECTUAL PROPERTY is renowned not only for the breadth of its team in all aspects related to intellectual property, but also for its professionalism, personalized service and accessibility. Our counsel is frequently sought after for its well-recognized litigation expertise in all intellectual property related matters, especially in cases associated with trademarks, patents, plant breeders' rights, copyrights and unfair competition. It has and relies on the most comprehensive private trademark application and registration database in Ecuador, which allows adequate and accurate management of its clients' portfolio, as well as to have direct and timely access to information for the defense of the interests of its clients.

The Firm is also recognized for having a robust and very experienced, active and professional multidisciplinary team (more than 25 professionals) specialized in the management and protection of trademarks, both locally and worldwide. The Firm also specializes in life science matters, patents preparation and prosecution, including engineering fields, such as bio-chemical, chemical, pharmaceutical, among other specialized areas, and is very well known for its relevant experience in technology transfer, negotiation and execution of license and franchising agreements, utility models, plant breeders' rights, e-commerce and data protection.

In 2023, José Antonio Fabara joined the Firm to reinforce our Intellectual Property practice, leading the Sports and Entertainment Law Department. He has more than 10 years of experience, focusing his practice in the areas of sports, entertainment, intellectual property and corporate law, and has a Master's Degree in Sports Law and Management granted by the Instituto Superior de Derecho y Economía (ISDE), located in Madrid, Spain.

## BUSINESS

- Industrial Property: Trademarks and Patents
- Copyright and related rights
- Plant breeding rights
- New technologies
- Unfair competition
- Anticounterfitting
- Litigation and conflict resolution
- Life Science
- Data protection
- Sports and Entertainment Law

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international standards, local vanguard



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**Maria Cecilia Romoleroux**



**Francisco Gallegos R.**



**Felipe Samaniego**



**Xavier Rosales**



**Ana Samudio**



**Rafael Serrano**

## POSITIONING

CorralRosales is a full-service law firm in Ecuador with over 40 years' experience advising national and international clients in a broad range of matters.

Xavier Rosales heads the firm, while Maria Cecilia Romoleroux and Francisco Gallegos co-head the IP department, all offering decades of experience in their respective areas.

In IP, we advise local firms and multinationals of all sizes, providing comprehensive portfolio management, strategies, and solutions to all of their IP challenges in Ecuador and throughout Latin America. We have for several years been the number one filer of both patents and trademarks in Ecuador.

The CorralRosales IP team has a significant litigation pedigree, handling some of the most contested matters affecting IP law in Ecuador in recent times, with a proven track record of successful outcomes.

We are considered an industry leader in the area of anti-counterfeiting, with a proactive approach to working with the relevant authorities seeking out counterfeits, conducting raids, and seizing goods. Our dedicated infringements and anti-counterfeiting team will litigate when necessary, obtaining criminal sentences where appropriate.

CorralRosales has the only full-time, full-service, in-house patent department in Ecuador, with a team of lawyers, engineers and technicians working on patent prosecution, enforcement and litigation. The patent department is led by Gabriel Kuri, widely considered to be the leading authority in this field.

We have the largest most comprehensive regulatory practice in Ecuador. Led by partner Felipe Samaniego, we advise clients not only on legal matters but on technical aspects as well. With a team of full-time in-house technicians, we are able to deftly navigate through the complex bureaucracy necessary to actually operate, advertise, market and sell in Ecuador. Our regulatory team also works closely with our IP department, making sure that all requirements for companies to get their goods and services to market are met with agility.

We also have significant strength in the media & entertainment fields, offering expert advice on securing permits and authorizations before the relevant entities. CorralRosales also represents clients in administrative procedures, relationship and regulatory management, and contract negotiation. Senior associate Ana Samudio is another key figure to our offering in this area.

Data protection is another key area; led by senior associate Rafael Serrano, we have advised and continue to train national and international companies on the effects of implementing national and international data protection legislation. CorralRosales is at the forefront of this fledgling legal area for Ecuador.

The key to our firm's achievements stem from our ability to promptly deliver the highest quality results that clients can depend on, with guaranteed response times, accuracy, and precision.

## BUSINESS

- Trademarks
- Patents & Utility Models
- Industrial Designs
- Copyright
- Anti-counterfeiting
- Regulatory
- Technology
- Media
- Data Protection

## OFFICES

- Quito
- Guayaquil

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**Bruce Horowitz**



**Mónica Cortez**



**Verónica Chiriboga**



**Ana Martina Romero  
Cordero**

## **POSITIONING**

As a global firm, we understand that innovation and technology are valuable assets that help our clients meet the constant market demands. In an increasingly competitive business environment, you can count on Dentons Paz Horowitz's Intellectual Property and/or Privacy and Cybersecurity and/or Technology team to deliver innovative, practical, and cost-effective legal services that will give your business a competitive edge.

As our client's strategic partners, we focus on protecting your investments, whether it's a new tech device, software, product, formula, brand, etc. Our Intellectual Property area is famous for its creative legal and consulting work, including the first sound brand registration in South America, the first recognition of an Ecuadorian Denomination of Origin, the first registration in the world of a Tactile Trademark, and the use of new criminal procedures in enforcing IP rights against pirates and counterfeiters.

To provide an outstanding experience to our clients, we offer an integral legal approach strategy to deliver the best solutions tailored to your business priorities and needs. Our service portfolio includes legal advice on innovation, patents, and technology transfer; software, cybersecurity, telecommunications, and data protection; trademark applications and trademark rights; as well as recognizing, protecting, and negotiating IP assets.

We are the first legal firm in the region that has an area focused on delivering innovation and technology transfer solutions services to help companies, universities, and entrepreneurs add value to their research and products. The area specializes in advising and supporting organizations to develop products with high added value using cutting edge technology.

Our Intellectual Property team has received international recognition as a leader in the field. This success stems from our meticulous involvement in registration processes and litigation, creative dispute resolution strategies, and clear communication with our clients.

## **BUSINESS**

### **Our key services:**

- Due Diligence, audits, and management of intellectual property assets.
- Watch service and Trademarks Portfolios management.
- Data protection and trade secrets.
- Structuring, design, and training in franchises.
- Licensing agreements.
- Drafting of management and technology transfer agreements.
- Legal Branding (working directly with marketing and design groups within the client companies to develop strong trademarks).
- Negotiation of IP assets with some jurisdictions.
- Analysis of patentability requirements.
- Patent drafting, Innovation analysis.
- State of the art search.
- Research analysis to lead to patent generation.
- Mentoring intellectual property issues.
- Feasibility analysis of innovations.
- Analysis of software protection, licenses, and data privacy in digital markets.
- Advise our clients at the launch of technological products and/or services in the country.

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**Luzuriaga & Castro**  
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**Gonzalo Luzuriaga**

## POSITIONING

Luzuriaga & Castro Abogados is a pioneering law firm in the defense of intellectual property in Ecuador. Since its foundation at a time when IP protection was in its infancy and a pressing need, the firm has led several important initiatives in the country. For example, it has carried out the first criminal action in defense of IP rights, the first border action, the first ruling against an IP infringer, and the first destruction of illegal goods. The firm's extensive experience translates into a wide variety of legal strategies for the protection and defense of intellectual property rights, based on a deep knowledge and study of local, Andean, and international legislation, and a close relationship with state institutions, which the firm trains on a permanent basis.

The team at Luzuriaga & Castro Abogados consists of high-level professionals, experts in the application of intellectual property. Trained at the firm, they inherit the tradition of innovation and avant-garde that characterizes the firm. Together, they develop and implement appropriate strategies for each client and each case, providing legal advice and defense that meet increasingly demanding quality standards. This allows clients to maintain efficient management and protection of their intellectual property rights.

The firm specializes in criminal protection and border actions, providing comprehensive advice on intellectual property matters. This includes trademark registration, patents, copyright protection, contracts, licenses, administrative appeals, annulment, cancellation, and related administrative actions. With a comprehensive approach, it complements IP practice in response to other corporate matters required by its clients, such as commercial law, energy, and government contracting and acquisitions.

In addition, Luzuriaga & Castro Abogados has promoted several actions in recent years, from the destruction of counterfeit products to collaboration in the dismantling of criminal organizations in Ecuador. This type of action supports the protection of intellectual property rights in the country and demonstrate the firm's commitment to its mission and values.

## BUSINESS

- Intellectual Property Law
- Competition
- Data Protection
- Copyright
- Trademark
- Industrial Design
- Patents



## CONTACT

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**José Meythaler**



**Margarita Zambrano**



**Karina Loza**

## POSITIONING

Meythaler & Zambrano, founded in 1995, is an Ecuadorian firm highly specialized in Intellectual Property, Life Sciences, Dispute Resolution, Antitrust, Public Procurement, and Litigation advising an impressive portfolio of national and international clients, mostly pharmaceutical and agrochemical, cosmetics, food & beverage, and telecommunication companies.

To provide comprehensive, practical, and timely advice, we have a team of 35 lawyers specializing in various areas of law. The scope of our professional resources translates into a comprehensive, efficient, and high-quality professional service with a competitive price and cost structure.

We have recently achieved jurisprudential precedents in foreign trade, test data and patent protection, drug pricing, and collusion in public procurement processes. Our success is based on efficient and prompt communication with our clients, strict compliance with the law and ethics, and the effective defense of our client's individual and corporate rights and needs.

Meythaler & Zambrano has offices in the main cities of Ecuador: Quito and Guayaquil, belonging to a wide network of correspondents in America, Asia, and Europe.

## BUSINESS

- Antitrust & Unfair Competition
- Arbitration & Mediation
- Civil & Commercial Law
- Compliance
- Corporate Law
- Data Protection
- Intellectual Property
- Labor
- Life Science
- Litigation
- Regulatory Affairs
- Tax & Customs
- Telecommunications

## OFFICES

- Quito
- Guayaquil

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**Pedro Córdoba**



**María José Peñaherrera**



**Daniel Robalino**

## POSITIONING

Robalino has a successful team of lawyers, engineers, biochemists and others, who provide creative solutions to issues arising from the different departments of IP, Telecommunications and New Technologies, as well as Data Protection.

### **Intellectual Property**

The Intellectual Property area of ROBALINO provides consulting services to local and international companies in different industries.

We advise on issues regarding the protection of intangible assets, which are critical to the success of our clients. Our highly experienced professionals specialize in defending and monitoring the assets, to be able to safeguard them from attempts to copy or infringe. Likewise, our team has advised several companies on their creations and inventions, providing them with legal defence in situations that merit it. We have an experienced anti-piracy team that has been widely recognized for the results it has achieved.

ROBALINO has provided consulting services on obtaining and maintaining sanitary registrations and notifications, operating permits, processes for certifying good manufacturing practices, inspections carried out by regulatory authorities, sanction proceedings, and the use of cannabis, among other services.

### **Telecommunications and New Technologies**

Robalino's Telecommunications and New Technologies industry, has a multidisciplinary team that works on cases from all different aspects and areas of the firm. We manage some of the most iconic technological clients in this industry located in Ecuador. We work closely with the Intellectual Property, Corporate, Public Law and Dispute resolution departments.

### **Data Protection**

ROBALINO is a pioneer in the defence and protection of personal data in Ecuador, providing consulting services to large multinationals for their businesses in the country.

We have performed several Data Protection audits for companies that have requested this service to fulfill international laws and guidelines.

## BUSINESS

- Personal Data Protection
- Life Sciences
- IP Litigation
- Trademarks
- Copyright

## OFFICES

- Quito
- Guayaquil
- Cuenca
- Manta
- Machala

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**Juan Carlos Solines**



**Ximena Moreno**



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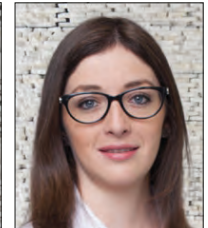
**Santiago Solines**



**Yael Fierro**



**Diego Beltrán**



**Sofía Román**

## POSITIONING

Ever since 1973, and based on the vision of its founding partners, Carlos Solines Coronel y Ximena Moreno Echeverría, **SOLINES & ASOCIADOS Abogados** has been consolidating itself in the country as a comprehensive business-centered law firm for which ethics, knowledge, and innovation are the basis for providing legal counsel at the very highest quality standards. We offer our services throughout the nation's largest cities, with an extensive network of correspondent firms in LATAM, the USA, and Europe.

The firm has been expanding its scope of services to include areas that have seen accelerated growth in the country in recent years; namely, telecommunications and technology, energy, entertainment, compliance, and sports, becoming one of the fastest growing firms in the areas of intellectual property, data protection, and corporate law.

Our Intellectual Property Department has mainly focused its work on the area of brands, copyrights, and related rights.

Technological advances, the pervasive use of the internet, and development of new types of business ventures and services on digital platforms has created a whole new paradigm in social and business relationships, safety, and privacy, impacting banking, how the world does business, communicates, informs, and even exercises rights. We are the leading firm in Ecuador in the area of TICs and Digital Law, providing specialized legal counsel, strategy, and representation in areas that include New Technologies, Telecommunications, Internet Law, Personal Data Protection, Cyber Security, and Electronic Government.

Our Corporate Law Department is one of the firm's largest and fastest growing areas, providing legal counsel to major national companies and multinational corporations, as well as to small and medium enterprises, ventures, and start-ups, providing advising and legal counsel in major mergers and acquisitions, capitalizations, share purchases and bylaws reform.

In the areas of tax, labor and employment, migratory, and commercial law, along with arbitration and mediation, securities law, real estate, and other traditional areas, the firm has become one of the nation's most important firms thanks to its team of highly qualified professionals and the excellence of its services.

## BUSINESS

- Intellectual Property
- Technology
- Data Protection & Privacy
- Telecoms
- Internet, Information & Communication
- Corporate
- Tax
- Labor & Employment
- Migratory
- Compliance
- Energy
- Real Estate
- Entertainment & Sports

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**Jehan-Philippe Jacquey**



**Joanne Quirin**



**Constance Guillemot**



**Diane Avril**

## POSITIONING

Founded in 1992, Paris-based Gilbey Legal has continually provided legal assistance and expertise to clients worldwide for the protection and defence of their industrial property and IP assets (other than patents). Although firm founder Richard Gilbey retired last summer, the unchanged team have been assuming his mantle, and ensuring the continuing quality in services.

Gilbey Legal advises French and international clients and associates, including many multinational corporations in the pharmaceuticals, animal health, tobacco, food and beverages, alcoholic products, cosmetics, electronics, IT and social media, multimedia, consumer products, apparel, design and luxury goods industries in all aspects of management, exploitation and enforcement of industrial property and IP assets.

As a boutique firm, Gilbey Legal is a member of the Paris Bar and provides complete and personalised legal services, encompassing the entire lifecycle of IP rights, including:

- clearance and protection of trademarks, designs, domain names, geographical indications (GIs) and other distinctive signs and enforcement thereof;
- centralised worldwide coordination of IP portfolios and litigation through our extensive network of selected associate firms; and
- expertise in customs surveillance and enforcement, providing both domestic and international clients with strategic anti-counterfeiting solutions.

Gilbey Legal is recognised by its peers and the industry at large in major rating organisations for the quality of its services, its reactivity and its pragmatic, hands-on approach to problem solving. We pride ourselves on our policy of providing high-level services for equitable fees, and we always strive to meet our clients' budgetary and management requirements. renewal, recordal) in France and abroad. The three members of her team hold – or are studying to obtain – the certification for trademark paralegals delivered by the French Trademarks Office.

## BUSINESS

- Selection of Intellectual Property Assets
- Protection of Intellectual Property Assets
- Administration of Intellectual Property Assets
- Enforcement of Intellectual Property Assets
- Customs works

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## POSITIONING

HOFFMANN EITLE is one of the largest intellectual property law firms in Europe with a market-leading, strong presence of 100+ highly qualified, specialized and experienced patent attorneys and attorneys at law working across all technical fields.

We were one of the first to create a one-stop IP boutique providing outstanding quality services in all areas of intellectual property. With this wealth of human capital and a unique, tailor-made IT platform, we take professional care of our clients' IP. No other European firm is entrusted with more EPO opposition cases.

HOFFMANN EITLE's forceful team of passionate litigators has profound experience in patent disputes in all relevant industries, including pharma and other life sciences, medical devices, telecommunication, automotive etc. A further strength is our vast expertise in international coordination of multijurisdictional disputes, advising our clients regarding their overall European litigation strategy.

With offices in Munich, London, Dusseldorf, Hamburg, Milan, Madrid, Barcelona, and Amsterdam, we are taking the truly European approach, and our attorneys from Japan, the US, China and Korea add a broader international perspective. In Japan, we are well known for being able to advise our clients in Japanese. We do, of course, also have a strong francophone team.

## BUSINESS

- Patents
- Utility Models
- Trademarks
- Designs
- Copyright Law
- IP Contracts & Licenses
- Unfair Competition Law
- IP Due Diligence
- IP Litigation & Nullity Proceedings

## OFFICES

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# IP**LAW**GALLI

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Cesare Galli

## **POSITIONING**

Placed by all the international Directories at the top of the Italian legal profession, the law firm IP Law Galli was established in 2004 and it is still led by Atty. Professor Cesare Galli, Chair of Industrial Property Law in the Department of Law of the University of Parma, who has been dealing since 1986 with important litigation in Europe regarding all branches of IP Law, often tackling cross-border problems too. In 1999 Professor Galli obtained the first Italian final ruling on biotech patents. In 2004 the firm secured the first Italian ruling on computer-implemented invention patents, and between 2005 and 2023 obtained key decisions on the protection of pharmaceutical patents, designs, renowned trademarks and selective distribution agreements infringements in relation to which some of the highest assessment of damages ever made in Italy were issued.

He is often asked to review and manage the most sensitive IP aspects of M&A transactions, developing creative solutions for the most problematic aspects thereof and delimitation of the respective rights of the parties. He provides legal advice not only to rights holders, but also to civil society organisations dealing with IP rights management and enforcement, like INDICAM (as a permanent guest of the Executive Board), Confindustria (as a member of its IP Board of Experts), AIPPI (as a member of the Italian Executive Committee and coordinator of the Trademark Group) AmCham (as a member of the Life Science Working Group) and Bruno Leoni Institute (as Senior Fellow). As Co-Editor of *Il diritto industriale* (the most important Italian IP Law Review, which comments and analyses enforcement-related case-law) he collects and analyses enforcement-related case-law to monitor trends and identify new developments in intellectual property rights infringements and management strategies

IP Law Galli was established as a law office “of excellence” highly specialised in the IP sector and characterised by the keen distinguishing mark of the founder, Atty. Professor Cesare Galli, and by a market-oriented approach that aims to enhance the procedural instruments in order to reach positive results as quickly as possible. The Law Firm firmly preserves this attitude without neglecting the importance of highly professional and knowledgeable lawyers who team up with the leader with shared goals and methods and proceed in a mainly international context, but at the same time demonstrate a deep rootedness in the most significant areas of the Italian economic life.

## **BUSINESS**

- Patents
- Trademarks
- Design
- Domain names
- PDOs and PGIs
- Unfair Competition
- Copyright
- Trade secrets
- Online counterfeiting
- Advertising & Marketing
- Life Sciences
- New Plant Variety
- Antitrust Law
- Contracts
- Commercial Law

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**Luigi Goglia**



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**Tankred Thiem**

## POSITIONING

Founded in 2003 LGV Avvocati has established itself as a leading Italian law firm in all fields of IP (patent, copyright, trademark, competition, know-how), IT, privacy & cybersecurity, advertising and business law. Its wide-spread client base is both foreign and Italian. LGV values a dynamic and international professional team environment and has a broad experience in dealing with transborder issues, involving in particular Europe, USA and Asian countries, offering a department dealing with Germany and other German-speaking countries. LGV advises clients in relation to acquisition, promotion, circulation of IP assets, ranging from the creation and filing of trademarks to the development of brand-building strategies, as well as support in drafting and negotiating all kinds of contracts for IP assets. LGV also assists clients in lobbying activities, fair organization and management, compliance. In litigation LGV offers an unrivalled competence, acquired over the years in relation to enforcement programs concerning both national and international profiles. LGV aims at accompanying companies in increasing their awareness of their own value, an approach that is condensed in the slogan

## Lawyers Generating Value

## BUSINESS

- Patents
- Copyright
- Trademarks
- Design
- Media & Entertainment
- IT, internet & E-commerce
- Privacy & Cybersecurity
- Corporate & Business
- Advertising
- Competition & Antitrust
- Litigation & Arbitration

### Client testimonials :

“What LGV are good at doing is speaking the same language as the IT engineers. They are able to interpret the IT side. This is hard to find in other lawyers. They have done a very good job understanding the needs of our IT team.”

“Luigi Goglia and Tankred Thiem are very competent and reliable partners in patent litigation matters. Their input in working out complex strategies is always helpful and to the point.”

“Simona Lavagnini is an exceptional professional, always available and ready to support us for any eventuality. Over years of consultancy, an excellent relationship has been established with the lawyer.”

“It is a boutique that – precisely because of its characteristics and dimensions – is able to devote particular attention to the customer. Professionals are always prepared on the needs of the company that they follow step by step and of which they know the business and dynamics.”

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## POSITIONING

Orsingher Ortu - Avvocati Associati is an independent law firm which specializes in complex transactions, advisory work and litigation notably in the fields of intellectual property, new media & information technology, corporate & finance, antitrust, competition & trade and labour laws. Our partners have all developed their professional skills in prominent international law firms and have brought those skills to a tailored, client-focused structure. Our intellectual property, digital & information technology group is regarded within the industry as a leading player:

### **Creative intellectual works**

such as works of literature, music, figurative art, architecture, cinematography, photography and new media, as well as software, databases and designs, all of which are protected by copyright law. Industrial products can also be protected by national and Community exclusive rights in designs if registered, and by unregistered Community exclusive rights in designs (for a shorter time).

### **Proprietary information**

Technical know-how - Proprietary information includes know-how that resolves a technical problem in a new way; it can be protected as a patent, as a utility model or by exclusive rights over secret information.

Business know-how - Marketing information applied to the pursuit of business is one type of information in this category that can be protected as secret information and through competition law.

Personal data of customers, potential customers and employees - The use of the personal data of third parties collected by a business is governed by the provisions of the Data Protection Code, which sets the limits to data processing and the forms permitted.

### **Competitive positioning tools**

Trademarks - All of the distinctive signs of a business, including registered and de facto trademarks, the name or trade name, the firm, signs, domain names, and the packaging and forms of the products are protected against passing off and unwarranted copying by competitors.

Company style - All elements used in crafting the identity of a business in the marketplace including advertising campaigns, slogans, signage, the interior design of sales outlets and marketing strategies are protected individually and as a whole by the provisions of the Industrial Property Code and competition law.

Promotional tools - Web sites and their domain names are protected by the provisions of the Industrial Property Code and competition law. Advertising campaigns, sponsorships, home shopping and prize competitions are regulated and in some cases protected by special rules.

## BUSINESS

- E-commerce Internet & New Media
- Publishing
- Industrial Design
- Gaming
- Engineering
- Media & Entertainment
- Pharmaceuticals, Life sciences & Biotech
- Luxury & Fashion
- Advertising & Promotions
- Software & Cloud- deployed services
- Technology, telecommunications

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**Francesco Rossi**



**Noemi Parrotta**



**Giacomo Moleri**

## POSITIONING

We are a close-knit team of attorneys and professionals with a strong passion for intellectual property as well as a longstanding experience in this field. We are driven by a commitment to provide our clients with the highest quality of service to best protect and enhance the value of their intellectual property assets.

It is our belief that solutions must be tailor-made for each client's needs and that various areas of expertise and a variety of approaches are key to determining the best legal strategies. For this reason, we specialize in all areas of intellectual property, and work with equal dedication and expertise in civil, criminal, administrative, customs, extrajudicial and contractual ambits, both in Italy and before EU Courts.

Our approach to all cases is global and interdisciplinary. When called for, we use unconventional and creative solutions, sometimes pursuing new avenues in intellectual property. Though it is our job to analyze all aspects of a case, we believe that our advice to clients must always be clear and to the point. We strive to work pragmatically and cost-effectively while never losing our broader vision.

We know that every client has unique business needs and objectives. To best serve our clients, we need to think as they do and never stop learning from them. Understanding each client's history, day-to-day activity and vision for the future is essential to promoting and protecting its interests and priorities.

We privilege simplicity and clarity.

Our reach is international to fully support our clients in meeting the challenges of the global marketplace.

At Spheriens we provide legal assistance in all areas of intellectual property law as well as in all fields relevant to the protection of intangible assets, with a particular focus on fashion and luxury goods.

## BUSINESS

- Intellectual property and patents
- Data protection
- Unfair competition
- Trademarks
- Fashion Law

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**Eduardo Kleinberg**



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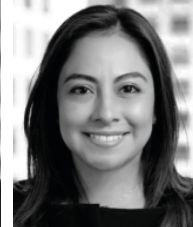
**Claudio Ulloa**



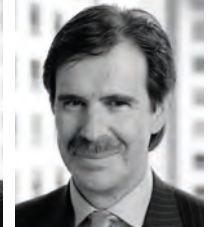
**Juan Carlos Hernández**



**Eduardo Castañeda**



**Eduardo Castañeda**



**Martin Michaus**  
Of Counsel

## POSITIONING

Basham, Ringe y Correa is a full service law firm with strong presence in Latin America. Basham established in Mexico in 1912, has more than 110 years of experience assisting clients in doing business throughout Mexico and abroad.

The firm's large group of lawyers and support staff are committed to maintain the highest professional and ethical standards. In addition, Basham's lawyers actively participate in worldwide associations, as well as in international transactions. This in turn improves the firm's growing capacity to serve its clients by constantly adjusting to the dynamics of the global business environment for over a century.

The firm's clients include financial institutions, individuals, medium-sized companies and prominent international corporations, such as the The Coca-Cola Company, Canon, Volvo, America Movil, Kia Motors among others.

The intellectual property practice group of Basham is one of the largest and most important in Mexico and is dedicated to the protection of some of the world's most famous trademarks, patents and copyright.

The firm provides legal assistance in connection with patents, industrial models and designs, trademarks and names, slogans, copyright, and all other related legal matters.

The firm's IP services are very broad and encompass all aspects including developing strategies, advising on tax issues, carrying out civil, administrative and criminal litigation, and developing measures to protect IP rights and prevent piracy.

We operate in the Spanish, English, French, German, Portuguese and Chinese languages.





## BUSINESS

- Industrial Secrets
- Trademarks and Copyright
- Litigation and Licensing
- Industrial Creations
- Franchising
- Patents
- Information Technologies

## OFFICES

- Mexico city
- Monterrey
- Querétaro
- Leon

## SOCIAL MEDIA

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## POSITIONING

Today, with more than 50 years of experience since our foundation, in BC&B we evolve and transform ourselves by creating integral solutions with which we commit to go along with our clients from their ideas to the starting up and the operation of their projects, powering their ideas while preventing and reducing risks. BC&B has taken the step to change from a boutique firm specialised in intellectual property to a firm that offers a wide range of solutions that guarantee integral counseling in protection, legal matters and innovation momentum. BC&B adds to its assets a wide, diverse and expert group in litigation, which covers civil & commercial litigation, as well as commercial arbitration among a wide variety of legal services to provide every legal solution in these matters. BC&B also adds an expert group that provides and creates business solutions focused on strategic and commercial transformation and systematic innovation of retail businesses through a very specialised group. Through all these actions, BC&B has and will continue evolving our service offering to guarantee our clients the fulfillment of the imminent needs that arise in this era of constant change and transformation.

Throughout the years, we have preserved and evolved our strengths, looking to generate novel ways of increasing our scope of solutions, developing the ability, the infrastructure, and our competency to create them. That is how we achieved on shaping the BC&B Technology Transference Office, created to support entrepreneurs, startups and companies to create and implement business strategies that generate economic benefits through their intangible assets, giving then momentum to innovation and protecting their IP rights with our philosophy of integrally taking care of the creations and technological developments of entrepreneurs and business owners.

During this journey, innovation as a constant in BC&B, has taken us through a series of technological and organisational transformations that have positively changed the way we offer our services. These factors, together with our acknowledged quality and customer service today has positioned us in Mexico and in foreign countries as a leading boutique firm specialised in intellectual property, offering not only the traditional IP services, but also creating and developing unique and differentiated services that result from the vision, ability and expertise of our IP specialists, to take care of the most complex needs that our clients face. That is how we have achieved recognition in patent and trademark prosecution, patent and trademark litigation, patent and trademark strategy, licensing and business management on a sustained basis for several years now.

## BUSINESS

- Commercial Litigation
- Corporate Finance/M&A
- Intellectual Property (Patents, Trademarks, Copyrights)
- Litigation
- Media
- Marketing
- Sports & Entertainment
- Technical & Legal Translation
- Internet & Technology Information
- Enforcement of IP Rights
- IP Rights Maintenance
- Licensing & Technology Transfer
- IP Value Extraction

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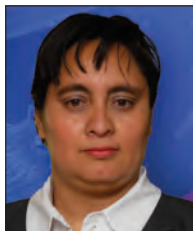
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**Juan Carlos Tejado**

## POSITIONING

Established in 2001, the firm Bello, Gallardo, Bonequi y García, S.C. (BGBG) has become a significant player in the Mexican legal market, meeting the growing need for specialised legal counselling.

The versatility of its members allows BGBG to offer personalised services in each of its areas of practice. Professionalism, quality services and a results-driven culture distinguish BGBG from other major law firms in Mexico. A real global expertise, hands-on experience and an excellent academic background constitute the main assets of its members.

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## BUSINESS

- Data Protection/Information Society
- TMT (Telecoms, Media & Technology)
- Sports, e-Sports & Entertainment
- Intellectual Property
- Litigation/Dispute Resolution
- Banking & Finance
- Corporate/M&A
- Energy and Infrastructure
- Government Procurement
- Insurance/Reinsurance
- Real State & Venture Capital
- Compliance
- Health
- Migration

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## POSITIONING

Dumont is a Mexican IP law firm founded in 1940. We are committed to assisting our clients in the selection, clearance, protection, enforcement, and exploitation of their IP rights and business interests. We are experts on inventions (patents, utility models, and industrial designs) and distinctive signs (trademarks, trade names, commercial signs and appellation of origin and geographical indications).

Our practice extends to highly specialized topics such as litigation, copyright, Information Technology, corporate Law and anti-counterfeiting, appraisals of both trademarks and patents in compliance with the Financial Reporting Standards (NIF) by a team of expert lawyers, litigants, and advisors in the various disciplines covered by our area. Our associates stay on top of recent developments in the market and in the legal area to provide value-added services. While taking our clients' commercial situation into account, we provide high-quality services that are tailor-made to fit the needs of our clients around the world.

We are committed to maintaining a leadership position in legal trends, technology, and business, as well as offering personalized, proactive and preventive legal strategies, corporate tax advice (related to IP issues) and value-added services. We strive to provide the most responsive advice in order to achieve and exceed our clients' expectations.

Our broad experience in the field, specialization in IP, and close contact with clients sets us apart. Additionally, we use top-notch technology created for our area of expertise (Patnix<sup>®</sup> Helpware) and we are the only firm in Mexico certified by TÜV Rheinland (Registration No. 74700 8162) since 2008 in both the operational and administrative quality system (ISO 9001:2015). These distinctions allow us to provide services with highest-quality standards.

## BUSINESS

- Patents
- Trademarks
- IP Litigation
- Privacy Law
- Copyright

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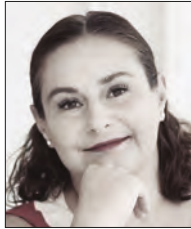
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Diego G. Rossi



Ana L. Vargas



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## POSITIONING

We are a specialized Intellectual Property Firm with a full range of services and a unique approach to Law Practice. A team of experts protecting and enforcing Trademarks, Patents, and Copyrights. Headquartered in Mexico City with offices in Merida, and Houston, TX, we operate in multiple jurisdictions since 2011.

We exist to preserve the ideas, dreams, and stories of people, families, and companies over time. We are not bound by the old rules, we provide imaginative solutions and successful strategies to constantly break new ground, and our practice reflects our beliefs.

Our Practice Areas include both, Intellectual and Industrial Property:

**Trademarks:** We have ample expertise and resources to protect and enforce your Trademarks rights in Mexico through our full-service offer: Search, Clearance, Filing, Examination, Registration, Watching-Service, Renewals, Preservation of Rights, Declarations of Use, Advisory, Oppositions, and more.

In addition to managing your IP before the Mexican Institute of Industrial Property (IMPI), we offer a one-stop solution for Latin America and the Caribbean.

**Patents:** Our team of expert attorneys specializes in Patents, particularly in Mechanical, Electric, Electronics, Utility Models and Industrial Designs, Chemistry, Biochemistry, Biologics, and Biotechnology.

We are specialists in searching, drafting, filing, protecting, and enforcing your inventions in Mexico before the Mexican Institute of Intellectual Property (IMPI), but we can also help you manage your IP rights in Latin America and the Caribbean

**Copyright:** We have an expert team, specialized in Copyright and Entertainment law, protection of audiovisual productions, performers, artists, advertising campaigns, videogames, and all kinds of software. Our focus is to provide our clients with the best possible strategy to protect their productions, works, and software by considering not only the situation at hand but future possible scenarios that could jeopardize their business.

Introducing Iberbrand® Latin America Program (IBLAP), our one-stop-shop for all your Intellectual Property matters in the region. The most convenient, efficient, and competitive offer in the market.

We eliminate all the pain points with our all-in-one solution. One Power of Attorney, all jurisdictions. Our data-driven, decision-making process is centralized and streamlined. We deliver results. Best-in-class attorneys at an exceptional cost-benefit ratio. Fair rates. No hidden fees.

We know what we're doing, let us take care of you.

## BUSINESS

- IP
- Trademarks
- Patents
- Copyrights & Entertainment
- Litigation
- Prosecution & Enforcement
- Utility Models
- Industrial Designs
- Regulatory Law
- Franchises

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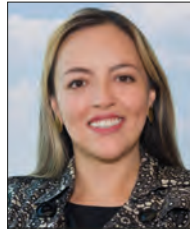
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Meléndez**



**María del Mar  
Manríquez Martínez**



**Cirse Paola  
Cruz Patiño**



**Martha Ruth Celis  
Jiménez**



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**Laura Ivette Mora  
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**Diego Adolfo Pérez  
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**Elizabeth Villegas  
Nájera**

## **POSITIONING**

Jáuregui y Del Valle (JDV) was founded in 1975 as a Mexican full service Law Firm specialized in domestic and international business transactions. The Firm is a leader in the practice areas of corporate M&A, banking and finance, tax, competition and antitrust, international trade, energy, oil and gas, environmental, insurance, project finance, infrastructure, real estate, IP, labor, health, litigation and arbitration in tax, administrative, civil and criminal matters. JDV has gathered dedicated professionals with international expertise and capabilities, all widely recognized for their innovative approaches to providing solutions with the highest technical and ethical standards, and for their deep understanding of the business needs of their clients.

JDV represents domestic and foreign clients involved in a wide range of joint ventures, investments and economic activities, including industry, trade and services. The Firm has consistently implemented innovative transactions and it is a market leader in advising highly-regulated entities, as well as in structuring foreign equity investments in Mexican companies. Furthermore, JDV is a major provider of legal services in all kinds of financing, privatizations of government-owned companies of all types and of public bid processes and negotiations of procurement, services, infrastructure and other kinds of agreements with government entities.

Jáuregui y Del Valle understands that the Intellectual Property of a company is sometimes the most relevant asset that belongs. Fortunately, our IP team provides services in all the relevant practices on IP from the trademark and patent registration to the brand protection services and IP litigation of high level.

Our clients trust today in a high level way that we advise them on managing trademark portfolios for all LATAM countries, as well as handling and coordinating for some of them Anti-counterfeiting/piracy campaigns in the whole LATAM.

We are renowned for our strengths in the accurate recording and surveillance of trademark and copyright prosecution and registrations both in Mexico and around the world. Our in-depth strategic advice ensures our clients can implement powerful but cost-effective solutions while avoiding excessive registrations and provide creative solutions to complex litigations. Moreover, our data protection, privacy & IT is rendering services on privacy notice, national and international data transfer agreements, due diligence, fulfill data subject request, outsource data protection officer, development and drafting privacy policies, advising on GDPR and CCPA, advising on any procedures carry on by the data protection authority to our clients from a wide range of industries.

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## **BUSINESS**

- Banking and Finance
- Competition & Antitrust
- Corporate M&A
- Criminal Law
- Energy & Natural Resources
- Environment
- Insurance & Reinsurance
- Intellectual Property
- International Trade & Customs
- Labor and Employment
- Litigation & Arbitration
- Real Estate
- Tax

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**Alejandro Luna F.**



**Alonso Camargo**



**Daniel Sánchez**



**Abraham Díaz**



**Víctor Ramírez**



**Armando Arenas**



**Rommy Morales**



**Jaime Rodríguez**

## **POSITIONING**

Our mission is to provide innovative solutions and highly specialized legal advice for clients facing the most complicated legal and business challenges in Mexico.

OLIVARES is continuously at the forefront of new practice areas concerning copyright, litigation, regulatory, anti-counterfeiting, plant varieties, domain names, digital rights, and internet-related matters, and the firm has been responsible for precedent-setting decisions in patents, copyrights, and trademarks.

Our firm is committed to developing the strongest group of legal professionals to manage the level of complexity and interdisciplinary orientation that clients require. During the first decade of the 21st century, the team successfully led efforts to reshape IP laws and change regulatory authorizations procedures in Mexico, not only through thought leadership and lobbying efforts, but the firm has also won several landmark and precedent-setting cases at the Mexican Federal and Supreme Courts levels, including in constitutional matters.

Today, the team at OLIVARES includes 11 partners and more than 45 associates working across intellectual property, regulatory, administrative, civil, and commercial and corporate law, serving many different industries, and is constantly awarded for excellence in legal service.

We aim to utilize every available resource to help clients achieve optimum results, protecting their business interests, intellectual property and other rights at every level and through the applicable administrative or judicial venue, in order to maximize successful outcomes - all while maintaining an overarching goal of contributing to Mexico's broader stance in the global economy and for the greater good of the Mexican people.

- Providing exceptional legal services that result in client growth and business success
- Creating an atmosphere where lawyers, technical experts and staff, work together on solutions that lead to brilliant achievements
- Inspiring improvements to the legal landscapes in Mexico that foster economic progress

KNOWLEDGE • INNOVATION • RESPONSIBILITY • TRUST



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## **BUSINESS**

- Patents
- Trademarks
- Copyrights
- Litigation
- IP Litigation
- Anti-Piracy | Anti-Counterfeiting
- Civil Litigation | Commercial Litigation
- Constitutional & Administrative Litigation
- Alternative Dispute Resolution (ADR) | Mediation & Arbitration
- Licensing, Tech Transfer & Franchising
- Corporate and Commercial Law
- Regulatory Law / Administrative Law
- Translations



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# Regalado & Galindo

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**Edward Martin Regalado**



**Oliver Galindo Ávila**

## POSITIONING

Regalado & Galindo Abogados is a boutique law firm with a global mindset. We approach each case with a thorough and innovative analysis, incorporating a business-oriented perspective that recognizes litigation as a last resort. As our institutional clients expand their operations throughout the country, we provide them with legal support across Mexico and Latin America via our extensive network of correspondents. At Regalado & Galindo Abogados, we value every client and strive to provide them with personalized services.

Mr. Galindo is a skilled lawyer with over 20 years of experience in the field of Intellectual Property. In addition to his expertise in this area, he also specializes in regulatory law, administrative litigation, the right of personality and publicity, and freedom of expression. Having completed postgraduate studies in Japan and Germany, he gained invaluable experience working at esteemed firms. Notably, he served as a partner for over three years at the largest of the “Big Four” firms, where he led the intellectual property practice in Mexico.

With over 20 years of experience, Mr. Regalado is a highly regarded expert in civil and commercial law, both in litigation and arbitration. His practice encompasses a diverse range of legal fields, including administrative, constitutional, and human rights law, as well as patrimonial responsibility of the state due to irregular acts, international law, financial law, real estate, insurance and bonds, energy law, leases, and escrows. Mr. Regalado also excels in managing complex disputes involving conflicts of rights and jurisdictions.

## BUSINESS

- Intellectual Property
- Civil Litigation

## CONTACTS


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**Agustín Ríos**



**Fátima Cambroner**

## POSITIONING

We are R10S Abogados, the legal firm expert in taking care of you and so we have been since 20 years ago when we committed to perfectly fulfill each one of your legal requirements.

These many years taking care of our clients requires commitment; that is why, we are experts in the most important and innovating legal fields, such as: IT law, data privacy and protection, corporate law, intellectual and industrial property, copyrights and litigation that along with our always prompt and effective response, have taken us to become one of the main legal boutiques throughout Mexico.

## BUSINESS

- IT Law
- Internet
- Data Protection
- Privacy
- Industrial and Intellectual Property
- E-commerce
- Domain Name
- Corporate Law
- Civil and Commercial Law
- Administrative Law
- Litigation

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**Gilberto Sánchez**



**Eduardo Vázquez**



**Oscar Ochoa**

## POSITIONING

SPECIFIC IP is a Law Firm specializing in Intellectual Property. We offer an experienced service tailored to our clients' specific needs, both at the national and at the global levels. We provide a combination of personal and quick response service, making us a boutique Firm with the experience and solidity of a major Law Firm.

The Industrial Property Law is a vital tool for all companies or entities that have the need to protect their creative and/or business assets, which can cover anything from an artistic creation to a new manufacturing process. At SPECIFIC IP, we have a team of specialists in Intellectual Property and full-weight litigants, who turn the complex world of Intellectual Property into something that is easily understandable; we always advise the most effective, practical and useful options in order to make our clients' lives easier.

At SPECIFIC IP we offer a full service: Intellectual Property, Copyrights, Administrative Litigation, Litigation in Industrial Property matters and Amparo proceedings.

With more than twenty years of solid experience in the Intellectual Property and with a team that is on track to be one of the leading boutiques firms in Mexico, we are recognized for the procedures in our client's affairs, for always having a solution and ensuring the best possible way to resolve their issues. Our services guarantee the best result for our clients, primarily due to our creativity to find the most appropriate solutions.

## BUSINESS

- Trademarks ®, as well as their monitoring
- Opposition to trademark registration
- Copyrights
- Industrial designs
- Patents
- Technological agreements and licenses
- Franchises
- Trademark protection
- Launching of new brands (national and foreign)

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Javier Uhthoff Orive



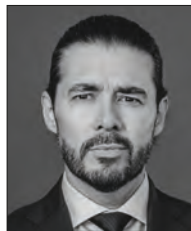
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Eryck Castillo O.



Saúl Santoyo Orozco



Marcela Bolland  
González



Eugenio Pérez Pérez



Xavier Hadad

## POSITIONING

Uhthoff remains as leader of the Intellectual Property forum in Mexico. The firm's vision is to be the most prestigious and recognized law firm with global reach. Its mission is to provide quality services in business law with the highest standard of ethics and values.

Founded in 1905, Uhthoff, Gómez Vega & Uhthoff, S.C., has distinguished itself by tradition and experience in customer service. In its 117 years of existence and with the legacy of four generations since its creation, Uhthoff, Gómez Vega & Uhthoff, S.C., is consolidated as the most important firm in the field of Intellectual Property in Mexico.

With a proven formula for success, that mixes experience and youth on its staff, our firm is known for being the leading Intellectual Property law firm in Mexico. We are by far, the number one applicant for patent and trademark applications in our jurisdiction and have a successful track record of litigation, which fully places us as a leader in the enforcement of Intellectual Property rights, not only in our country but also around the world.

Comprised by 8 partners and 62 associates, the firm has expanded its core IP practice to cover more services with the intention of providing an integral service to clients; in short, the firm handles the A to Z of Intellectual Property but is also involved in other legal areas.

## BUSINESS

- Anti-Counterfeit and Enforcement
- Biotech and Pharma
- Consumer Protection
- Copyrights
- Contracts
- Data Privacy
- Domain Names
- Entertainment Law
- Franchises
- Information and Communication Technology
- Licensing
- Litigation
- Patents
- Plant Breeder's Rights
- Trademarks

## OFFICES

- Mexico City

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**Arturo O. Díaz**



**Giovanna Yllanes**

## POSITIONING

Law firm that was born in 2007 by the hand of its founder Arturo O. Díaz, specialized in Industrial Property matters, the same one that has consolidated its prestige through academic rigor in Peru and other Latin American countries, and that since In 2012 with an experienced human team and in response to the need to extend services to our traditional intellectual property clients from Peru to other countries in Latin America from a regional perspective, we reinvented the practice at a regional level and today we can affirm that Our experience has made us experts in the region as a whole, which today allows us to achieve the total satisfaction of our clients at the highest level of service in all areas of Corporate Law and Intellectual Property practice.

We are oriented to advising towards an experience, multidisciplinary, comprehensive and regional with a solid reputation in values of Honesty and Integrity in which we believe and promote, adapting to constant changes, based on our solid experience.

### How do we do it:

#### Intellectual property,

Experience has allowed us to know and identify a series of legal instruments available to protect your ideas in matters of Industrial and Intellectual Property; the registration of trademarks, patents, industrial designs, utility models, plant varieties and advice in Advertising and entertainment, Copyright, Consumer Protection is a versatile practice in our firm, but above all protection, monitoring and evaluation of controversies and litigation in matters of trademarks, patents related to their registrations, oppositions, cancellations due to lack of use, nullities, in addition to actions for infringements of trademarks, patents, copyrights, border measures, Unfair Competition, Advertising, the Investigation and Criminal Actions against counterfeiting and reproduction and, how you can make use of legal instruments to protect your organization, makes us capable today of creating strategies to effectively prevent and protect your Intellectual Property Rights.

#### Corporate Law

We are a highly specialized firm in everything related to corporate matters and represent our clients in all the activities that a commercial company can carry out, from its creation, merger procedures, transformation, to its liquidation and extinction. We advise and represent our local or foreign clients before the different entities and agencies of the state and municipal government throughout Peru, we address business problems based on our experience based on legal institutions.

## BUSINESS

- Intellectual Property Law - Competition Law
  - Fashion & Intellectual Property
  - Trademarks
  - Patents
  - Industrial Designs
  - Utility Models
  - Anti-counterfeiting actions
  - Anti-piracy
  - Enforcement
  - Plant Breeder Right
  - Advertising and Entertainment
  - Copyright
  - Consumer Protection
- Unfair Competition – Internet
- Corporate law
- Commercial Law
- Customs law
- Criminal Law: Crimes against the
- Economic Order - Customs Crimes - Crimes Against Intellectual Property
- Regulatory Law: Registration and Maintenance of Agrochemicals

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**Catherine Escobedo**



**María Julia Goicochea**



**Giovana Palacios**



**Carlos Pulcha**



**Piere Abanto**



**Giovanna Vila**

## POSITIONING

BARLAW – Barrera & Asociados is a leading IP firm in Peru and the Latin America region that arises from the experience gained by its members in activities related to the protection of Intellectual Property of national and foreign clients, as well as the fieldwork carried out in application of legal measures against product piracy and counterfeiting, which its founding members have performed for twenty-six years. Professionals in BARLAW provide legal advice and defense with a personalized approach in an opportune and efficient manner that allow our clients to maintain efficient management of issues related to Intellectual Property in business.

BARLAW through all these 12 years of continuous and remarkable work being responsible of important IP portfolios, handling interesting and complex cases has been recognized number 1 in IP litigation and enforcement by different international rankings and magazines as Chambers & Partners, WTR 1000, IP Stars, Managing IP, Leaders League, Legal 500, World IP Review - WIPR, Patent Lawyer Magazine Ranking, Trademark Lawyer Magazine Ranking, IAM Patent 1000, Benchmark Litigation, Global IP Awards, Global Law Experts, Latin Lawyer, Best Lawyers and Women in Business Law Expert Guide – Euromoney.

This year 2023 WTR 1000 recognized our firm as Gold Tier Firm in Intellectual Property in Peru and considered Adriana Barrera as recommended lawyer in Gold Tier, Maria Ines Herrera and Medalith Albarracin as recommended lawyers in Silver Tier, and Andrea Chunga and Carlos Pulcha in Bronze Tier. Also, this ranking highlighted Adriana Barrera as anti-counterfeiting leader in Latin America. The Trademark Lawyer magazine recognized our firm within Top 10 Trademark Firms and IP Practices in Peru for third year in a row. For fifth consecutive year, Managing IP shortlisted our firm as Firm of the year, BARLAW won this award in 2022 and Adriana Barrera was awarded as Latin America Practitioner of the year, so we are very glad to continue to stand out among clients and peers. Also, IP Stars from Managing IP recognize BARLAW as a recommended firm in its Trademark Firms Ranking 2023.

BARLAW is committed with diversity and inclusion initiatives, and we dedicate our efforts in these matters in our daily activities to develop opportunities that benefit all of us. The firm was founded by two women with the aim to lead a law firm to provide equal opportunities to other women and men colleagues. To date, BARLAW has been recognized by Managing IP, Chambers Diversity & Inclusion in its Latin America Awards 2020, and WIPR. Our managing partner Adriana Barrera along with our partner Medalith Albarracin, of Counsel Catherine Escobedo and associate Giovana Palacios have had the honor of being highlighted in these rankings.

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## BUSINESS

- Trademarks
- Copyrights
- Patents
- Anti Counterfeiting & Anti Piracy
- Brand Protection & Enforcement
- Fashion and design law
- IP litigation
- Licensing and IP transactions
- Media and entertainment law
- Unfair competition
- Advertising law
- Life sciences & Regulatory
- E-commerce and domain names
- Data protection

## SOCIAL MEDIA

- <https://www.facebook.com/BarlawPeru>
- <https://www.linkedin.com/company/barlaw---barrera-&-asociados/>
- <https://twitter.com/BARLAWIP>
- <https://www.instagram.com/barlawperu?r=nametag>

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Marité Aragaki



María Delia Oxley



Ramón Huapaya



Carolina Gajate



Juan Carlos Escudero



Juan José Hopkins



Néstor Shimabukuro

## POSITIONING

Grau was founded in Lima in 1934 and joined international firm CMS in January 2017. With more than 85 years of experience, is a leading full-service firm with a professional team made up with more than 100 lawyers, offering a client-centric service that combines comprehensive legal local knowledge with a global approach, advising clients from all over the globe, including Asian, European, Latin American and North American companies.

Our multidisciplinary team of lawyers joins efforts to provide advice to our clients in the Life Sciences & Healthcare and the Technology, Media and Communication sectors in a wide range of legal aspects that cover their businesses, such as regulatory, product liability, new technologies (IT law, e-commerce, fintech, IoT), data protection, competition, public procurement, intellectual property, trademark, corporate and commercial issues; as well as disputes and mergers and acquisitions.

Several of our lawyers have master's degrees and have completed postgraduate studies in Europe and the United States. Many of us have trained in US law firms and have held offices in government. This experience, coupled with extensive on-the-job training, enables us to offer our clients a unique approach.

## OFFICES

### AMERICAS

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- Rio de Janeiro
- Santiago de Chile

### EUROPE

- Aberdeen
- Amsterdam
- Antwerp

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- Duesseldorf
- Edinburgh
- Frankfurt

- Funchal
- Geneva
- Glasgow
- Hamburg
- Istanbul
- Kyiv
- Leipzig
- Lisbon
- Ljubljana
- London
- Luxembourg
- Lyon

- Madrid
- Manchester
- Milan
- Monaco
- Munich
- Paris
- Podgorica
- Poznan
- Prague
- Reading
- Rome
- Sarajevo

- Seville
- Sheffield
- Skopje
- Sofia
- Strasbourg
- Stuttgart
- Tirana
- Utrecht
- Vienna
- Warsaw
- Zagreb
- Zurich

### AFRICA

- Algiers
- Casablanca
- Luanda
- Johannesburg,
- Mombasa
- Nairobi

### MIDDLE EAST

- Abu Dhabi
- Beirut

- Dubai
- Muscat

### ASIA

- Beijing
- Hong Kong
- Shanghai
- Singapore

## BUSINESS

- Antitrust, Competition and Trade
- Aviation
- Banking & Finance
- Bankruptcy & Restructuring
- Compliance
- Consumer Products
- Corporate/M&A
- Dispute Resolution
- Employment & Pensions
- Energy: Electricity, Oil & Gas
- Environmental Law
- Hotels & Leisure
- Infrastructure & Projects
- Insurance
- Intellectual Property
- International Arbitration
- Life Sciences & Healthcare
- Mining
- Public Procurement & Administrative Law
- Real Estate & Construction
- Tax
- TMC - Technology, Media And Communications

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## POSITIONING

Estudio Colmenares & Asociados, established in 1904, has been devoted exclusively in IP protection, advice, surveillance and litigation. Our legal department is capable of handling oppositions, defenses, cancellations, litigation in court, conciliations, infringement and nullity actions and all kind of services related to the IP field. With more than 40 people working together with the single aim of offering the best Intellectual Property service in Peru, maintaining the optimum level of professional ethics.

Our services are focused on multinational firms. Our expertise is based on mayor international clients and agents around the world. Our clients are mainly within the pharmaceutical field, fashion designers, cosmetics, agrochemicals, lubricants, automotive, machinery, food industry, liquors as well as digital services.

### Trademarks

With 8 lawyers, 4 paralegals and a total staff of 25 professionals, our Trademark Department is capable to handle:

- Immediate searches with official information and legal opinion. This service is free of cost for intend to register the corresponding mark.
- Applications, multiclass or single class, same day online applications (if requested) at no extra charge
- Registrations with monitoring system
- Trademark renewals with very special rates.
- Modification of records, limitation of goods, licenses, assignments, changes of name and address, etc.
- Litigations, infringement actions, domain names and digital actions, conciliations, cancellations and nullity actions, oppositions, defenses, court actions and all kind of IP legal matter with the PTO and in court.

### Patents and Designs

With 3 patent lawyers, 2 paralegals, 2 biologists, 1 bio scientist and a total of 14 professionals our Patent and Design Department is capable to handle:

- Patent searches
- Patent applications either PCT or convention application
- Patent analysis after receiving a technical report
- Modification of records, licenses, assignments, changes of name and address, etc.
- Any legal Action related to Patents at the PTO or court
- Annuity services

We have been considered as the No.1 patent agent since year 2017. We are ranked in the top tier for trademark and patent prosecution by Managing IP and Leaders League.

## BUSINESS

- Trademark and Patent Searches
- Trademark and Patent Registrations
- Trademark and Patent Litigations
- Trademark and Patent Modifications
- Trademark Renewals
- Annuities
- Industrial designs and Utility Models registrations
- Domain name registrations and litigation
- Infringement actions at Customs
- Litigation in court

## CONTACTS

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Luis Diez Canseco



Robert Venero



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Roxana Arellano



Daniel Schmerler



Omar Alvarado

## POSITIONING

Diez Canseco is a highly specialized law firm which has been consistently devoted to address the most complex matters required by our clients mainly in the Competition, Intellectual Property, Telecommunications, Media and Technology (TMT) and Data Privacy fields. Regardless of how challenging or one-in-a-kind the mandates entrusted to us are, we are committed to provide practical solutions in a language that is understandable not only by legal counsels but also by business teams.

Despite initially focusing on the four topics mentioned above, Diez Canseco has steadily grown over the past seven years, creating new departments and hiring capable partners and senior associates able to handle regulatory issues whether in public utilities sectors (such as electricity, water and sanitation, or oil and gas) or not; or matters concerning public law advice, life sciences, merger clearances, as well as compliance needs. It goes without saying that despite expanding the range of their activities, Diez Canseco remains committed to offering a “boutique approach,” in which each project is constantly overseen by a Partner who is then actively involved in the delivery.

Litigation is ingrained in our DNA. Our firm is actively involved in litigating some of the high-profile antitrust cases (including leniency and rewards programs), as well in merger control filings. Likewise, we cover unfair competition, advertising law, consumer protection, bureaucratic barriers, data privacy, bankruptcy law and dumping and subsidies cases in Peru and the Andean Community. Furthermore, in line with our interest to assist our clients not only in a reactive but also in a proactive way, we have made significant efforts to strengthen our involvement in compliance programs, the issuance of opinions concerning commercial initiatives, and daily advice on ordinary course of business issues.

Due to our high level of specialization in the broadest range of trademark, copyright, and even patent matters, national and international major players have sought us out in the area of intellectual property. The year 2022 will go down in history as the year Diez Canseco began actively exporting trademarks by acquiring new clients with global portfolios. Aside from prosecution work, we are particularly capable of handling disputes, litigation cases before authorities, private negotiations, contractual schemes like franchise and license agreements, or transactions involving intellectual property with the same level of expertise and speed. We are able to provide this service on a global scale and in numerous jurisdictions because to our extensive network of agents.

Unlike the vast majority of legal firms on the market, Diez Canseco has a team of professionals who take a unique approach, combining private expertise with extensive public background at the highest level of many government agencies. Almost all of our team has served as officers at the Peruvian competition and intellectual property agency (INDECOPI), and we have former members of the telecommunications regulatory agency (OSIPTEL), the energy and mining regulatory agency (OSINERGMIN), the United Nations Conference on Trade and Development (UNCTAD), the World Bank (WB), the World Intellectual Property Organization (WIPO), the Organization of American States (OAS), and the Andean Court of Justice. This powerful background, as well as the strong academic credentials of our team (professors and lecturers at Peruvian most prestigious universities) are key factors in encouraging deference for our views and arguments before the authorities.

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## BUSINESS

- IP Litigation
- IP Prosecution
- Trademarks
- Patents
- Copyright
- Domain Names
- Consumer protection
- Advertising
- Antitrust
- Merger
- Control
- Trade Remedies
- Anti Bureaucratic Barriers
- Energy
- Telecom
- Public Utilities
- Data Protection
- Regulatory
- Life Sciences
- Public Law
- Administrative Litigation
- Andean Community Law
- Bankruptcy Law
- Compliance

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**Javier Duany**



**Jessica Ortiz**

## **POSITIONING**

At DS Casahierro Abogados, our clients' needs require us to get involved in more sophisticated aspects of Intellectual Property and Competition, preparing ourselves to move forward with them, towards new trends, to always provide a suitable and timely legal advice that allows them to compete successfully in the market.

The synergy generated allows us to manage the different elements that affect the interests of our clients and that has allowed us to achieve leadership and develop adequate brand protection through anti-piracy actions in ports, in marketplaces as well as online.

In addition, our Firm has advised clients from different industry sectors on the proper implementation of the legal framework for the administration and protection of a portfolio of trademarks, patents, copyrights and new technologies at the national and international level, and the different litigations in Intellectual Property, as well as the protection of personal data, through data collection, cross-border data transfers and audits in order to avoid regulatory violations.

Likewise, we provide preventive advice and litigation advice in the areas of free competition, unfair competition, consumer, elimination of market access barriers, dumping and subsidies, and at the regulatory level in the different business sectors.

## **BUSINESS**

- Anti Counterfeiting
- Enforcement
- Brand protection
- Trademark
- Copyright
- Patents
- Domain names
- Data Protection
- Sanitary regulation
- Competition & Antitrust
- Consumer Protection
- Regulatory Matters

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**Erick Iriarte Ahon**



**Fátima Toche Vega**

## **POSITIONING**

Iriarte & Asociados is a group of lawyers specialized in the inter-relationship between Law and the Information Society, being the areas of policies and regulatory framework of the Information Society our main strength, together with the so-called law of new technologies. and intellectual property.

Our legal practice is constantly fed with academic work and scientific activity, as well as policy consulting, which allows us to understand in greater depth the new changes that information and communication technologies pose in society, and in this way be able to provide the services that your company or organization requires to face the new challenges demanded by the Information Society.

The correct understanding and knowledge of new information and communication technologies, added to our experience in technological businesses and the use of intellectual property as a tool for protection and enhancement of our clients' companies are some of our main strengths. ; Therefore, we are able to provide you with a wide range of strategies for the registration, maintenance, use and protection of your intangible capital, intellectual and industrial property, as well as facing the challenges of the Information Society in strict compliance with current legislation. .

But we have not only taken the New Technologies as a guideline, the Material and Intangible Cultural Heritage, as a human creation that must be respected; as well as the Environment, which is where the human being unfolds, are part of our specializations, achieving together with Intellectual Property, Cultural and Creative Industries and the Law of New Technologies, an amalgam of modernity and respect for our historical legacy; of new digital technologies and recognition of the inventive capacity and sensitivity of the human being through creation and art. We are a mixture of our past and our future living in the present.

Our professional services are combined with a personalized approach to our clients, in order to find the solutions that best suit their needs and requirements.

Iriarte & Asociados is a group of lawyers and specialists in public management widely linked to the Creative and Cultural Industries that is concerned with new information and communication technologies. In the latter field, since its inception in our country and throughout the Latin American region, which has allowed us to understand and learn in depth the new challenges posed by the Information Society as direct actors in the regulatory changes that have taken place. given in our country and at the regional level.

## **BUSINESS**

- Information Society and New Technologies,
- Intellectual Property
- Environmental Law
- Advertisement Law
- E-government
- E-commerce
- Data Protection / Personal Data
- Digital Law
- Cybercrime
- Cybersecurity
- Information Society Policies
- Copyright
- Privacy
- Cultural Heritage
- Creative Industries
- Telecom

## **SOCIAL MEDIA**

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**Baldo Kresalja**



**Rosa María Kresalja**



**Marcela Robles**

## POSITIONING

We are well-known professionals in matters of defense and protection of the Intellectual Property thanks to our trajectory. We know the economic and business reality of the market, which allows us to offer the best alternatives and strategies to protect your investments.

Our team is formed by professional leaders in the field of defense of Intellectual Property with more than 50 years of experience.

We are recognized for our active editorial production on issues of legal doctrine. Our lawyers have been trained professionally in Intellectual Property regulatory organizations.

We are members of various national and international organizations related to Competition Law and Intellectual Property (INTA, ASIPI, APPI, among others).

Due to our trajectory in the defense of IP rights, we act as a hub for companies at a regional and global level.

## BUSINESS

- IP Strategy
- Patents
- Utility Models
- Industrial Designs
- Trademarks
- Copyrights - Author Rights
- Enforcement
- IP Litigation
- Antitrust/Competition
- Advertising
- Consumers Law
- Food and Beverages Labeling
- Data protection
- Domain Names
- Contracts and agreements
- IP Commercialization
- Corporate Law
- Litigation

## CONTACTS

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**Yahir Delzo**



**Yajaira Saavedra**



**Daniel Coaguila**

## POSITIONING

At MERTZ, we dedicate ourselves to recognizing and protecting our clients' intellectual capital. Our added and differentiated value comes from our professionals' strategic and multidisciplinary approach to intellectual capital management.

We specialize in turning our clients' IP portfolios into a competitive advantage on an economic, legal, or technical basis.

We see innovation as a cyclical process that must be controlled in order to produce outcomes that benefit the company, its people, and society as a whole.

At Mertz, we have the expertise and experience to use a variety of tools and services in our work with clients on R&D, innovation and entrepreneurial initiatives.

We provide a full range of IP filing, prosecution and litigation services. Our patent and non-patent literature research services offer high quality research solutions to our international clients, who are looking to outsource steps in their clearance processes.

Our services include R&D legal and IP support, innovation programs, TRL assessment, support for entrepreneurial activities, technology transfer assistance, as well as filing, prosecution, and litigation services. We help companies create and maintain IP portfolios that are aligned with their goals.

Along with comprehending technological sectors, our innovation services also involve work with the orange or creative economy, where we work with copyright intensive industries and initiatives, cultural and social based initiatives such as geographical indications, collective marks, Indigenous cultural intellectual property.

## BUSINESS

- Access to Genetic Resources
- Copyright & Related Rights
- Data Privacy
- Geographical Indications
- Grants and Tax Benefits for Research and Innovation
- Health Registrations
- Industrial Designs
- Innovation
- IP Due Diligence
- IP education and consultancy
- Lifescience & Cropscience
- Plant Breeder's Rights
- Patents
- Slogans
- Startups
- Technology
- Trade Names
- Trade Secrets
- Trademarks
- Unfair Competition
- Utility Models

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Oscar Montezuma

## POSITIONING

Niubox is a leading and pioneer consulting firm providing hyper-specialized legal advice and strategic consulting in public and regulatory affairs for the technology industry as well as legal innovation for legal departments with offices in Peru, Ecuador, and Colombia.

The firm assesses all the legal and regulatory needs of a digital or technology business, from the drafting of terms and conditions for a mobile application to the negotiation of a complex core banking contract and its corporate and tax implications. Niubox has developed solid experience in addressing the legal challenges imposed by digital platforms, e-commerce, and sharing economy businesses in terms of consumer protection, competition, data privacy, and intellectual property rights, as well as the legal needs of innovation and digital transformation labs. In terms of privacy and cybersecurity, Niubox has been acknowledged as the leading practice in the market for having a wide spectrum of services that include gap analysis and implementation of data protection legal framework, privacy by design assessments, data breach advice, support in data governance, monetization and big data projects and compliance audits. As the fintech ecosystem continues to evolve globally, its legal and regulatory needs have grown in matters related to the innovation of financial services platforms, the tokenized economy, blockchain, cryptocurrencies, and digital assets in general. We also offer specialized legal advice that allows our clients to navigate the main challenges presented by web3 and the crypto economy.

The firm has a pioneering and leading public and regulatory affairs' practice through which we design public and regulatory affairs' strategies by combining legal, political insights, and policy expertise through deep knowledge and understanding of the digital ecosystem, the legal framework, and its key stakeholders. Through its public and regulatory affairs' practice, Niubox seeks to set up a safe environment for businesses and to have technical discussions with the authorities.

Finally, Niubox has developed unique expertise in legal innovation consultancy focused on legal design, legal operations, and legal tech for Legal Departments to lead them to generate out-of-the-box business-oriented solutions and strengthen soft skills aligned with their organization's purpose, looking for a service model for one more dynamic and efficient adjusted to the needs of an increasingly digital and flexible world.

Niubox's clients range from Fortune 500 multinational technology companies to emerging startups developing disruptive technologies.

## BUSINESS

- Privacy & cybersecurity
- Competition, consumer and intellectual property
- Technology contracts and digital transformation
- Telecommunications law
- Entertainment and media
- Fintech, blockchain and cryptoassets.
- Public and regulatory affairs
- Legal innovation & legal tech.

## OFFICES

- Peru
- Ecuador
- Colombia


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**Gustavo Rodríguez**



**David Encinas**

## POSITIONING

In Rodríguez García & Encinas Abogados we specialize in market, intellectual property, real estate, data protection and compliance issues. We are a boutique firm dedicated to serving your needs in all competition, market controversies and intellectual property matters, real estate projects and compliance programs development.

The benefit of our service is based in our result-oriented approach and a deep understanding of market and corporate needs.

Our approach is oriented to the prevention of contingencies, the active defense of the interests of our clients and the generation of added value. In Rodríguez García & Encinas we are interested in transforming attributes into advantages. Our vocation is clear: to be strategic partners that achieve tangible results.

## BUSINESS

- IP Litigation
- Trademark prosecution
- Oppositions
- Infringements
- Advertising Law
- Competition
- Consumer protection
- Fashion Law and Entertainment
- Real Estate
- Construction
- Data Protection
- Compliance - Market Regulation
- Compliance – Prevention of Money Laundering and Terrorist Financing
- Compliance – Data Protection

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**Renzo Scavia**

## POSITIONING

Scavia & Scavia is a law firm focused on intellectual property, competition law, entertainment law, regulatory affairs, protection of personal data, information technologies, business law and litigation.

Our intellectual property team has the experience and skills required to meet the highest expectations of our clients and it is in a position to assist them at both, domestic and international levels. We provide personalized attention in matters related to trademarks, service marks, collective and certification marks, slogans, trade names, labels or emblems, appellations of origin, geographical indications, as well as patents, utility models, industrial designs and copyright.

Our services cover not only the filing, but also the prosecution and enforcement of intellectual property rights.

Furthermore, we have an active anti-piracy and anti-counterfeiting department, which is permanently monitoring the marketplace in order to detect possible violations of intellectual property rights for enforcement purposes.

The firm is a member of the most important intellectual property associations, such as INTA, AIPPI, ASIPI and LESI. Its founding partner is president of the Andean regional chapter of LESI and member of international committees dealing with the protection of intellectual property rights. He has also been a speaker at various international conventions on this specialty.

At Scavia & Scavia we offer solutions and protect your creations, dedicating our efforts to go beyond our clients' needs.

## BUSINESS

- Trademarks
- Patents & Utility Models
- Industrial Designs
- FTO & PPH
- Copyright & Software
- Life Sciences
- Technology Transfer
- Franchising & Licensing
- Competition Law
- Consumer Protection
- Advertising Regulations
- Domain Names & E-Commerce
- Protection of Personal Data
- IP Litigation
- Customs & Border Measures
- Corporate Law & Contracts

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Elsa Canhão



Jorge Faustino



João Jorge



António Trigueiros de  
Aragão

## POSITIONING

Welcome to RCF – Protecting Innovation S.A. is a company which has been rendering industrial property services since 1929.

RCF– Protecting Innovation, S.A. is a leading IP Firm in Portugal, with more than 90 years old of activity and a total of 41 employees, RCF PI is one of the largest, oldest and most prestigious IP Law Firms operating in Portugal, with a strong international component and a reference partner for IP matters in Portugal.

We are also represented in Angola, Cape Verde Islands, Macao, Mozambique, São Tomé and Príncipe and East Timor.

## BUSINESS

- Applications
- Arbitrages
- Disputes
- Specialized Surveillance
- Technical Analysis
- Technical Translations
- Trademark searches
- Analysis and follow-up of R&D
- Support for internationalization
- Searches of the state of art in Technological related Rights and Distinctive Trade Signs Rights
- Management, maintenance and monitoring of portfolios, trademarks and designs
- Representation (preparation of applications and prosecution) near the relevant Institutes: INPI – PT, EUIPO – European Union Intellectual Property Institute, EPO – European Patent Office, WIPO – World Intellectual Property Organization and with the local Register Offices in countries considered relevant, in particular, Portugal, Macau, Angola, Mozambique, Brazil, Cape Verde, São Tomé and Príncipe and cautionary notices in East Timor.
- Analysis (including “freedom to operate”, patentability and validity opinions) and technical and strategic follow-up.

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**Lília  
Emídio Carvalho**



**Joana Cruz  
Nune**



**Margarida  
Mota de Morais**



**Carine Moreira**

## **POSITIONING**

Founded in 2014, Travassos, Albuquerque & Associados is a young law firm, composed of young lawyers, with a matrix of multidisciplinary and internationalization, which brings together an eclectic personal and professional experiences whose result is revealed in dedication and commitment. Since its foundation, its activity has focused on advising companies, in all business and operations matters, with special emphasis on the technology and software sector.

- IP and Information Technology
- Commercial, corporate and M&A
- Employment Law
- Public procurement
- Privacy and Personal Data Protection
- Real estate and construction
- Arbitration and Litigation

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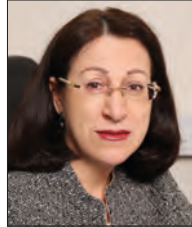
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Tamara S. Fomicheva



Tatiana V. Petrova



Maxim V. Mikhailov

## POSITIONING

Sojuzpatent is the oldest leading law firm providing IP protection services in Russia and the former Soviet Union.

Sojuzpatent's team of over 160 qualified specialists includes 50 registered Russian and Eurasian patent and trademark attorneys and litigation lawyers offering incisive and highly practical expertise in all disciplines of science and technology.

The firm originated with the establishment of its predecessor, the Patent Bureau, which was a structure of the Soviet Chamber of Commerce and Industry. For many years, Sojuzpatent was the only patent and trademark law firm in the Soviet Union that was authorised to deal with IP protection and assist Soviet inventors in obtaining protection for their inventions, industrial designs and trademarks on exported goods. It also rendered IP services to foreign entities. After the dissolution of the Soviet Union, Sojuzpatent became a limited liability partnership owned by its attorneys. Sojuzpatent is proud of its history. Our team members consistently bring the successes of the past into their daily work routines while confidently preparing for the future.

Sojuzpatent provides client services within and outside the Russian Federation on patenting inventions, utility models, industrial designs, selection achievements, trademark registration (service marks), appeals (origin of goods), selection achievements, domain names, software, databases and integrated circuits.

Sojuzpatent attorneys file between 2,000 and 3,000 patent applications and between 1,000 and 2,000 trademark and design applications each year. It pays annuities for more than 50,000 patents and renews about 1,500 trademarks each year.

Sojuzpatent uses customised software, has strictly defined the workflow rules of documents in circulation and fine-tuned the necessary internal procedures – all of which helps to process large volumes of data. Sojuzpatent's professional liability is covered by a policy issued by one of the world's top insurers. Sojuzpatent's lawyers successfully represent their clients before the Russian Chamber for Patent Disputes and all Russian courts, as well as before some foreign courts.

The firm's professionals have extensive experience in trademark, patent and design prosecution and enforcement, including opposition proceedings, cancellations, infringement, anti-counterfeiting and parallel import cases, and advise on IP commercialisation, including drafting licences and other IP agreements.

## BUSINESS

- Inventions And Utility Models
- Industrial Designs
- Trademarks, Appellations Of
- Origin Of Goods
- Selection Achievements
- Patent Search
- Legal Services
- Technology Transfer & License
- Agreements
- Computer Software & Databases
- Domain Names

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Torrecilla**



**Pedro Castiñeira  
Ezquerra**

## POSITIONING

Founded in Turin, Jacobacci & Partners is one of the largest and leading European IP law firms, with 150 years of experience and presence in more than 15 cities in Italy, France and Spain.

The Firm's strength lies in its committed team made up of 100 professionals and over 350 staff, whose experience allows us to manage every single aspect of the work with clarity and efficiency.

In Spain, it opened its first office in 1994, currently being a reference for national and international companies even in other Spanish-speaking territories thanks to its solid LATAM Desk.

This LATAM desk provides specific assistance to our European clients with their business needs in Latin American countries, while building and strengthening the firm's relationship with a network of local associates in the region. The LATAM desk also acts as a hub for managing the intellectual property work in Latin America, especially for companies and law firms located in Asia and the United States.

Jacobacci & Partners distinguished itself through its highly innovative approach, working closely together with its clients, consolidating its experience and constantly expanding its reach. All clients can rely on our vast wealth of knowledge and our well-established global network - two features that can be achieved only through slow, steady growth and careful commitment to a well-structured development plan.

Jacobacci & Partners' experience is enriched on a daily basis by the projects it undertakes. The Group currently manages over 100,000 patents and 100,000 trademarks on behalf of 10,000 clients of all sizes, sectors, regions and industries: an extraordinary case history that ensures that any problem can be handled with extreme competence.

## BUSINESS

- Patents
- Trademarks
- Designs
- Anti-Counterfeiting
- Online Brand Protection

## OFFICES

- France
- Italy
- Spain
- LATAM - Desk

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Georg Rauber



Gregor Bühler



Andri Hess



Luca Dal Molin

## POSITIONING

### IP / IT practice

Our IP / IT Team provides support in litigation, administrative proceedings and transactions in all areas of intellectual property, media, IT and privacy/data protection. We are fascinated by technology and support enterprises and entrepreneurs with all aspects of technological change.

### Representation Before Courts and Authorities

- We represent clients before courts, arbitral tribunals, and authorities in proceedings relating to intellectual property and matters with a particular focus on technology. Our core competencies include:
- Disputes on validity and enforcement of patents, trademarks, industrial designs, copyrights, software or business secrets
- Disputes about IT matters (such as rights in proprietary software, software development, etc)
- Disputes about licensing and technology transfer especially in pharmaceutical, life sciences, health, IT, energy, automotive industry as well as automation and robotics sectors

### IP and IT Strategy and Transaction Advice

We advise our clients on IP strategies and all intellectual property topics in a transactional environment. In addition, we provide support with the structuring, negotiation and documentation of transactions over IP rights. This includes, in particular:

- Development and implementation of strategies to safeguard business models by way of patents, trademarks, industrial designs, copyrights or regulatory instruments
- Transfer and licensing of IP rights

### Transaction Advice in IT, Telecommunication and Media

We support our clients with qualified technical know-how in all types of transactions with a focus on IT, telecommunications and media. We are committed to bringing transactions success even in difficult circumstances, and have long-standing experience in the following fields:

- IT projects (development of software, integration and migration projects, outsourcing)
- Licensing and distribution of software and data
- Financing transactions in IT, telecommunication and media start-ups

### Privacy / Data Protection

Our team advises comprehensively on Swiss and EU data protection law and represents clients in proceedings before data protection authorities and courts. Our services include the following:

- Development and implementation of strategies to ensure data protection in companies
- Support in internal investigations into incidents of relevance to data protection law and representation before authorities in investigations and proceedings
- Advice on international transfers of data and data management schemes

## CONTACTS

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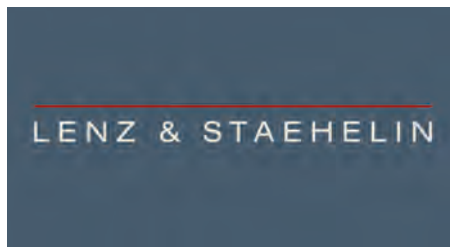
## IP | IT BUSINESS

Our IP | IT practice focuses on the following areas:

- Representation before courts and authorities in proceedings concerning intellectual property rights, advertising and fairness in competition.
- Advice on IP strategies and all intellectual property topics in the transactional environment.
- Structuring, negotiating and documenting transactions in respect of patents, brands, software and e-commerce.
- Support in all types of transactions, with a focus on IT, telecommunications, media and sport.

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Thierry Calame



Lukas Morscher



Jürg Simon



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Guy Vermeil

## POSITIONING

### Intellectual Property

Lenz & Staehelin's Intellectual Property group is renowned for its longstanding practice and excellent track record in every field of intellectual property (patent law, trademark and design law, and copyright law), including related areas such as unfair competition. We offer full services in trademark and design prosecution, represent clients in IP litigation (before the Swiss Federal Supreme Court, the Federal Patent Court, the Federal Administrative Court and cantonal courts across the country), and in IP-related international arbitration. In addition, we advise on complex commercial transactions such as licensing, franchising, joint ventures, R&D cooperations, all kind of technology transfer issues, and IP due diligence in M&A matters.

Lenz & Staehelin has a transaction-oriented approach to intellectual property, and always focuses on immediate client benefit. The breadth and depth of expertise available in-house translates into higher productivity and better services for clients. Because, unlike most other law firms, we also offer administrative services such as trademark and design applications and portfolio management, we can provide a one-stop shop for all IP-related matters (excluding patent applications).

### Technology and Outsourcing

Our Technology and Outsourcing practice offers a wide range of transactional and regulatory work in technology, media and telecom matters, including outsourcing, hosting and ASP, online services, mobile entertainment, broadcasting, media and convergence issues, digital transformation, e-commerce, telecoms regulatory and transactional work, international roaming and MVNO (mobile virtual network operator) agreements, ICT contracts, complex IT projects, public procurement, software development, licensing and distribution structures, strategic business alliances and joint ventures.

As regards media and entertainment law, we advise broadcasters, media companies and content providers active in print and online media, TV, radio and cinema operators, on regulatory, licensing, advertising and sponsoring matters, performance marketing and social media as well as content regulation and liability aspects. We frequently represent clients before Swiss regulatory authorities.

## BUSINESS

- Asset Management
- Banking and Finance
- Capital Markets
- Commercial and Contracts
- Competition
- Corporate and M&A
- Employment, Pensions and Immigration
- Insolvency and Restructuring
- Intellectual Property
- Investigations
- Litigation and Arbitration
- Private Clients
- Real Estate
- Tax
- Technology and Outsourcing

## OFFICES

- Zurich
- Geneva
- Lausanne

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**Andrea Oliva**



**Lucía Cantera**



**Viviana Cervieri**



**Diego Rocabado**



**Mónica Rivero**



**Diego Pérez**



**Leticia Callizo**

## POSITIONING

CERVIERI MONSUAREZ is a full-service IP law firm.

Each partner or senior associate leads a different area in which he is highly specialized. Each area has its own team of senior lawyers, junior lawyers and paralegals, which is repeated in each one of the offices. This allows a wide specialization in each area and the client receives a very specific treatment according to the subject matter. All partners actively participate as speakers in events (in the region and in the rest of the world).

CM is the only law firm that has developed its own software that allows the monitoring of its clients' brands and products, in the main platforms and social networks, allowing online research, product removal, market studies, etc.

CM is in charge of the most representative cases in IP matters, with international notoriety, which position the firm as a reference in IP litigation. It also has a Brand Protection department, which represents world brands in Latin America. We are the representatives of several brands, defending their IP rights in all that territory, representing them in seminars, training authorities and assisting in the coordination of the global work.

We take care of it.

## BUSINESS

We work in the following areas, which are in charge of:

- IP strategy and global anti-counterfeiting in charge of Dr. Virginia Cervieri
- Litigation, by Dr. Pablo Monsuárez
- Anticounterfeiting, by Anabel Frachia
- Trademarks, patents and copyrights, by Natalia Paladino
- Online monitoring by Agustina Viera
- Corporate Law, by Andrea Oliva
- IP trials and commercial agreements, by Lucía Cantera
- Regulatory Affairs and Plant Varieties, by Viviana Cervieri

## OFFICES

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### BOLIVIA

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