



LEADERS LEAGUE

Intelligence Report & Rankings

2020
EDITION

MARKETING, BRANDS, TRADEMARKS & COPYRIGHT



Top law firms & IP agencies
Exclusive interviews with leaders
Insight & analysis



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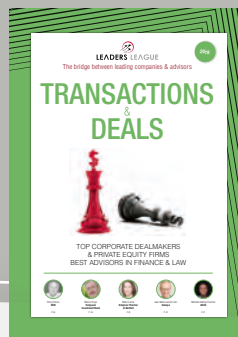
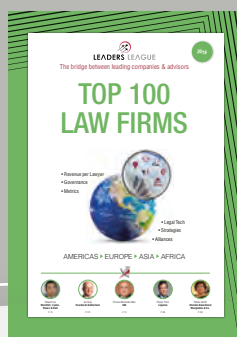
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LEADERS LEAGUE



BEN COOK
Managing Editor

COUNTERING THE COUNTERFEITERS

Just one click and it's yours. Coronavirus-related lockdowns around the world have led to a marked increase in online shopping and with it opportunities for counterfeiters are increasing exponentially. Why? Because the authorities responsible for tackling counterfeiting are becoming more and more stretched as online purchases spike and consequently they do not have the resources needed to detect illicit trade.

This is a worry. The impact of counterfeiting goes way beyond businesses' losing revenue due to consumers being duped into buying fake replicas of official products. Close links between counterfeiting and human trafficking, the illicit drug trade, extortion, money-laundering and corruption have been identified in research carried out by United Nations Office on Drugs and Crime (UNODC). In its report 'Focus On: The Illicit Trafficking of Counterfeit Goods and Transnational Organized Crime', UNODC stated that "groups such as the Mafia and Camorra in Europe and the Americas, and the Triads and Yakuza in Asia have diversified into the illicit trafficking of counterfeit goods, while at the same time being involved in crimes varying from drug and human trafficking, to extortion and money laundering."

With counterfeiting increasingly subsidizing organized crime, the need for businesses to strengthen their defences is paramount. To this end, the International Trademark Association – whose members include corporations, SMEs and law firms – is developing a counterfeiting toolkit for brand owners. Getting the best advice on this issue, as well as all other trademark and copyright matters, is vital. Leaders League's worldwide team of researchers has spent hundreds of hours identifying the best advisers in each jurisdiction and, in this guide, we present the results. ♦



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MARKETING, BRANDS, TRADEMARKS & COPYRIGHT

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EXECUTIVE

SUMMARY



BRANDS' REACTION TO THE CORONAVIRUS COULD MAKE OR BREAK THEIR FUTURE

Covid-19 will lead to a greater risk of online counterfeiting, and significant commercial damage for brands that don't get their pandemic response right.

Is the power of trademarks and patents being diminished? The coronavirus pandemic has had a dramatic impact on all aspects of life and business and the world of intellectual property (IP) is no exception. Professionals working in this field have highlighted the fact that IP assets are now particularly vulnerable in the current environment. How? IP lawyers are already having to handle breach of contract cases, while royalty payments are being delayed, and even worse, going missing altogether. In addition, given that tax relief is one of the strategies governments will adopt to tackle the effects of the pandemic, a significant IP-related risk will be the potential for IP assets to fall into the wrong tax regime at this time. This is an issue that has been highlighted by Peter McAleese, partner at Akran Intellectual Property, who is based in Rome in Italy, one of the countries that has been worst-affected by the pandemic. In an interview with the International Trademark Association (INTA) podcast Brand & New, McAleese added that another major problem could be posed by the possible application of Article 31 of the TRIPS agreement covering compulsory licenses. What does this mean in simple terms? Basically, it would mean that WTO members are exonerated from their obligation to recognize patent rights in the case of a national emergency. McAleese says that, in such a scenario, a WTO member “could set up a mechanism for producing pharmaceuti-

62%

Proportion of people who think their country “will not make it through this crisis without brands playing a critical role in addressing the challenges,” according to an Edelman survey

als and having them distributed at a lower cost without having to negotiate licenses with pharmaceutical companies.” He adds: “That’s a potential risk to IP assets.”

Counterfeiters avoiding detection

Another major IP related risk will be counterfeiters targeting new types of products as a result of the pandemic. In particular, given that a bigger proportion of the public is now doing its shopping online, products sold in this way will now be at greater risk of counterfeiting. This is partly because the relevant authorities are now being stretched and simply do not have the capacity they usually have to detect illicit trade. This is especially a problem if counterfeit goods are being produced domestically and do not have to pass through customs.

A warning has also been issued to marketing teams. Specifically, extra care needs to be taken regarding any claims that are made in marketing materials. In particular, IP professionals should be especially wary about trying to influence buying de-

isions by playing on people’s fears about the coronavirus. There is a distinct risk that such material could fall foul of rules about misleading advertising. As a result, IP professionals need to be especially cautious at this time.

However, on the bright side, there is a view that the current crisis will give rise to a period that is characterized by considerable innovation. For example, it’s argued that given that IP lawyers are now, generally speaking, communicating with clients via video calls, rather than in face-to-face meetings, this could actually become a permanent feature, even in the post-lockdown environment.

Brands’ pandemic response ‘better than governments’

One of the, perhaps surprising, effects of the pandemic is that it has highlighted the immense power of brands. A survey of the general public conducted by global communications business Edelman found that 62 per cent of respondents said that their country “will not make it through this crisis without brands playing a critical role in addressing the challenges.” The survey (which quizzed 12,000 people in Brazil, Canada, China, France, Germany, India, Italy, Japan, South Africa, South Korea, the UK and the US) also found that 55 per cent of people believed brands and companies are “responding more quickly and effectively than government.” As Jennifer Co-



han, president of Edelman New York, put it: “There’s a real clear desire for brands to partner with government and fill the gap in government’s response to the virus.”

However, this is a potentially dangerous time for brands. The Edelman study also showed that 90 per cent of respondents said it was important that brands do everything possible to protect the well-being and financial security of their employees and suppliers, with 52 per cent saying that brands “must do this to earn or keep my trust.” Indeed, for those brands that have not responded to the pandemic in a manner acceptable to consumers, the effects can be commercially devastating. The study showed that one-third (33 per cent) of respondents have “convinced other people to stop using a brand that I felt was not acting appropriately in response to the pandemic.”

Don’t try to be funny

One of the key messages is that advertising should now focus on how brands can help people cope with the challenges posed by the pandemic rather than selling. Equally importantly, brands should only talk about their products in a context that demonstrates not only their awareness of the crisis, but also its impact on people’s lives. It’s also worth noting that the consensus is that, despite a perhaps understandable notion that people may want light relief in these troubling times, brands should stop any advertising that is humorous. Meanwhile, some opportunists have made bold attempts to trademark ‘Covid’ and ‘coronavirus’. In addition to being a waste of time, such attempts have also been dis-

55%

Proportion of people who believe brands and companies are responding to the coronavirus pandemic “more quickly and effectively than government”
(Source: Edelman)

missed as being in very poor taste. In a blog post, Squire Patton Boggs partners Joseph Grasser and Marisol Mork said such attempts were “unlikely to lead to trademark registrations.” They added: “As a starting point, it is important to recall that, fundamentally, trademark law is aimed at protecting consumers. That is, trademark law is aimed at protecting a consumer so that they will know that when they buy a Chevy brand truck, an Apple brand computer or a McDonald’s cheeseburger, it will be of the quality that they have come to expect from that manufacturer or provider.” In this context, Grasser and Mork explained ‘Covid’ or ‘coronavirus’ would only be a proper trademark for a person, or business, claiming to be the source or origin of the virus. “Given that no one can make that claim, these applications to register should be denied.”

Testing time

Spurious trademark applications aside, it is undoubtedly an extremely testing time for those working in IP. Not only are there problems with royalty payments, there is the added risk that patent rights will not be recognized at a time of crisis. In addition, there is the added danger of an increase in counterfeiting as more consumers make their purchases online. But it is also a time

of great opportunity for professionals working in IP. Those brands that connect best with the customer – by effectively communicating their awareness and understanding of the impact of the pandemic on consumers – are set to win considerable market share from those brands that have failed to protect their employees and suppliers. ♦

GSK and Sanofi reject IP ‘norms’ and announce collaboration

The coronavirus pandemic has led to rival pharmaceutical companies GSK and Sanofi joining forces in what they have described as a “unprecedented collaboration”. The joint venture will involve both companies working together to find a vaccine for Covid-19. Under the terms of the deal, Sanofi is contributing an antigen which is an exact genetic match to proteins found on the surface of the coronavirus, while GSK is providing its adjuvant technology, which has the potential to enhance the immune response to the Sanofi antigen.

As Julie Nixon, a lawyer at Morton Fraser puts it, the announcement demonstrates that the “pharmaceutical ‘norms’ for developing vaccines and the protection of IP are being set aside to accelerate the development of a vaccine to the coronavirus”. Given that vaccines are produced by using live attenuated viruses or components that have markedly different characteristics from molecules found naturally, they consequently qualify for patent protection. Manufacturing processes for vaccines are classed as proprietary know-how for pharmaceutical companies, and, as a result, are often protected by trade secrets if patent protection is not possible.

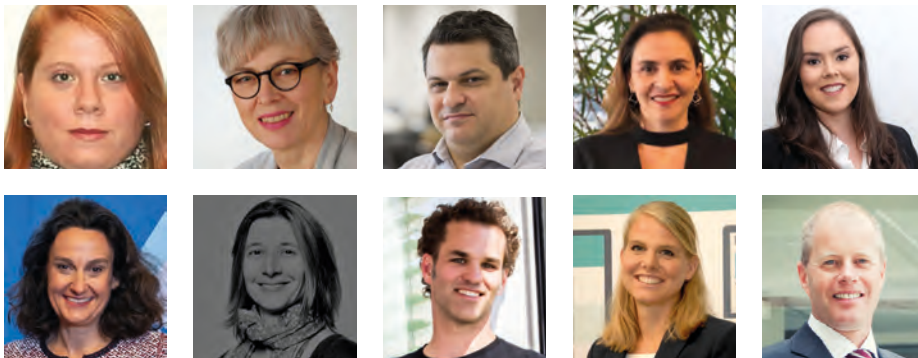
The financial investment needed to develop vaccines is a problem for many pharmaceutical companies. This is because, in comparison to small-molecule drugs, vaccines have smaller markets and are expensive to manufacture and test in human clinical trials. This means that, without being granted exclusive rights so that research costs can be recovered, there may be no incentive for pharmaceutical companies to undertake the necessary research to develop vaccines. However, pharmaceutical companies are aware that if they are seen to be profiteering from the coronavirus crisis, the public backlash could have severely damaging commercial implications for their businesses. ♦

WHAT STEPS SHOULD BRANDS TAKE TO ENSURE THEY HAVE THE BEST CHANCE OF SURVIVING THE PANDEMIC?

1. Protect the well-being and financial security of your employees and suppliers
2. Ensure your marketing materials don’t play on people’s fears of the coronavirus
3. Focus your message on how to help people cope with the pandemic’s challenges
4. Ensure your messaging does not focus on selling
5. Stop any humorous, or light-hearted advertising

The

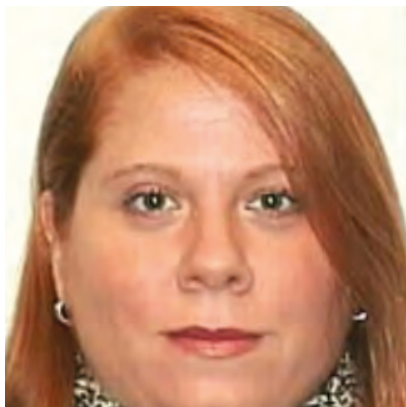
LEADERS



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“IP practitioners need to broaden their horizons”



Interview with
AYALA DEUTSCH
President **INTA**

The International Trademark Association’s New York-based president, Ayala Deutsch, says practitioners should be asking themselves how they can develop professionally in order to gain a better understanding of how assets are commercialized.

LEADERS LEAGUE. What are INTA’s key priorities?

Ayala Deutsch. We’re in the middle of a three-year strategic plan, and we have three priorities. The first is promoting the value of trademarks and brands in terms of their role in driving the economy. We also want to develop a greater recognition of how INTA views itself – historically, the focus has been on trademarks, but now we are taking a more holistic view of brands. This involves looking at brands as cultural icons and taking a broader perspective, that is, looking at a brand as beyond a logo.

The second priority is reinforcing consumer trust. There is often a personal relationship between the consumer and the brands.

“With regard to diversity and inclusion, we’re also developing a leadership program for women in intellectual property”

This involves looking at the things we need to do to ensure you are engaging with the authentic brand and not a counterfeit. Also we want to look at the role of brands more broadly in society, particularly in relation to issues such as diversity, inclusion, and sustainability. Also, what brands can do to contribute in terms of being good corporate citizens.

Thirdly, we want to embrace innovation and change. We want to be forward thinking and open to new ideas. We are currently running initiatives looking at the trademark office, the IP law firm and the in-house IP department of the future. There is a lot of crystal ball-gazing as we consider the impact of blockchain and artificial intelligence

– we’re now planning for our next strategic plan.

How is INTA changing to adapt?

The organization has modernized tremendously already, we’re more strategic, we’ve expanded our horizons. We’re more data-driven, we’re commissioning impact studies. We also have initiatives looking at the commercialization of brands, and initiatives like ‘Brands for a Better Society’ [the goal of which is to show how brands help society at large by focusing on what brands are bringing to communities by moving beyond the traditional message that trademarks merely protect corporate interests]. We’re also looking at ways of identifying helpful data, impact studies, and building out the notion of brands for a better society. With regard to diversity and inclusion, we’re also developing a leadership program for women in intellectual property. Meanwhile, as an organization, we’ve increased our global footprint in terms of representative offices and membership. We’ve also improved our ability to engage with volunteers

What is INTA’s position in relation to the issue of counterfeiting?

Counterfeiting is a consistent problem. Our largest committee is the anti-counterfeiting committee, which is commenting on legislation, and developing a toolkit for brand owners. We’re focusing on changing behavior and focusing on small shipments of counterfeit – the effective ways to address that, and working with law enforcement. We also have the ‘Unreal Campaign’, which is communicating about the negative consequences of counterfeit products, including the consequences for health and safety and the economic consequences.

Tell us about the concept of ‘all star’ IP practitioners.

This is borne out of my own professional experience. I headed a global IP function from New York. My role expanded as I became deputy general counsel.

“IP practitioners need to open themselves up to thinking about the future. They need to understand where clients’ business is going and where the law is going”

It was an incredible opportunity for professional development. We want to broaden the horizon of IP practitioners, and help them to understand the com-

mercialization of assets. We want practitioners to ask themselves how they can develop themselves as IP practitioners. We also want to identify the skillset needed to excel in areas such as copyright, data protection, and marketing. But we also want to identify the necessary soft skills, such as communication and project management. We have a task force that is developing recommendations of what IP practitioners can do for themselves and developing an ongoing programme of support.

IP is at the intersection of new technology. IP practitioners need to open themselves up to thinking about the future. They need to understand where clients’ business is going and where the law is going. We’re looking for IP professionals to be at the forefront of ‘Brands for a Better Society’. This is a good opportunity to drive diversity and inclusion. ♦



“We always try to understand how the whole supply chain works”



Interview with

INGRID BICHELMER-BÖHN
Head of Global Brand Protection,
SCHAEFFLER TECHNOLOGIES

Schaeffler Technologies is a market-leading manufacturer of elements for the automotive, aerospace and industrial sectors. With an annual revenue of over €14.2 billion, brand protection is crucial for the company. We speak to Ingrid Bichelmeir-Böhn, head of global brand protection, about the firm's IP strategy, what the stakes are, and the challenges ahead.

LEADERS LEAGUE. What is at stake with regard to brand protection at Schaeffler?

Ingrid Bichelmeir-Böhn. It is crucial to get a good overview and analysis of the activities of counterfeiters. The market is changing with globalization and digitalization. You find a lot of counterfeit offers on typical B2B and B2C portals. You have a lot of online infringement activities. For us, it is important to take a good strategy to avoid or tackle infringement activities both online and in real life.

How does your IP department innovate?

We have developed tools that improve security marking on our products and allow customers to find suspicious products. We also publish origin-check information. Nowadays we label up to 90% of our products marked with a data-matrix code, which is a unique two-dimensional barcode. Our customers can download an app on iOS or Google Play called OriginCheck so they can check the code against our database. If the code is known you get a green light; if the code has been checked too many times, something is likely to be fishy and will be handled as a suspicious product.

“Customers can download our OriginCheck app to identify potential counterfeits”

Using this app, they can get in touch with our brand protection team. If the code is not available, they will get a red light. In that case our brand protection team will check the pictures provided – as this is also part of the app – and we give feedback to the customer and try to get in touch if the product is counterfeited and

get further information about the source. We have a zero-tolerance approach; therefore, we try to find out who put this product on the market and to follow the whole supply chain of the counterfeited item. This is the most important point. We always try to understand how the whole supply chain works. Providing tools to the end customer that give them the ability to check is crucial.

We took the first steps in 2006, testing the tools and smartphones' ability to support the app. This is now in place. Two and a half years ago, we received an award for this app. Nowadays we are working with the WBA (World Bearing Association) to provide an app able to support the customers of all premium manufacturers. It's an ongoing process. We keep in touch with our authorized distributors but also the people who have bought counterfeit products.

What are the challenges your department will face in the next three years?

The biggest challenges in brand protection are not only handling the issues but understanding the networks in between. With the unique code system we implemented, we had to face new infringements where the code was copied. We can put this information back into the market so everyone who scans the code is informed that this is a counterfeit product. We also get more information, if the product with the same copied code has been sold in five or six countries, for example. I'm confident that we will better understand the whole network and the supply chain.

For the time being, the challenge is to identify ways to fight online infringement – for example, on Alibaba or other B2B and B2C portals – and how to delete the listings. We need to target the entire business of the counterfeit companies to protect our customers, as counterfeit bearings represent a risk to life and limb. ♦

“At IBM we see LGPD as an opportunity”



Interview with

FABRICIO LIRA
Head of Data and Artificial
Intelligence, **IBM BRASIL**

Introducing best practices with regard to data privacy in companies in Brasil will make it easier for the country to attract foreign investment, says IBM Brasil's head of data and artificial intelligence Fabricio Lira.

LEADERS LEAGUE. How is IBM Brasil preparing itself for the new Brazilian Data Protection Law?

Fabricio Lira. First and foremost, it is important to highlight that, for IBM, privacy exists in a context of 'trust and transparency' rather than simply being an obligation to comply with local laws. Our first internal privacy guidelines date back to the early 1970s and we were among the first companies to create the position of chief privacy officer, thus our efforts to comply with local privacy laws, such as the General Data Protection Regulation (GDPR) or the General Data Protection Law (LGPD), began from solid foundations, supported by the best practices in data security and governance.

We consider it of great importance that Brazil advances towards a culture of privacy

Here in Brazil, with the coming into force of LGPD, we created an international working group composed of specialists from IBM Brasil and other international branches, from several departments, including professionals who worked on IBM's GDPR compliance project in Europe, who contributed several tools and valuable lessons. This multidisciplinary team conducted an analysis of LGPD, mapped out the additional controls which must be implemented to ensure our processes, tools and offers are compliant, and is now adapting all of our internal privacy policies to the new legislation. We have also created a local project management office to coordinate the measures required for compliance with legislation – these measures affect all areas of the company.

What specific challenges does LGPD pose IBM Brasil?

Any company or organization that conducts data-related activities will have to comply with LGPD, which brings principles, rights and obligations for what is today considered the most valuable asset within companies, specifically data and all content related to people.

In light of this, here at IBM we see LGPD as an opportunity for the sustainable development of the country whilst ensuring that fundamental rights and data-driven innovation may coexist in an environment of transparency and trust. We consider it of great importance that Brazil advances towards a culture of privacy and that public and private organizations continue to adopt best practices. We also consider it of great importance that we soon have a national personal data protection authority to, above all, advise and educate all industries.

“By adopting best privacy practices, both companies and the country become more transparent and trustworthy”

Adopting best practices with regard to privacy can also make companies, and the country, more competitive. With practices aligned with the guidelines of regulatory agencies, both companies and the country become more transparent and trustworthy, qualities which will be key not only to improve internal governance but also attract more external investment. As such, companies should look at progressing towards LGPD as being positive, essential and urgent as it could represent a competitive advantage in the near future. ♦

“Diversity within our legal team is vitally important”



Interview with

ANA PELLEGRINI
General Counsel, **UBER BRASIL**

“Within technology companies such as Uber, where a premium is placed on both innovation and speed, the general counsel is extremely important”

In this interview, the general counsel of Uber Brasil, Ana Pellegrini, discusses the challenges of heading the legal department of Uber's second largest consumer market, the benefits of a strong culture of diversity and the Superior Labor Court's (TST) recent decision on the non-existence of a labor relationship between Uber and its drivers.

LEADERS LEAGUE. What are the main challenges and advantages of leading Uber's Brazilian legal department?

Ana Pellegrini. Heading the legal department of Uber in Brazil is, in itself, a challenge. We help to move people and things from one place to another in a more efficient way than ever before and also provide opportunities for people to make money for themselves and their families. We currently do this through a range of products such as Rides, which most people are familiar with, but also Uber Eats, JUMP electric bikes, Uber Freight and UberElevate. We are present in more than 10,000 cities and 69 countries, with around 21 million trips taking place via the Uber app every day.

With over 3.9 million drivers worldwide, Uber offers economic opportunities to more people than any other company on the planet. Our business model reaches so many corners of the world, that you become acutely aware of the public responsibility that you have. Countless cities are increasingly relying on our platform's data to assist with better urban planning decision-making and becoming more sustainable places for their citizens to live and work. To be a part of this transformation, to be an engine for positive change, and to advise on the development of public policies is extraordinarily exciting. Within technology companies such as Uber, where a premium is placed on both innovation and speed, the general counsel is extremely important. I always focus on the 'counsel' part. You cannot accept this role and think of yourself as a lawyer. You have to think of yourself as a counselor on legal, business, compliance, policy and reputational issues.

Brazil is Uber's second-largest consumer market worldwide, with some 22 million users and 600,000 registered drivers. In light of this, could you give us an indication of the size of your legal department in Brazil and explain how it is organized?

Currently our team in Brazil is composed of five areas: (i) labor & employment; (ii) litigation; (iii) regulatory; (iv) product and commercial; and (v) UberEats.

Within our legal department we have placed diversity and inclusion at the forefront. It is a priority for Uber as well as for our team. Having diversity within our legal team is vitally important and not just gender diversity, but all types of diversity including background, ethnicity, sexual orientation, and nationality, for example. Besides being the right thing to do, having the diversity of thought and perspective which different types of people bring also reflects the diversity of the people that we serve and, in my view, ensures we make better decisions.

On February 5th, Brazil's Superior Labor Court (TST) ruled that there is no employment bond between a São Paulo-based driver and Uber. What does this decision mean for Uber and, in a wider context, for Brazil's new digital economy?

This decision recognizes what really happens on our platform: we play the role of electronic intermediation between people who want to be transported and drivers who want to transport them.

The relationship between drivers and Uber is innovative and does not fit into the rules provided by the Brazilian Labor Code. Undoubtedly, there should be a new legal paradigm which fits today's reality and today's economy. However, this does not mean individuals who use our platform should be considered our employees.

The decision was unanimous and recognized that drivers have the flexibility to decide whether or not to use the app. The TST recognized that the autonomy and flexibility which drivers have are incompatible with an employment bond. Moreover, the decision highlights that drivers typically earn between 75 per cent and 80 per cent of the total fare, reinforcing the partnership relationship between Uber and drivers. ♦



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“Every day regulators get stricter”



Interview with

CATALINA MORALES

Data Privacy Manager, **BAYER**

Bayer's US-based data privacy manager Catalina Morales says that, with regulators increasingly clamping down on pharmaceutical companies, abiding by the law while not restricting commercial activity is a challenge.

LEADERS LEAGUE. Describe your typical day?

Catalina Morales. Maintaining and keeping data processing activities up to date. If any process changes, we have a tool we use to update our records. If it's a new digital system/application request, we have other risk-analysis systems, and our IT people need to go through various stages before the application can be accepted and go live, such as a data privacy stage where they involve the data privacy managers so we can check whatever's necessary for that application.

So basically, sitting down with the business leaders to discuss their needs and the data privacy angle of any new process they want to engage in.

I perform a lot of onboarding and continuous data privacy training, for new employees, suppliers or current employees, from all areas, levels and divisions within the company.

“The current regulations are very strict – but aren't prohibiting our business at all”

There's also a lot of checking if we need to modify or update existing local consent forms, statements and policies. I coordinate with our global data privacy headquarters when any new requirement needs to be implemented in the region, or any changes need to be reviewed from our local perspective. I also process any data subject requests, and any breach incidents or data losses that occur in our region. And since I'm a more general legal counsel beyond data privacy, I handle commercial contracts and corporate topics that may include labor law-related matters.

How has the data privacy team at Bayer changed its approach to its work post-GDPR?

The GDPR greatly helped to consolidate the global data privacy team. We had a data privacy team before, of course, but our importance in relation to the business divisions has increased. Now, the business helps us, as part of their day-to-day activities, to ensure our activities are data privacy-compliant.

The GDPR changed our structures, too. Before, we didn't even have a formal RoPA [Record of Processing Activities]. Each country could have had its own processes identified locally, if it had a record at all. The GDPR made the company take a more serious approach, where each country now must have its own RoPA within our digital tool, harmonizable worldwide, so we had to roll out that tool accordingly. It made the whole thing more orderly, and gave us more control over the actual processing activities that collect personal data within the company as a whole.

Other than data being sacrosanct post-GDPR, have you observed any other interesting trends or developments in pharmaceutical data privacy?

Besides the GDPR and the CCPA [California Consumer Privacy Act, 2018], there's also the HIPAA [Health Insurance Portability and Accountability Act, 1996], which affects us because we use so much clinical information. We also have a lot of local legislation, such as in Central America, which relate to clinical trials. We need to keep on top of all of these. Every day, regulators are getting stricter and stricter; we need to be able to work around that, understanding their requirements and abiding by the law while not [hamstringing] pharmaceutical companies. Currently, the regulations are very strict but aren't prohibiting our business at all.

Data is driving much of the profit of the healthcare sector, particularly in AI, yet it must be protected. How do you balance the imperatives of innovation, profit and data privacy?

It's not that we don't use data, but most of the data we use is aggregated. We try to anonymize, or even unidentify, the data. Even in clinical trials, we unidentify the subjects for reasons far simpler than AI – partly just to see how the data works. That provides us with new insights. When creating new products, we do our utmost with aggregated data.

There's always going to be a part of the business that says, "I want to have more information, I want to identify the subjects." And that's where we come in: we sit them down, ask if it's really necessary, and ask what purpose justifies them having this personal data.

Still, using aggregated data isn't always possible. In those cases, we need to mitigate the risk and implement data privacy measures. That's why I love data privacy – it's never black and white. There's always a gray area, and we need to proceed on a case-by-case basis.

“Personal data are key for us, but most of the data we use are aggregated”

In 2018, Bayer was targeted by a cyberattack that probably came from China. Fortunately, no data were stolen, but how has Bayer been strengthening its immunity to third-party attacks?

We have a big cybersecurity department now, especially since the merger with Monsanto. We're gaining more insights all the time. Every day, hackers implement new ways of attacking us; we always need to be on top of that. We do have a great internal system, if not within data privacy then within IT more widely.

From a global perspective, our data privacy team does have involvement in cybersecurity measures; they belong to a kind of steering committee that keeps us informed weekly of any situation and any risks we need to consider.

Naturally, if an incident happens, we don't wait for the weekly meeting – we have internal protocols to follow! Of course, we could never rule out another incident, but we're more prepared than in previous years.

Other than clinical trials and AI, in what other areas of healthcare does Bayer need to be especially careful around data?

Patient support programmes, where we explain to patients directly how to ingest or inject their medicine, or what side effects might be induced. We do have sensitive patient-related healthcare data there, such as what medicines they've taken previously. From a global perspective, this is one of the biggest things that makes Bayer well-known at local level – we have these fairly hands-on programmes that help locals who aren't necessarily well versed in how to use the medicine. It does require some collection of data, so we know what and whom we're treating. What we do with the data depends on our purpose at that time: we might store them and keep them for future reference, or if it's for reporting we aggregate them.

Have you become more reliant on technology to mitigate data breach risk?

We have been more reliant on it: technology can bring standardization across the company. But yes, it also brings risk. We do strong due diligence on the suppliers and vendors of our technology; we also develop internal applications where possible, for which we take the requisite technical and organizational measures to cover any security risk. But we need to be on top of digitalization, because that's where the world is going. And we like that! Data protection is a very digital topic. So to be secure, we need to tackle risk from the beginning: from IT and procurement to targeted training on how to identify good suppliers and check their security measures, seeing if they're from EU-whitelisted countries and so on.

In terms of streamlining procedures, do you have any tips for other pharmaceutical data privacy counsel?

SOPs – standard operating procedures – will be your basic day-to-day work. Everyone in the data privacy team needs to know what they can and cannot do. They're the ones that'll be replicating the right measures and processes, so there needs to be standardization there. Every country has its specifics, which is why, when we roll out our standard procedures, we allow local modifications if it's a regulatory requirement on their end. So if your local law is stricter than our policy, you can deviate a little. Yet, if local law isn't that strict, you need to abide by the Bayer policy as a minimum. ♦

“I had to put together a trademark team from scratch”



Interview with

CLAUDIA PAPPAS

Head of Trademarks and Brand Protection, **THYSSENKRUPP**

“Our insourcing movement saved us a lot of money”

Claudia Pappas, head of trademarks and brand protection at Thyssenkrupp, tells us how she set up a trademark department from scratch, how the global engineering conglomerate forms IP strategies, and the benefits of maximizing in-house (as opposed to outsourced) legal capabilities.

LEADERS LEAGUE. Could you tell me about your professional background?

Claudia Pappas. I began my career in 1997 at an IP boutique in Düsseldorf, handling anti-competition, trademark and design cases for a few big clients. I worked as a partner there for 19 years, until 2015. In early 2016, I arrived at Thyssenkrupp. Despite being more than 200 years old, the company didn't have a trademark department and had created a patent department only three years before I joined. They were searching for a person to open a trademark department. That's why I thought it interesting to go in-house. I put the trademark team together from scratch, assembling a group of prosecutors who now make up half the team. As well as handling trademarks we're responsible for design protection, trade secret protection and for all contracts related to IP, meaning all R&D agreements and license agreements.

Why was the Thyssenkrupp trademark department only launched recently? What was holding them back?

We are a longstanding engineering company with huge technical experience. Trademarks weren't a priority, which seemed to me to be an oversight. ThyssenKrupp is a strong brand. We are copied around the world and must constantly deal with infringements. It is a problem of awareness. But it changed when, in November 2015, the company launched new branding, featuring much more striking colors, and lower-case letters. It was a real modernization of the brand. So, when I arrived, it was a perfect time to start a trademark strategy. I was able to work closely with the communication department from day one.

We are one side of the same coin: communications and trademarks/brand protection. This helped strengthen our brand from both a communications and legal

point of view.

How does Thyssenkrupp formulate its IP strategy?

We are securing and protecting our company brands but also our product brands, of which we have many. We also have a lot of old company names. In Germany, we own 25 existing companies still known under their old names - Uhde for chemical plants, Envinox for chemical processes, Rothe Erde for bearings, Blohm und Voss for submarines. These are strong brand names in Germany. We also protect them. When I arrived, I identified those names as having very strong value. It would have been foolhardy to do away with those old company names because they are synonymous with old values. Many people know these names. I advocated that we use these companies' names as product brands.

For example, we have Uhde, which is very well known as a chemical engineering company. We then use Uhde for all related products. Rasselstein is very well known for packaging steel, so we use it for our steel products. We developed this strategy from the beginning to protect our old company names that are separate from Thyssenkrupp.

I decided to protect them because, as trademarks, it is not only worthwhile to file them, you have to actually use them. In terms of strategy it was the right move too, because it made getting our message out easier, so on the one hand you have to strengthen company brand reputation and on the other hand you also have to protect old values.

This also gives clarity to the different product lines. Our customers really identify with the various company names. They know that these old names equate to quality and tradition. It was also a means of showing that we are one family at Thyssenkrupp.

We also have a strong trademark for Bilstein, the Dampfer brand. Everyone in mo-

torsports knows it, without knowing it's a part of Thyssenkrupp. We decided to promote the fact that they are part of us, while also doing some reallocation between Bilstein and Thyssenkrupp.

How would you describe your role?

On one hand, I am a normal lawyer in that here I do the exact same work I did in the law firm – filing, protecting and defending trademarks. As an in-house lawyer you are very much part of the company's strategy. We decide to file for a trademark because we are using a certain name, or we conduct research in case we infringe third-party rights or want to file a lawsuit. I have a governance role across the different business units.

Describe the relationship between the patent department and other related IP departments in the company?

We are part of the IP department. What I did from the beginning was to build all the structures and processes. Dr. Stephan Wolke [interviewed in Leaders League's Innovation: Technology & Patents guide] established the patent department three years before I arrived, so there was already a structure in place.

From the beginning I had the goal of implementing design, trademark and brand protection within the patent framework. For example, we have five business areas and 27 business units. We set up a council for each business unit that has different members, and we have established a patent and trademark coordinator. These councils sit every three months and decide on IP-related issues, which allows each business unit to be directly informed. Because of this structure, there is always a relation between patent, trademark and other IP rights.

Also strong across all departments are the research and strategy teams. We have a team that defines IP strategy for the whole company. We are all part of a common strategy, but we have specific teams executing it.

How does this apply to the R&D department?

At a very early stage of the development of any product we need to figure out what the name could be and if the product warrants design protection.

We are responsible for all IP-related contracts, including R&D contracts. We need

to know what project they have under development and with which corporation, so we can advise them on the IP-related clauses of R&D contracts.

What recent innovations or new processes are you proud of in terms of trademarks?

We are quite a new department, so I'm proud of the whole set-up we've achieved so far. We function as a digitalized law firm and have developed a successful contract management environment.

We've also established processes around the world for trademark protection. We have 150,000 people based across 80 countries. At first, I had to write to our 600 legal entities and 320 lawyers worldwide. Now we have all our trademarks gathered in our system. Before, each legal entity and business unit worked with external lawyers and outsourced many proceedings. We then opted for complete insourcing. Today, the filings for the whole group are now centralized at our Essen headquarters. We are proud of this rapid shift.

This insourcing movement has also had a cost impact. We saved a lot of money because we also benchmark the law firms we're working with. Before, we were working with some 350 law firms. Now in each country we work with no more than two or three firms; the rest is done in-house.

What are the challenges and opportunities for your department in the next few years?

China represents a big challenge in terms of detecting infringement. We have a big issue in China with elevators, where they are copying our whole plants, company names and brands. I have a particular focus on infringement cases in China.

I also want to focus more on brand name protection. It is a growing strategy and I intend to implement a licensing programme for the firm. The implementation of our trade secret protection system is also an ongoing process that has had some success.

It relates to IP risk management, which will be a core focus in coming years.

This is all leading to better online protection for trademarks and patents and the incorporation of AI in filing and researching processes. This is part of the firm's overall IP strategy. ♦

“There is a common IP strategy, but we have different teams executing it”

“Blockchain could be vital in fighting counterfeiting”



Interview with

MAUD ROBERT

Head of Trademark, Copyright and Counterfeit, **GALDERMA**

Galderma’s Maud Robert argues that blockchain and ‘track & trace’ technology could be used to fight the spread of fake products in an efficient way, while at the same time improving the customer experience.

LEADERS LEAGUE. Can you tell us a little about your role at Galderma? How has your previous experience helped you in your current role?

Maud Robert. I am head of trademark, copyright and counterfeit at Galderma, the world’s largest independent global dermatology company. In this role, I handle the company anti-piracy programs as well as litigation, advisory and transactional work related to the company’s trademarks, copyrights, designs, neighboring rights, image rights and trade dress globally. I am also the lead soft IP lawyer supporting the business and development team in M&A or divestiture deals.

“Lawyers should be empowered and seen not only as experts and support staff, but as real business partners involved from the start of projects”

I started my career around 20 years ago as a lawyer in an international law firm. From this experience, I have developed methodologies and legal writing skills. A few years later, I joined luxury company Hermès as IP rights enforcement manager and lead in-house counsel for La Montre Hermès. There, I was able to fully appreciate the value, meaning and importance of ‘business orientation’ and ‘customer satisfaction’. The leadership style of Annick de Chaunac (Hermès’ GC at that time), who was empowering her lawyers and bringing the legal activity to the fore, and her legal department organization were

also a source of inspiration for me when I set up my own team at Galderma.

What are the biggest challenges that you face in your role?

Managing uncertainty, ambiguity and/or contradictions is probably one of the biggest challenges. This is what I have been doing for the past two years while Galderma went through a period of strategic change followed by a reorganization that resulted in the sale of the company to a private equity consortium. During this time, when human and financial resources were cut and the strategy of the company was unclear, I was required to be even more organizationally and operationally flexible in order to successfully continue to respond to our internal customers. The situational adaptability and resilience we have developed during this period should, I hope, help us cope with the post-Covid-19 situation.

A second challenge in my role is to keep my team members motivated and engaged. This requires ensuring that lawyers are empowered and are seen not only as experts and support staff, but as real business partners involved from the start of projects. It also requires that lawyers continue to update their legal knowledge, as well as having the opportunity to develop new skills - including business skills - over time.

This brings us to a future challenge that I see – the likely transformation of the activity and scope of legal services with the rise of legal tech. Although I do not think that software will completely replace the work of lawyers, especially when it comes to advising clients and/or drafting agreements (or in relation to “predictive

justice”), these technologies, once operational, might reduce the involvement of lawyers and eventually impair the way the latter are perceived within organizations.

What innovations have you have been working on recently?

As part of my anti-counterfeiting activity and the work I did for my Executive MBA, I have been particularly interested in analysing and assessing the opportunities that visual recognition, blockchain and other track & trace technologies, and connected packaging, could offer companies with regard to growing their business. Some of these combined innovations could be used to fight the spread of fake products in a really efficient way, while at the same time improving the customer experience.

What is the strategic value of trademarks for companies?

What I am going to say is common sense, but nevertheless, sometimes it needs to be reiterated – trademarks are strategic because they are the prime marketing tool used to communicate about products and services. This is their prime function. That is why companies should not launch a product or service without first having fully cleared and protected their brands. Trademark registration also helps to secure competitive advantage for the business and protect companies from counterfeit and knock-off products.

Meanwhile, trademarks are a very valuable tool for assessing a company’s strategy. The analysis of the trademark prosecution and litigation activity of a targeted company during M&A negotiations gives a very good insight into the history and past strategy of the company in question.

Finally, from an accounting perspective, trademarks – which are an intangible asset that sometimes appears on financial statements – may represent a substantial part of the value of a company. This is the case at Galderma.

What trends do you see impacting your industry over the next 12 months?

The Covid-19 crisis has brought about a change in consumer habits, which has an impact on all industries. With regards to the dermo-cosmetics industry, consumers have deprioritized such goods during the pandemic and this trend might remain with the ensuing economic insecurity. It is thus likely that the industry will go through a cycle of consolidation in the coming months.

Trends like digital and automation that were evident before the crisis will likely further accelerate. Beauty and cosmetics companies will probably invest further in e-commerce to grow.

“In the dermo-cosmetics industry, consumers have deprioritized such goods during the coronavirus pandemic and this trend might remain with the ensuing economic insecurity”

At the same time, the increasing awareness among consumers of the need for sustainable development is also going to have an impact on companies in that they will have to reassess their manufacturing and packaging processes, and their products portfolio, to truly embrace and demonstrate social and environmental responsibility.

On an organizational level, because of travel limitations and in-person meeting restrictions, companies will need to change their culture and reexamine their policies to allow remote work and maintain employee engagement. They will also need to reassess their IT ecosystem.

For legal teams this means adopting lean and agile ‘legaltech’ solutions to improve productivity and collaboration within teams.

While the Covid-19 crisis represents a challenge for the dermo-cosmetics industry, it also presents some unique opportunities for companies to learn and innovate – particularly in relation to social and environmental responsibility – as well as transform their organization in order to foster truly sustainable growth. ♦

“The access we provide to trustworthy information could save lives”



Interview with

JUSTIN PICARD
CTO and Chairman, **SCANTRUST**

Scantrust is a connected goods platform for companies that depend on selling physical products in a connected world. The firm enables active brand protection, supply chain awareness, and direct consumer engagement benefits by securely binding physical goods with online identities. Their solutions help maintain brand integrity, deliver valuable consumer insights, and unlock growth potential in the goods companies sell.

LEADERS LEAGUE. How did you get involved in brand protection?

Justin Picard. Ever since my postdoc on the topic of digital watermarking, back in 2001 at the Swiss Federal Institute of Technology (EPFL) in Lausanne, I have been captivated by this question: by using only a standard printer, is there a way to protect any product or document against counterfeiting? Could such a solution be truly secure? While “if you can make it, they can fake it” is a common saying in the security printing industry, I intuited that at the level of individual pixels, printing cannot be perfect. (I also gave a TEDx talk on this subject). And if that is the case, there will always be some information lost when a digital image is printed, or when counterfeiters print a copy of the original. One may not be able to produce a fake without losing or modifying some details.

“The economic and wider impacts of counterfeiting are phenomenally high”

In the following years, I invented an anti-counterfeiting technology that required merely printing a special digital image, which I called at the time a copy detection pattern, or secure graphic. While these secure graphics were really hard to copy (in fact neither counterfeiters nor myself were able to break it), mobile phone cameras did not exist at the time, and a special image capturing device was required for detection. The solution was not yet ready for consumers.

How did the idea of Scantrust come about?

QR codes are now fully embedded in

the social fabric of most Asian countries, and their use has progressed tremendously in the Western world.

On the other hand, QR codes have no protection against copying, so it is easy to fool consumers into scanning a copy of a QR code that would be placed on a fake product and make them believe it is an authentic one. With phone cameras improving as they have done, I thought it would be possible to insert a secure graphic into the middle of a QR code and develop an app that would instantly tell whether the QR code was authentic. When I saw the first prototype exceeding my hopes, I filed a patent and, with my fellow co-founders Nathan Anderson and Paul Landry, quickly decided to launch a company that we named Scantrust.

Could you tell us a little about how your previous experience has helped you in your current role as CTO?

I worked with two previous security companies before my current role. In my role, I developed digital imaging authentication technologies that were deployed on hundreds of millions of products, printed on different printers throughout the world. This experience gave me a clear view of do’s and don’ts with respect to scaling product authentication technologies.

How do you ensure that the secure graphic you insert in the middle of QR codes are copy-proof?

The secure graphic is optimized to lose information anytime it is printed or copied, and it is an irreversible process. When the QR code is scanned with our mobile app, an analysis of the secure graphic is made instantly, and the user receives an authentication response within seconds.

This information loss happens naturally during printing, and is not something the counterfeiter can control, even if equipped with a high-resolution scanner and the same printer as was used for the original prints. Several security printers have attempted to copy it, but all their copies were successfully detected.

What types of services can potential clients expect to receive if they choose to work with you? Who is your product made for?

Most of our clients are companies that depend on selling physical products in a connected world, though we also have governments using our solution for tax stamps and secure documents. Active brand protection, supply chain awareness and direct consumer engagement benefits are enabled by securely binding physical goods with online identities. Scantrust solutions help recover lost income and unlock growth potential for companies and the goods they sell.

Scantrust works to actively reduce counterfeit. What are some of the economic impacts of counterfeiting today?

There are different studies, for example from the EUIPO [European Union Intellectual Property Office] or the OECD [Organization for Economic Co-operation and Development], that document the economic and wider impacts of counterfeiting from a macro perspective. The statistics show these impacts are phenomenally high. At a more granular level, what I can say from my daily interactions with brand owners is that successful companies are all struggling with issues of counterfeiting or illicit trade. But I would also like to mention the high risks posed by counterfeits on the health and safety of people, which I am very aware of: our solution is used to protect products such as baby milk, water filters, food, and wine and spirits.

In what ways has Scantrust tried to address the issue of counterfeit Covid-19 tests?

There have been numerous identified cases of PPE [personal protective equipment] and Covid-19 test kits being falsified recent weeks. Our secure QR codes would allow anyone in the supply chain – from a procurer to an end-user – to

identify the authenticity of the product within seconds, using nothing more than their phone and the free Scantrust mobile app.

There are three primary challenges for which we can help deliver fast, easy-to-implement solutions to the health sector to significantly mitigate the associated risks - those challenges are: counterfeiting; parallel imports; and the incorrect use of test kits and PPE. We are currently in discussion with a number of healthcare companies that are interested in implementing our solution to protect against counterfeiting, both for Covid-19 test kits and for PPE. Several PPE manufacturers have reported uncontrolled parallel imports of their products to countries they normally don't sell to. This can lead to price gouging, supply chain challenges such as shortages, regulatory issues, and more. Many governments have put bans on parallel imports of PPE; however, there are currently limited ways to identify such occurrences.

“Several PPE manufacturers have reported uncontrolled parallel imports of their products”

Each scan of a Scantrust QR code provides such intelligence, allowing for instant identification of products that are not in their intended market and the distribution channel responsible for this.

We have received feedback from numerous PPE manufacturers that end-users (e.g. healthcare workers) are often poorly informed about the appropriate use of specific PPE. With the shortage of critical medical supplies and the desperation for protection faced by many, this can lead to misuse of PPE with severe health consequences.

Secure QR codes offer a way for PPE manufacturers to drive direct end-user engagement, once again by a simple scan and easy access to an informative mobile webpage, allowing for communication of the proper and intended usage of critical medical supplies. Easier, more readily available access to trustworthy information on PPE can save lives. ♦

“Fail early, fail cheap”



Interview with

NINA BUCHHOLZ
Product Development and
Marketing Manager,
COLUMBUS DRINKS

Nina Buchholz, product development and marketing manager at beverage marketing company Columbus Drinks explains that, ultimately, it's not analyses and market research that are decisive, but the buying behavior of the consumer.

LEADERS LEAGUE. What is Columbus Drinks?

Nina Buchholz. The Columbus Drinks business model is based on three main pillars:

- The distribution of international premium brands, for example Voss Water, Fiji Water and Puerto Mate
- The development and marketing of licensed products, for example Nestea, Ahoj-Brause and Dextro Energy
- The development and distribution of own brands, for example coconut water Lekker Love.

International premium brands primarily follow a global brand strategy, which is managed centrally from headquarters. There are, of course, exceptions made for individual target markets.

“The German beverage market is comparatively slow to come out with innovations – It often is a tough start for new brands and concepts and you need to be patient”

Columbus Drinks helps representatives in different markets find endorsements from international stars and brand ambassadors as well as securing product placement in Hollywood blockbusters and on Netflix and TV. For Germany and Austria, we expand the marketing mix with national influencer marketing, sponsorship of ‘red carpet’ events and elaborate secondary placements at the POS [point-of-sale].

In the case of the drinks themselves, we develop licensed products of well-known brands. Here, the scope for brand management and brand positioning is significantly higher. The most important marketing guideline for this business model, however, is the speci-

cations of the brand owners.

The Ahoj-Brause brand, for example, has been around since 1925 and has 97 per cent brand awareness in Germany. In 2017, Columbus Drinks developed an Ahoj-Brause in a can under licence from the brand owner Katjes Fassin GmbH + Co KG. Bright colors, sparkling taste and high brand recognition were the key factors for success. In 2019, this cooperation was awarded a prize. For a number of years, we have been in charge of their POS-related activities such as promotions, samples and flyers and secondary placements with national OoH [out-of-home] campaigns in the form of posters and events.

With our own brands, we are free to act as we see fit and determine brand strategy and implementation. Own brands are interesting for us in emerging markets. Coconut water is a beverage sector segment with great potential.

How do you manage a brand portfolio? What are the main aspects you're focusing on?

We deliberately limit our portfolio to a small, selected range of beverages and global brands, as well as newcomers focusing on healthy refreshments and fun products. We receive drinks to taste almost daily. There are many brand owners who seek our expertise as part of internationalization strategies, for product and brand launches in Germany or to give new impetus to their own brand. We do not categorically exclude anything, but we do check very carefully which brands suit us. The mix makes the difference.

What are the characteristics of your main markets compared to others in Europe?

The German beverage market is comparatively slow to come out with inno-

vations. It is often a tough start for new brands and concepts and you need to be patient. Up to now, the food and drinks category has been relatively uninteresting for online retailers in Germany – quite unlike the USA or UK. The online share of food in Germany in 2019 was only 0.7 per cent of the total market. However, we assume that purchasing behavior in this category will change permanently in the current crisis. We are therefore working on expanding distribution via various online retailers for the German market.

What are the biggest challenges Columbus Drinks faces in terms of brand management?

We have concluded long-term contracts with our partners. This gives both sides the certainty that the brands and their interests are well represented. It's not about short-term profit, but about long-term partnerships. In this respect, brands remain in our portfolio for a long time and should a brand break away, we have enough lead-time to adequately replace this brand.

Sometimes we have to accept that brands do not carry beverages as we expected. In the end, it's not the analyses and market research that are decisive, but the concrete buying behavior of the consumer. The rule here is: fail

early, fail cheap. Only through constant adjustments and critical questions can we remain up-to-date and develop convincing beverage concepts.

What are the key elements of a good brand strategy?

A good brand strategy requires a strong brand or a brand with potential. Therefore, a main focus of our work is detailed market and brand analysis. Here, the interaction of beverage, packaging and brand is particularly important to us.

“The online share of food in Germany in 2019 was only 0.7 per cent of the total market. However, we assume that purchasing behavior in this category will change permanently in the current crisis”

Take Puerto Mate for example, the brand is unknown but we see great potential. It has eye-catching and innovative packaging. In general, however, it can be said that the brand strategy is in the hands of the brand owners and we adapt it for the target markets and make the brand accessible to the consumer. ♦



“Brands are now linked to a form of ethics”



Interview with

RAGNAR GUSTAFSSON
director general, **BENELUX**
OFFICE FOR INTELLECTUAL
PROPERTY (BOIP)

Successful marketers today create a story around their brands, as well as a meaning and a set of values with which consumers can associate themselves, says Ragnar Gustafsson of the Benelux Office for Intellectual Property

LEADERS LEAGUE. Tell us about the history of BOIP – how does it differ from other IP offices? What is the composition of your team?

Ragnar Gustafsson. BOIP is different from most IP offices in a couple of ways. First, we are the only example in the EU – probably in the world – of independent countries unifying their territories in relation to trademark and design protection. Since 1971, the Netherlands, Belgium and Luxembourg have applied uniform rules in relation to protecting entrepreneurs’ trademarks. As of 1975, as the Benelux Economic Union, the countries have also applied uniform legislation for design protection. Not only was this legislation the springboard for the current Benelux Convention on Intellectual Property, it was also the inspiration for today’s EU trademark legislation. Since 2006, both trademark and design law have been governed in an easily comprehensible and systematic fashion by a single treaty, the Benelux Convention on Intellectual Property. Under this treaty, entrepreneurs operating in the Benelux can acquire exclusive rights to their trademarks or designs and use those rights to take action against unauthorised use. Our competencies are thus comparable to those of EUIPO [European Union Intellectual Property Office], except that there is no “smaller” level of protection, the Benelux territory is indivisible.

Secondly, BOIP is solely financed by the revenues from its own activities. We do not receive any funds from our member states. That is why we have to be very careful with our investments.

In addition, unlike most national offices, BOIP is solely responsible for trademark and design registration, and thus not responsible for the processing of patents. This has financial as well as operational consequences. On the one hand, we have no income from the patent system, on the

other hand, our customers’ interests are more uniform. Trademark owners and patent owners have different concerns and priorities when it comes to protecting their IP rights.

Finally, we serve three countries and thus deal with different cultures, which influence entrepreneurship, as well as different languages. In our case, three languages can be used before the office: Dutch, French and English, of which the latter is not an official language in the Benelux. These characteristics make working at BOIP a challenge: we seek to comply, in everything we undertake, with the wealth of cultures and languages that exist within the Benelux.

- BOIP receives approximately 22,000 trademark applications on average per year
- 99.5 per cent of trademark applications are filed online
- Approximately 6 per cent are refused definitively and 4.5 per cent are opposed
- Approximately 1,000 designs are applied for at BOIP each year
- Finally, BOIP receives approximately 5,000 i-DEPOTs per year

What are the characteristics of the Benelux market in terms of IP compared to other European markets?

The Benelux economy is very dynamic – with three relatively small countries, it is naturally turned towards export. While there is always a slight difference between countries, the Benelux countries share a service-oriented open market, in which entrepreneurs and consumers are used to adapting to new developments. This makes it the ideal place to bring some-

thing new to market, which is reflected by the presence of many innovative entrepreneurs. This has consequences for the IP landscape we work in and we are always ready to help entrepreneurs innovate. That is why we also launched the i-DEPOT, a service which offers a solution for the phase between having an idea and launching a new product or a new company. Entrepreneurs and inventors can record their creative work, such as a new idea, concept, format or software, in an i-DEPOT. This service allows users to get their documents officially signed and timestamped in accordance with the eIDAS Regulation of the EU.

How do you collaborate with EUIPO?

We have close contacts with EUIPO as a member of the European Intellectual Property Network, the EUIPN. Many activities are carried out in the context of this European cooperation network, which consists of EUIPO and the national Intellectual Property Offices in the EU. These activities go from e.g. joint development of tools, to cooperation on harmonisation of the Trademark Directive.

“Successful marketeers today create a story around their brands”

How can trademarks be used to increase consumer trust? Why is it important to do this?

Nowadays, IP is often at the centre of attention and social debates. It is certainly the case for patents or copyrights, less for trademarks. However, this does not mean that trademarks automatically inspire trust in our society. We know that counterfeit issues play an important role here. Besides, there is a growing gap between, on the one hand, this legal heritage of monopolistic and territorial rights, and, on the other hand, the globalization of trade through the internet and the sharing economy. We continuously need to monitor current market developments and their impact on the IP system

Speaking of consumer trust, we have to go back to the root, namely the classic trademark function: the indication of origin. The brand is the ultimate market ordering instrument when it comes to consumer confidence. On the one hand, consumers look for brands to

find the products they trust, and, on the other hand, to prevent the repetition of a previous negative experience. All the trust in a producer that consumers have built up, comes together in brands. The importance of brands therefore exceeds the importance of the advertising that a producer has done.

The brand also includes all the consumer's own experiences and its value is determined by the end consumer's own objective judgement.

Can trademarks be used to promote greater diversity, inclusion and sustainability in wider society?

Successful marketeers today create a story around their brands, a meaning, a set of values, that consumers can associate themselves with. Brands nowadays link to a form of ethics.

By doing so, they show that they have a role to play in the broader discussion, that they do not stand outside social developments, but instead participate fully in them. Ignoring these developments will put them at a disadvantage. This also explains the commercial success of eco-friendly brands, fair trade companies or socially responsible businesses.

What are the currently the biggest challenges but also biggest opportunities with regard to IP rights?

The first trend we currently see is that intellectual property is evolving away from absolute property rights and towards functional rights, mirroring changes in our society, which increasingly favours use over possession. Obvious examples are legislative trends in trademarks regarding plain packaging and goods in transit.

Secondly, trademarks are evolving in line with technological developments in the business world (for example, new types of mark). At the same time, legal complexity in the trademark world has been increasing dramatically (for example, EU case law).

Thirdly, trademark law affords new opportunities for businesses, but trademark owners must also meet the associated obligations, including making genuine use of their marks for all registered goods and services and in the territory for which protection was granted. Administrative procedures for trademark cancellation are a welcome development in this respect. ♦



SOUTH AMERICA



ARGENTINA

NEW RANKING

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
EXCELLENT	
G. Breuer	Alberto Ernesto Villegas
Marval O'Farrell & Mairal	Gustavo Giay, Martin Chajchir
HIGHLY RECOMMENDED	
Ferrer Reyes, Tellechea & Bouché	Santiago Ferrer Reyes, Laura de Achaval, Laura Plavnick
Noetinger Armando Abogados	Fernando Noetinger, Matias Noetinger
RECOMMENDED	
Baker McKenzie	Bernard W. Malone
Berton Moreno Ojam	Alberto Berton Moreno Jr., Juan Carlos Ojam
ClarkeModet Argentina	María Nájera
Estudio Chaloupka	Claudia Serritelli, Paula Galvan
Palacio & Asociados	Mingo Palacio , Pedro Ramirez

NEW RANKING

ADVERTISING LAW

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
EXCELLENT	
Abeledo Gottheil	Marcelo E. Gallo
Allende & Brea	Pablo Palazzi
HIGHLY RECOMMENDED	
Marval O'Farrell & Mairal	Sergio M. Ellmann
Noetinger Armando Abogados	Matias Noetinger
Randle Legal	Paula Fernandez, Ignacio Randle
RECOMMENDED	
Berton Moreno Ojam	Alberto Berton Moreno Jr., Juan Carlos Ojam
Legal4Marketing	Mariano Luna
Pagbam	Julio F. Lago



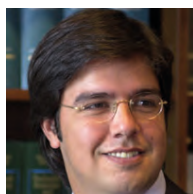
TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 G. Breuer	Alejandro Breuer-Moreno, Agustina Martinez
Marval, O'Farrell & Mairal	Sergio M. Ellmann, Juan M. López Mañán, Iris Quadrio
2 Berton Moreno Ojam	R. Amigo, A. R. Berton Moreno (h.), J. Berton Moreno, M. Bullrich, R. Flanzbaum, J. C. Ojam, M. L. Santa Maria
EXCELLENT	
Ferrer Reyes, Tellechea & Bouché	Santiago Ferrer Reyes, Julia Elena Tellechea, Diego Bouché, Laura de Achaval, Laura Plavnick
Hausheer Belgrano & Fernández	Graciela Perez, Juan Carlos de la Vega
Obligado & Cia	Federico Aulmann, Juan Martin Aulmann
Palacio & Asociados	Mercedes Durlach, Diego Palacio, Hector Palacio, Mingo Palacio
Richelet & Richelet	Ricardo Richelet
HIGHLY RECOMMENDED	
Baker McKenzie	Bernard W. Malone
Barbat y Cía	Matty Barbat
Berken IP	Barbara Porcario
ClarkeModet Argentina	María Nájera
Mitrani Caballero & Ruiz Moreno	Ignacio Bérèterbide, Manuel Alonso
Noetinger Armando Abogados	Miguel Armando, Matias Noetinger
Sena & Berton Moreno	Gustavo Sena, Alfredo Marcelo Sena
RECOMMENDED	
Allende & Brea	Pablo Andrés Palazzi
Beccar Varela	Emilio Beccar Varela, Florencia Rosati
Brons & Salas	Maria José Rodriguez M.
Estudio Chaloupka	Olga Maidana, Paula Galvan
Herrero & Asociados	Ariel Juan Ibáñez
IPars Abogados	Federico Berger
Lauritsen & Asociados	Ivana Betina Lauritsen
Litvin Marzorati Legales	Melisa Litvin
Moeller IP Advisors	Victoria de Lasa Andrés
O'Conor & Power	Santiago Ricardo O'Conor
PAGBAM IP	Julio Francisco Lago, Fernando Alonso, Santiago M. Fiorito
Randle Legal	Paula Fernandez
Ryan-Lussich & Asociados	Juan Felipe Porta
Ungria Patentes y Marcas	Veronica Vater

OBLIGADO & CÍA: OVER A CENTURY OF INTELLECTUAL PROPERTY EXPERTISE



Juan Martín Aulmann

Key Figures : Federico Aulmann and Juan Martín Aulmann
Established: 1889

Track record: IP boutique Obligado & Cía has a long-established reputation as a patent, trademark, domain name and industrial design expert in the Argentinian market. The firm advises on a range of issues, from rights registration and portfolio management, to complex litigation and transactional work.

Team & differentiation: Partner Federico Aulmann is widely experienced in advising emerging businesses and multinational companies in trademark matters, chiefly related to the ICT & software, medical devices, pharmaceutical, telecoms and technology sectors. The team has in-depth knowledge of registrations, infringement mandates and enforcement procedures.



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
G. Breuer	Jorge Otamendi, Pedro Carlos Breuer-Moreno
Marval, O'Farrell & Mairal	Gustavo Giay, Martín G. Chajchir, Martín Bensadón, Ignacio Sánchez Echagüe
EXCELLENT	
1 Noetinger Armando Abogados	Fernando Noetinger, Miguel Armando, Matias Noetinger
Richelet & Richelet	Ricardo Richelet
2 Berton Moreno Ojam	Raquel Flanzbaum, Juan Carlos Ojam, Ricardo Amigo, Alberto R. Berton Moreno (h.), María Luisa Santa María
Ferrer Reyes, Tellechea & Bouché	Laura de Achaval, Laura Plavnick
Hausheer Belgrano & Fernández	Marina O. Fernández, Gabriela Musante
Obligado & Cia	Federico Aulmann, Juan Martin Aulmann
HIGHLY RECOMMENDED	
Baker McKenzie	Bernard W. Malone
Berken IP	Pedro Berkenwald, Federico Ulled
ClarkeModet Argentina	María Nájera
Estudio Chaloupka	Claudia Serritelli
Moeller IP Advisors	Mariano Municoy, Victoria de Lasa Andrés
PAGBAM IP	Fernando Alonso, Julio Francisco Lago, Santiago M. Fiorito
Palacio & Asociados	Hector Palacio, Mingo Palacio, Mercedes Durlach, Diego Palacio
Ryan-Lussich & Asociados	John Ryan-Lussich
Sena & Berton Moreno	Gustavo Sena
RECOMMENDED	
Allende & Brea	Pablo Andrés Palazzi
Apellaniz & O'Farrell	Ignacio de Apellaniz
Beccar Varela	Emilio Beccar Varela, Florencia Rosati
Brons & Salas	María José Rodríguez M.
Izquierdo & Vicetto	José María Vicetto, Juan Bautista Vicetto
Litvin Marzorati Legales	Melisa Litvin, Constanza Capici
Mitrani Caballero & Ruiz Moreno	Manuel Alonso, Ignacio Bérèterbide

BOLIVIA

NEW RANKING

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Moreno Baldivieso	Ramiro Moreno Baldivieso, Rodrigo Moreno Gutiérrez
Orpan Soc. Civil Estudio Jurídico	Pilar Soruco
EXCELLENT	
Bolet & Terrero	Juan Ignacio Zapata
Bufete Aguirre Quintanilla Soria & Nishizawa	Perla Koziner
DAK	Carlos Arze, Pablo Kyllmann, Octavio Álvarez
HIGHLY RECOMMENDED	
1 Landivar & Landivar	Martha Landivar
2 Guevara & Gutiérrez	Marcos Mercado
W.A Mendez & Asociados S.R	Álvaro Siles
RECOMMENDED	
Cervieri Monsuárez & Asociados	Mónica Rivero
C.R. & F. Rojas – Abogados	Alejandra Bernal
Escobar & Escobar	Joaquín Escobar Cabezas
Ferrere	Ana Valeria Escobar
Trujillo & Fernandez Servicios Legales	Santos Numbela, Hugo Trujillo

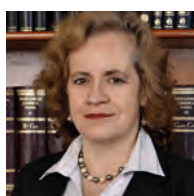
IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Moreno Baldivieso	Ramiro Moreno Baldivieso, Rodrigo Moreno Gutiérrez
Orpan Soc. Civil Estudio Jurídico	Pilar Soruco
EXCELLENT	
Bufete Aguirre Quintanilla Soria & Nishizawa	Perla Koziner
DAK	Carlos Arze, Pablo Kyllmann, Octavio Álvarez
HIGHLY RECOMMENDED	
1 Guevara & Gutiérrez	Marcos Mercado
2 Cervieri Monsuárez & Asociados	Mónica Rivero
Landivar & Landivar	Martha Landivar
RECOMMENDED	
Bolet & Terrero	Juan Ignacio Zapata
C.R. & F. Rojas – Abogados	Alejandra Bernal
Escobar & Escobar	Joaquín Escobar Cabezas
Ferrere	Ana Valeria Escobar
Trujillo & Fernandez Servicios Legales	Santos Numbela, Hugo Trujillo

LANDIVAR & LANDIVAR: THE COMPLETE IP ADVISER



Martha Landivar

Key figure: Martha Landivar
Established: 1962

Track record: Landivar & Landivar is a pioneering firm in the field of intellectual property in Bolivia. The firm is strong on the full range of IP matters, including trademarks, patents, utility models, industrial designs and copyright, among others. Its client roster includes BMW, Converse, Facebook, Energizer, Dow and Gol.

Team & differentiation: The team is composed of a IP specialists with expertise in a wide range of matters. Senior partner Martha Landivar is a highly respected lawyer in the market. She focuses her practice on trademark oppositions, domain names and IP litigation and has experience in different industries such as technology, automotive and pharmaceuticals.

MORENO BALDIVIESO ESTUDIO DE ABOGADOS: OUTSTANDING IP PRACTICE WITH INTERNATIONAL RECOGNITION



Ramiro Moreno

Key figures: Rodrigo Moreno and Ramiro Moreno
Established: 1932

Track record: Full-service law firm with more than 86 years of experience in intellectual property. The firm provides strategic intellectual property and technology solutions. Their client roster contains local companies and multinational corporations in a variety of industries, including, food and beverages, sports and entertainment, mining, pharmaceuticals, chemicals and software.

Team & differentiation: The team handles some of the most complex IP issues in Bolivia. The firm has one of the largest IP practices in the country with a deep bench of attorneys, patent agents, and other professionals. Senior Partner Ramiro Moreno Baldivieso is highly regarded as one of Bolivia's most important, experienced and qualified international lawyers within his field.



BRAZIL

TRADEMARK LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Dannemann Siemsen	G. de Freitas Moraes, J. Eugênio Goulart, L. Henrique O. do Amaral, P. Eduardo Siemsen, Roberta Calazans
Gusmão & Labrunie Propriedade Intelectual	Jacques Labrunie, João Vieira da Cunha, José Roberto Gusmão, Marcos Blasi, Vanessa Ribeiro
Kasznar Leonardos	Claudio Barbosa, Elisabeth Kasznar, Gabriel Leonardos, Nancy Caigawa, Rafael Lacaz Amaral
EXCELLENT	
Bhering Advogados	Isabel Milman, Pedro Bhering, Philippe Bhering
BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz, Pedro Barroso
Daniel Law	André Oliveira, Natalia Gigante, Rafael Marques Rocha, Robert Daniel-Shores
Montaury Pimenta, Machado & Vieira de Mello	Ana Paula Affonso Brito, Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça
Pinheiro Neto Advogados	André Giacchetta, José Mauro Decoussau Machado, Marcio Junqueira Leite
HIGHLY RECOMMENDED	
David do Nascimento Advogados Associados	Marcello do Nascimento, Ricardo do Nascimento
Di Blasi, Parente & Associados	Gabriel Di Blasi, Paulo Parente Marques Mendes
Licks Attorneys	Eduardo Hallak, Liliane Roriz, Otto Licks
Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes
Trench Rossi Watanabe	Flavia Vasconcelos, Marcela Trigo de Souza
Veirano Advogados	Valdir Rocha
RECOMMENDED	
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Lélío Denicoli Schmidt
Demarest Advogados	Camila Biral, Marcelo Inglez de Souza, Tatiana Campello
Guerra IP	Alberto Guerra, Cristina Guerra, Ricardo Pinho
Luiz Leonardos & Advogados	Gustavo Leonardos, Rodrigo Bonan
Mansur Murad Advogados / Murad PMA Intellectual Property	Flavia Mansur Murad, Pedro Vilhena
Ricci Propriedade Intelectual	Antonio Ferro Ricci, Daniel Adensohn de Souza
Soerensen Garcia Advogados Associados	Mario Soerensen Garcia
Souto Correa Advogados	Leticia Provedel
VALUABLE PRACTICE	
Felsberg Advogados	Diego Vieira, Marcus Alexandre Matteucci Gomes
Fialho Salles Advogados	Lucas Spadano
KLA Advogados	Tania Liberman
Matos & Associados – Advogados	Luis Fernando Matos Jr.
MommLaw - Müller Mazzonetto	Karina Müller, Nathalia Mazzonetto
Ouro Preto Advogados	Rodrigo A. de Ouro Preto Santos
SiqueiraCastro	Eduardo Ribeiro Augusto
TozziniFreire Advogados	Carla Do Couto Hellu Battilana, Marcela Waksman Ejnisman



Our analysis

DANNEMANN SIEMSEN: 120 YEARS OF EXCELLENCE IN IP LAW



Peter Eduardo Siemsen

Key Figures : Gustavo de Freitas Moraes, Joaquim Eugênio Goulart, Luiz Henrique O. do Amaral, Peter Eduardo Siemsen and Roberta Calazans
Established: 1900

Track record: Premier IP firm retained by major national and international players to handle the full range of intellectual property mandates. Singled out for its outstanding performances in patent and trademark litigation as well as its unrivalled ability to manage sizeable IP portfolios. Sought out by leading names from the automotive, pharmaceutical and electronics sectors for its expertise handling industrial design and trade secrets cases.

Team & differentiation: With over 310 attorneys, Dannemann Siemsen stands out as one of the intellectual property giants of Latin America. With five offices in Rio, São Paulo, Brasília and Montevideo, the firm is widely considered a go-to name for each and every IP matter. Professionals routinely advise on cutting-edge issues involving, life sciences, biotechnology and genetic patrimony.

DANIEL LAW: SUPERIOR PROSECUTION & ENFORCEMENT EXPERTS



Robert Daniel-Shores

Key figures: Isabella Cardozo, Juliana Hoffmann, Lívia Helayel and Robert Daniel-Shores
Established: 1959

Track record: Excellent IP firm widely admired for its comprehensive experience assisting international high-flyers such as Google, Instagram, and Shell with all of their trademark prosecution and enforcement needs. Stands out for its success-rate filing oppositions and appeals before the BPTO as well as its excellent track record in high-stakes trademark litigation. Also noted for its anti-counterfeiting and licensing practices.

Team & differentiation: Consisting of 60 legal professionals, Daniel Law stands out as the largest female-owned firm in Latin America. The firm's thriving trademark prosecution practice is responsible for 37,000 trademark filings and recently welcomed three new partners, namely, Anne Holanda, Juliana Hoffmann and Fernanda Quental.

BHERING ADVOGADOS INTELLECTUAL PROPERTY EXPERTS



Pedro Bhering

Key Figures : Isabel Milman, Pedro Bhering and Philippe Bhering
Established: 1978

Track record: Esteemed IP firm noted for its superior track record handling strategic trademark litigation and anti-counterfeiting mandates. Retained by leading multinationals such as Warner Bros., Adidas and FIFA for its counsel on the full range of IP law including patents, technology, copyrights and entertainment issues. Also well-regarded for its fashion and media practices.

Team & differentiation: With offices in Rio, São Paulo and Curitiba, the firm's excellent trademark litigation department consists of four partners and nine associates who are well-equipped to assist major multinationals and their subsidiaries. German-speaking clients benefit from the firm's highly specialized German Desk which is led by attorneys with a strong background in European and German law.

DAVID DO NASCIMENTO ADVOGADOS ASSOCIADOS: A GO-TO NAME FOR IP LAW



Marcello do Nascimento

Key figure: Marcello do Nascimento
Established: 1970

Track record: Long-standing IP boutique well-equipped to counsel foreign heavyweights such as Nestlé, Disney and Philips on the full range of intellectual property matters. Highlighted for its superior knowledge of trademark prosecution and enforcement mandates. Additionally valued for its performances in complex IP litigation on behalf of major names from the food, electronics and cosmetic sectors.

Team & differentiation: In 2020, David do Nascimento Advogados Associados celebrates 50 years as a go-to name for all IP matters in Brazil. With offices in Rio and São Paulo, this well-regarded firm consists of three partners and 17 associates who are actively supported by patent engineers and industrial property agents to provide major international clients with superior legal services.



METHODOLOGY

The criteria are:

- Recognition & reputation of the firm in its market
- Team size, seniority of partners (or executive officers, managing directors, etc.), managing director, chief executive..., education & training level of the associates (or consultants, investment managers, etc.)
- Volume, nature and quality of the cases dealt by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

Rankings are established with the following tools:

• Submission form procedure:

We send questionnaires & submission forms to the structure already included in Leaders League rankings and to others likely to be included. They are, in particular, invited to provide information on their organization, their client bases, their track record and their market.

• Qualitative procedure:

To supplement the questionnaires, Leaders League teams conduct a large number of interviews, which enable us not only to learn more about the firm included in our listings, but also to assess the dynamism of the market. Analysts and market researchers also have meetings with a large number of companies' executives (private companies, funds, banks) who have the opportunity to comment and provide fresh intelligence on the market and on the advisors they are soliciting.

VAZ E DIAS ADVOGADOS & ASSOCIADOS: SUBSTANTIAL TRADEMARKS EXPERTISE



José Carlos Vaz e Dias

Key Figures : José Carlos Vaz e Dias and Savana de Castro Castilho
Established: 2011

Track record: Rio-based boutique valued for its substantial experience handling trademark prosecution cases on behalf of high-profile clients such as Caixa Econômica Federal and Petrobras. Notable expertise advising on cases involving trademark litigation, patent filings, industrial design and industrial property rights. Additionally admired for its technology transfer, franchising and licensing practices.

Team & differentiation: Founded in 2011, the firm presently consists of 10 highly qualified IP attorneys which are captained by seasoned founding partner, José Carlos Vaz e Dias, who has been practicing intellectual property law for over 25 years and specializes in trademark prosecution, licensing agreements and anti-counterfeiting strategies.



TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Dannemann Siemsen	A. Gorini, E. Siemsen do Amaral, L. Henrique O. do Amaral, P. Eduardo Siemsen, R. Borges Carneiro
EXCELLENT	
Daniel Law	Isabella Cardozo, Juliana Hoffmann, Lívia Helayel, Robert Daniel-Shores
Gusmão & Labrunie Propriedade Intelectual	Jacques Labrunie, José Roberto Gusmão, Laetitia d'Hanens, Thiago Arpagaus de Souza
Kasznar Leonardos	Filipe Leonardos, Flávia T. Polli Rodrigues, Liz Starling
Montaury Pimenta, Machado & Vieira de Mello	Clarissa Jaegger, Eduardo Magalhães Machado, Joana Siqueira, Ricardo Vieira de Mello
HIGHLY RECOMMENDED	
Bhering Advogados	Pedro Bhering, Philippe Bhering
David do Nascimento Advogados Associados	Marcello do Nascimento
RECOMMENDED	
ClarkeModet	Fabrizo Pereira da Cruz, Patrícia Falcão
Guerra IP	Adriana Zaidan, Cristina Guerra
Luiz Leonardos & Advogados	Gustavo Leonardos
Mansur Murad Advogados / Murad PMA Intellectual Property	Flavia Mansur Murad, Pedro Vilhena
Murta Goyanes Advogados	Luiza Duarte Pereira, Marcelo Goyanes
Soerensen Garcia Advogados Associados	Mario Soerensen Garcia, Renata Corrêa Cardozo Pereira Carneiro
VALUABLE PRACTICE	
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr.
BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz
Demarest Advogados	Tatiana Campello
Di Blasi, Parente & Associados	Gabriel Di Blasi, Paulo Parente Marques Mendes
Dias Teixeira Sociedade de Advogados	Diogo Dias Teixeira
Felsberg Advogados	Diego Vieira
Peduti Advogados	Cesar Peduti
Pinheiro Neto Advogados	André Giacchetta, Ciro Torres Freitas, José Mauro Decoussau Machado
Trench Rossi Watanabe	Flavia Vasconcelos, Marcela Trigo de Souza
Veirano Advogados	Valdir Rocha
NOTABLE PRACTICE	
Barcellos Tucunduva Advogados	Karin Klemp Franco
KLA Advogados	Tania Liberman
Mário de Almeida - Marcas e Patentes	Custódio Almeida, Marcelo Boller
Matos & Associados – Advogados	Luis Fernando Matos Jr.
Ouro Preto Advogados	Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga
Ricci Propriedade Intelectual	Antonio Ferro Ricci, Helcio Ferro Ricci
Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur
Souto Correa Advogados	Leticia Provedel
Vaz e Dias Advogados & Associados	José Carlos Vaz e Dias, Savana de Castro Castilho



40° CONGRESSO INTERNACIONAL da PROPRIEDADE INTELECTUAL

40th INTERNATIONAL CONGRESS on INTELLECTUAL PROPERTY

IGUASSU FALLS / BRAZIL
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INFORMAÇÕES: www.abpi.org.br

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PLATINA | PLATINUM



OURO | GOLD



PRATA | SILVER



BRONZE



INFORMAÇÕES: www.abpi.org.br



MEDIA & ENTERTAINMENT

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 CQS - Cesnik, Quintino e Salinas Advogados	Fábio Cesnik, Roberto Jucá, Rodrigo Salinas
2 Bitelli Advogados	Marcos Alberto Sant'Anna Bitelli
Murta Goyanes Advogados	Marcelo Goyanes
EXCELLENT	
Pinheiro Neto Advogados	André Giacchetta, José Mauro Decoussau Machado, Larissa Galimberti, Marcio Junqueira Leite, Raphael de Cunto
HIGHLY RECOMMENDED	
Dannemann Siemsen	Gustavo Piva de Andrade, Luiz Henrique O. do Amaral, Peter Eduardo Siemsen
Huck Otranto Camargo Advogados	Luiz Otavio Ferreira, Maurício Vedovato
Lins de Vasconcelos Advogados Associados	Claudio Lins de Vasconcelos, Orlando Netto, Ana Paula Boso
Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados	Fabio Ferreira Kujawski
Sanches Advogados	Sydney Limeira Sanches
Souto Correa Advogados	Leticia Provedel, João Carlos Arieira Harres
Schivartche Advogados	André Schivartche
RECOMMENDED	
Baptista Luz Advogados	Pedro H. Ramos
BMA - Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz
Dias Carneiro Advogados	Eduardo Turkienicz, Vanessa Pareja Lerner
Felsberg Advogados	Maurício Pepe de Lion, Miriam Machado
Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, Laetitia d'Hanens, Vanessa Ribeiro
Machado Meyer Advogados	Ivandro Maciel Sanchez Junior
Mundie e Advogados	Ana Claudia Beppu, Elinor Cotait
VALUABLE PRACTICE	
Bhering Advogados	Pedro Bhering, Philippe Bhering
Campos Mello Advogados	Paula Mena Barreto
Demarest Advogados	Claudio de Oliveira Mattos, Marcelo Inglês de Souza, Tatiana Campello
Kasznar Leonardos	Fernanda Magalhães
KLA Advogados	Tania Liberman
Levy & Salomão Advogados	Simone Lahorgue Nunes
TozziniFreire Advogados	Carla do Couto Hellu Battilana, Marcela Waksman Ejnisman
Trench Rossi Watanabe	Anna Mello, Flávia Rebello, Gabriela Paiva-Morette
Veirano Advogados	Fábio Pereira, Valdir Rocha



COPYRIGHT LAW

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 CQS - Cesnik, Quintino e Salinas Advogados	Guilherme Carboni, Leo Wojdyslawski, Rodrigo Salinas
2 Bitelli Advogados	Marcos Alberto Sant'Anna Bitelli
Dannemann Siemsen	Attilio Gorini, Gustavo Piva de Andrade, José Henrique Werner, Peter Eduardo Siemsen
Murta Goyanes Advogados	Marcelo Goyanes
EXCELLENT	
Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, José Roberto Gusmão, Laetitia d'Hanens, Vanessa Ribeiro
Kasznar Leonardos	Gustavo Bacalhau, Nancy Caigawa, Rafael Lacaz Amaral
Pinheiro Neto Advogados	André Giacchetta, Larissa Galimberti, Marcio Junqueira Leite, Raphael de Cunto
Souto Correa Advogados	Leticia Provedel
HIGHLY RECOMMENDED	
Eliane Y. Abrão Advogados Associados	Eliane Y. Abrão
Bhering Advogados	Pedro Bhering, Philippe Bhering
KLA Advogados	Tania Liberman
Manoel J. Pereira dos Santos - Sociedade de Advogados	Manoel Joaquim Pereira dos Santos
Montaury Pimenta, Machado & Vieira de Mello	Dirceu de Santa Rosa, Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça
Sanches Advogados	Sydney Limeira Sanches
Trench Rossi Watanabe	Flávia Rebello, Flavia Vasconcelos, Gabriela Paiva-Morette
RECOMMENDED	
BVA - Barreto Veiga & Advogados	Daniel Barbosa Rodrigues, Felipe Barreto Veiga
Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur

SPORTS LAW

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Bichara e Motta Advogados	Bichara Abidão Neto, Marcos Motta
2 Ambiel, Manssur, Belfiore & Malta Advogados	Carlos Eduardo Ambiel, José Francisco Manssur, Marcel Belfiore
CSMV Advogados	André Sica
EXCELLENT	
Cravo, Pastl e Balbuena Advogados Associados	Daniel Cravo, Francisco Balbuena, Rogério Pastl
Santoro, Almeida & Andries Advogados	Luiz Felipe Guimarães Santoro
HIGHLY RECOMMENDED	
CCLA Advogados	Cristiano Caús, Márcio Andraus
Garcia & Keener Advogados	Carlos Eugenio Lopes
Mattos de Paiva, Nogueira e Ribeiro Advogados	Gustavo Nogueira, Luiz Fernando Ribeiro, Thomaz Mattos de Paiva
Tannuri Ribeiro Advogados	André Ribeiro, Breno Tannuri



FASHION LAW

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
D. Portilho	Deborah Portilho
EXCELLENT	
1 Daniel Law	Fernanda Quental, Isabella Cardozo, Roberta Arantes
Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, Laetitia d' Hanens, Thiago Arpagaus de Souza, Vanessa Ribeiro
Kasznar Leonardos	Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral
HIGHLY RECOMMENDED	
2 AGFF Law - Andrade Gomes & Ferreira Filho Advogados	Alberto Ferreira Filho, Andreia de Andrade Gomes
Bhering Advogados	Pedro Bhering, Philippe Bhering
Dannemann Siemsen	Alvaro Loureiro
L.O. Baptista Advogados	André Mendes Espírito Santo
Hallem Advogados	Bruna Rego Lins
CGM Advogados	Martim Machado, Maury Lobo de Athayde
Felsberg Advogados	Maria Carolina Guazzelli
Fialho Salles Advogados	Lucas Spadano, Luiza Tângari
Mansur Murad Advogados / Murad PMA Intellectual Property	Flavia Mansur Murad Schaal
Souto Correa Advogados	Leticia Provedel

L.O. BAPTISTA ADVOGADOS: FASHION & INNOVATION EXPERTS



André Mendes Espírito Santo

Key figure: André Mendes Espírito Santo
Established: 1938

Track record: Actively sought out by major fashion labels and leading textile companies for its pioneering experience in fashion law. Relied upon for its expertise providing counsel on all matters related to intellectual property violations such as counterfeiting, trademark infringement and dispute resolution mandates. Key clients include Hugo Boss, AMC Têxtil and IMC Têxtil.

Team & differentiation: Based out of São Paulo, L.O. Baptista's fashion law team consists of eight attorneys and is captained by experienced partner André Mendes Espírito Santo, who routinely assists major companies, designers and stylists with strategic fashion mandates. Academically, Mr Espírito Santo coordinates the fashion law postgraduate program at Fundação Getúlio Vargas (FGV-SP).

MURAD PMA INTELLECTUAL PROPERTY: SUPERIOR TRADEMARK AND FASHION COUNSEL



Flavia Mansur Murad Schaal

Key figure: Flavia Mansur Murad Schaal
Established: 2006

Track record: Flourishing São Paulo-based IP firm highlighted for the strength of its capabilities in both trademark prosecution and litigation cases on behalf of major companies from the retail, fashion and cosmetics industries. Valued for its experience in trade dress, industrial design and anti-counterfeiting mandates. Also provides counsel on cases involving patents, copyrights and licensing agreements.

Team & differentiation: Founded in 2006 and consisting of four partners and 16 associates, Murad PMA Intellectual Property is led by experienced founding partner, Flavia Mansur Murad Schaal, who holds a PhD in intellectual property law from the Université de Lorraine. Mansur Murad also teaches the fashion law postgraduate course at the prestigious Santa Marcelina Fashion School.



DATA PROTECTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados Pinheiro Neto Advogados	Fabio Ferreira Kujawski, Paulo Brancher, Thiago Luís Sombra André Giacchetta, Ciro Torres Freitas, Larissa Galimberti, Raphael de Cunto
2 Baptista Luz Advogados Opice Blum, Bruno, Abrusio e Vainzof Advogados Associados TozziniFreire Advogados	Pedro H. Ramos Caio César Carvalho Lima, Camilla Jimene, Juliana Abrusio, Marcos Bruno, Rony Vainzof Bruna Borghi Tomé, Carla Hellu Battilana, Marcela Ejnisman, Patrícia Helena Martins
EXCELLENT	
Machado Meyer Advogados	Diego de Lima Gualda, Elton Minasse
PG Advogados	Marcelo Crespo, Márcio Chaves, Patricia Peck
Veirano Advogados	Fábio Pereira, Guilherme Potenza
HIGHLY RECOMMENDED	
1 ASBZ Advogados Daniel Law Dannemann Siemsen KLA Advogados Pereira Neto Macedo Advogados Silveiro Advogados	Luiza Sato Thamilla Talarico Filipe Fonteles Cabral Tania Liberman, Vanessa Pirró Daniel Douek, Ronaldo Lemos Leonardo Braga Moura, Maurício Brum Esteves, Rodrigo Azevedo
2 Alexandre Atheniense Advogados BMA - Barbosa, Müssnich, Aragão Cortez, Rizzi & Miranda Advogados Demarest Advogados Kaszner Leonardos Viseu Advogados	Alexandre Atheniense José Eduardo de V. Pieri Maria Cristina Cortez, Heitor Carmássio Miranda Tatiana Campello, Julia Pazos, Vanessa Ferro Claudio Barbosa, Fernanda Magalhães, Nancy Caigawa Gustavo Artese, Luis Gustavo Leão
RECOMMENDED	
Campos Mello Advogados CGM Advogados Dias Carneiro Advogados Felsberg Advogados Kestener, Granja & Vieira Advogados Mundie e Advogados Palhares Advogados	Paula Mena Barreto Adriano Chaves Vanessa Pareja Lerner, Juliana da Cunha Mota Clarissa Luz, Evy Marques Fabio Alonso Vieira Ana Claudia Beppu, Tomás Paiva Felipe Palhares

ALEXANDRE ATHENIENSE ADVOGADOS: SEASONED DATA PROTECTION COUNSEL



Alexandre Atheniense

Key figure: Alexandre Atheniense
Established: 2017

Track record: Compact data protection and technology boutique recognized for the long-standing expertise of its founding partner in digital law. Well-equipped to advise on data protection and privacy mandates such as the reviewing of internal policies, risk mitigation and the drafting of both GDPR and LGPD compliance programs. Also noted for its valuable knowledge of information security, e-commerce regulations and cybercrime issues.

Team & differentiation: With offices in Belo Horizonte, Brasília and São Paulo, the firm is captained by founding partner Alexandre Atheniense, who has built up over three decades of experience in the legal market. Atheniense stands out as a pioneer in the field of IT law and is an expert on cases involving software, digital media and electronic evidence.

CAMPOS MELLO ADVOGADOS: DATA PROTECTION KNOW-HOW



Paula Mena Barreto

Key figure: Paula Mena Barreto
Established: 1981

Track record: Compact practice within a full-service player frequently advising multinationals from the technology, media, automotive and energy sectors on the full range of data protection issues. Particularly valued for its experience providing in-depth consultancy on the Brazilian regulatory landscape, privacy policies, due diligences, data breach scenarios and transfer of technology agreements.

Team & differentiation: Totalling three attorneys, this tight-knit department is led by well-known IP practitioner, Paula Mena Barreto, who regularly advises leading domestic and foreign companies on data protection aspects related to their consumer, labor and marketing activities. The firm's cooperation agreement with global powerhouse DLA Piper provides clients with an edge for international mandates.

PALHARES ADVOGADOS: CUTTING-EDGE DATA ADVISORS



Felipe Palhares

Key figure: Felipe Palhares
Established: 2018

Track record: Highly specialized data protection and privacy boutique which stands out for its cutting-edge expertise advising major international companies from the technology, aviation and manufacturing sectors on complex LGPD and GDPR compliance projects. Frequently sought out by premier British law firms for consultancy on Brazil's regulatory landscape.

Team & differentiation: Founded in 2018 and with offices in São Paulo and Joinville, this flourishing outfit consists of six attorneys all of whom are fully geared towards data protection matters. The firm is led by founding partner and pioneering data expert Felipe Palhares, who is qualified to practice both in Brazil and New York and holds a data protection officer certification from Maastricht University.



CHILE

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Alessandri	Santiago Ortuzar, Carla Pacheco
Sargent & Krahn	Alfredo Montaner
Silva	Juan Pablo Silva, Ricardo Montero
2 Carey	Francisco Carey
Villaseca Abogados	Max Villaseca, Bernardo Serrano S.
EXCELLENT	
Albagli Zaliasnik	Eugenio Gormaz, Oscar Molina
Claro & Cia	Felipe Claro
Johansson & Langlois	Christopher Doxrud
Porzio Rios García	Cristobal Porzio
HIGHLY RECOMMENDED	
1 Beuchat - Barros & Pfenniger	Andres Melossi
ClarkeModet	Gabriela Wildner, Manuel Concha, Samuel Hammer
Covarrubias & Cia	Sofía Covarrubias
Dellaflori	Mauro Dellaflori, Cristián carril, Daniel De Santiago
Jarry IP	Magdalena Barros
Marinovic y Cia	Luis Olmedo
2 Garay Puga IP	Juan Enrique Puga, Jorge Garay Perez
Puga Ortiz	Cristian Mir Balmaceda
Sáenz de Santa María Abogados	Pablo Sáenz de Santa María, José Manuel Urenda, Alexandra Howard
RECOMMENDED	
Baker McKenzie	Valentina Venturelli
Muñoz Jeanneret Álvarez Abogados	Noëlle Jeanneret, Carmen Paz Álvarez
CMS Carey & Allende	Matias Somarriva
Cooper & Cia	Rodrigo Cooper
Larrain & Asociados	José Pedro Baraona, Sebastián Prieto
Shen Contreras Reyes (SCR Abogados)	Juan Francisco Reyes
VALUABLE PRACTICE	
De la Barra, Ernst & Siebel	Christian Ernst S.
Díaz Wiecher	Francisco Viollo
Guerrero Olivos	Diego Morandé
Mackenna, Irrarázaval, Cuchacovich & Paz	Rodrigo Marré
Magliona Abogados	Claudio Magliona
Morales & Besa	Edmundo Varas
Paiva & Cia Intellecta	Gabriela Paiva
Pereira Covarrubias Montes	Rafael Covarrubias
Vae Abogados	Juan Pablo De la Jara



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Albagli Zaliasnik	Gabriel Zaliasnik, Eugenio Gormaz
Carey	Francisco Carey, Guillermo Carey
Sargent & Krahn	Juan Pablo Egaña, Alfredo Montaner
EXCELLENT	
1 Alessandri	Raúl Montero, Santiago Ortuzar
Claro & Cia	Felipe Claro
Villaseca Abogados	Max Villaseca
2 Silva	Juan Pablo Silva, Andrés Grunewaldt
HIGHLY RECOMMENDED	
1 Beuchat - Barros & Pfenninger	Andres Melossi
Dellafiori	Mauro Dellafiori, Enrique Dellafiori
Marinovic y Cia	Luis Olmedo
Porzio Rios Garcia	Hernan Rios, Marcelo Correa
2 CMS Carey & Allende	Matias Somarriva
Covarrubias & Cia	Arturo Covarrubias
Johansson & Langlois	Christopher Doxrud, Max Montero
RECOMMENDED	
ClarkeModet	Marcos Morales, Cecilia Belmar, Danica Mardesic
De la Barra, Ernst & Siebel	Helena Siebel
Garay Puga IP	Jorge Garay Perez, Juan Enrique Puga
Guerrero Olivos	Diego Morandé
Jarry IP	Magdalena Barros
Larrain & Asociados	José Pedro Baraona, Sebastián Prieto
Mackenna, Irrarázaval, Cuchacovich & Paz	Rodrigo Marre
Magliona Abogados	Nicolás Yuraszeck
Shen Contreras Reyes (SCR Abogados)	Juan Francisco Reyes
Sáenz de Santa María Abogados	Pablo Sáenz de Santa María, José Manuel Urenda, Alexandra Howard

VILLASECA ABOGADOS: MORE THAN A CENTURY DELIVERING IP ADVICE



Max Villaseca

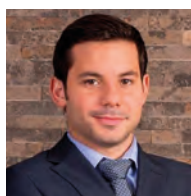
Key Figures : Max Villaseca, Bernardo Serrano, Felipe Pavez and Francisco Valverde

Established: 1916

Track record: The firm is representing Sanrio Company Ltd on a complex trademark, copyright enforcement and anti-counterfeiting case. They successfully represented NBA Properties on a prosecution litigation matter. They advise various universities in Chile on patent and utility models prosecution. Their client roster includes Novartis, Colgate Palmolive company and Caterpillar.

Team & differentiation: The team is composed of experienced lawyers and in-house engineers, they handle advisory and litigious cases in a broad range of fields. Managing Partner Max Villaseca has solid knowledge of every aspect of IP and has been representing national and international companies for the past 40 years.

DELLAFIORI ABOGADOS: HIGH QUALITY IP BOUTIQUE



Mauro Dellafiori

Key Figures : Mauro Dellafiori and Daniel de Santiago

Established: 1986

Track record: For over 30 years the firm has dedicated itself to providing services in the area of intellectual property in the broadest sense. The firm's expertise in IP covers the food, wine, agriculture, technology, fashion and pharmaceutical industries some of which require legal services regarding technology and innovation.

Team & differentiation: The team's expertise in IP includes trademarks, patents, domain names and industrial designs, utility models, copyright, trade secrets, internet, contractual issues, new technologies, data protection and related matters. Partner Mauro Dellafiori leads the firm's litigation department and participates in a large number of trials.



ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
CMS Carey & Allende	Matias Somarriva
Marinovic y Cia	Antonio Marinovic
EXCELLENT	
1 Albagli Zaliasnik	Eugenio Gormaz, Oscar Molina
Alessandri	Santiago Ortuzar, Rodrigo Valenzuela, Camila Lira
Carey	Francisco Carey
2	
Silva	Andrés Grunewaldt
Villaseca	Felipe Pavez
HIGHLY RECOMMENDED	
Baker Mckenzie	Sebastian Doren
Beuchat - Barros & Pfenninger	Andres Melossi
Dellafiori	Enrique Dellafiori, Daniel de Santiago
Garay Puga IP	Jorge Garay Perez
Johansson & Langlois	Max Montero
Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marre
Porzio Rios García	Cristobal Porzio
PUGA ORTIZ	Cristian Mir Balmaceda
Sargent & Krahn	Alfredo Montaner

MARINOVIC Y CIA ABOGADOS: A TRUSTED NAME FOR ENFORCEMENT & ANTI-PIRACY MATTERS



Antonio Marinovic

Key Figures : Antonio Marinovic and Luis Olmedo
Established: 1987

Track record: The firm is a leading expert when it comes to managing antipiracy campaigns and have represented important clients from different industries such as Walt Disney, Nike, Puma, NBA. They have implemented long-term campaigns highlighting an excellent relationship with local authorities, which have substantially limited the amount of illegal goods entering the market.

Team & differentiation: Intellectual property is the firm's core practice, specifically trademarks and copyrights. Its expertise includes the implementation of anti-piracy campaigns in the most diverse industries. Founder Antonio Marinovic has more than 30 years' experience. He has assisted the National Congress with the modification of copyright and trademark laws.



COLOMBIA

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Brigard & Castro	Juan Pablo Cadena, Martín Torres Cardozo
Cavelier Abogados	Martha Vanin, Eduardo Varela
Gómez-Pinzón	Mauricio Jaramillo, Juanita Perez
EXCELLENT	
Baker McKenzie	Juan Pablo Concha Delgado
Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
Lloreda Camacho & Co	Tatiana Carrillo
Olarte Moure	Juan Moure
HIGHLY RECOMMENDED	
Castellanos & Co	Ximena Castellanos, Margarita Castellanos
Clarke Modet & Co	Carolina Daza, Gonzalo Carreño
CMS Rodríguez-Azuero	Karl Mutter, Lola Kandelaft
Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño, Gerardo Florez
Posse Herrera Ruiz	Helena Camargo
Triana Uribe & Michelsen	Juan Carlos uribe, Andrés Medina, Marcela Gómez
Vera Abogados	Jorge Vera, Natalia Vera, Carolina Vera
Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez
RECOMMENDED	
1 Aristizabal Abogados Consultores	Francisco Aristizabal, Ricardo Aristizabal
BBS Barrios Montenegro Abogados	Myriam Montenegro
Castillo Grau Abogados	Felipe Castillo
Cuesta & Asociados	Juan Carlos Cuesta
Herrera Díaz Abogados	José Herrera
Holland & Knight	Danilo Romero Raad
Humberto Rubio & Cia	Humberto Rubio
Marquez Robledo	Santiago Márquez, María Alejandra Ahumada
Raisbeck & Castro	Ian Raisbeck, Natalia Castro
2 Guerrero & Asociados Propiedad Intelectual	Natalia Perez, Manuel Guerrero
Marquez Barrera Castañeda Ramirez (MBCR)	Natalia Barrera Silva
Nidia Osorio & Co	Nidia Osorio
Pinzón Pinzón & Asociados	Mauricio Pinzón Pinzón
Pons IP	Claudia Caro



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Baker McKenzie	Juan Pablo Concha Delgado
Brigard & Castro	Juan Pablo Cadena, Martín Torres Cardozo, María fernanda Castellanos
Cavelier Abogados	Luz Clemencia de Paéz, Andrés Rincón
OlarteMoure	Carlos Olarte, Juan Felipe Acosta
2 Triana Uribe & Michelsen	Fernando Triana, Sandra Ávila, Sandra Méndez
EXCELLENT	
Gómez-Pinzón	Mauricio Jaramillo
Lloreda Camacho & Co	Alicia Lloreda
Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño
Posse Herrera Ruiz	Helena Camargo, Mónica Bonnet
HIGHLY RECOMMENDED	
BBS Barrios Montenegro Abogados	Myriam Montenegro
Clarke Modet & Co	Carolina Daza, Alonso Castrillón
CMS Rodríguez-Azuero	Karl Mutter, Lola Kandelaf
Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
Herrera Díaz Abogados	José Herrera
Holland & Knight	Danilo Romero Raad
Marquez Robledo	Santiago Márquez, María Alejandra Ahumada
Raisbeck & Castro	Ian Raisbeck, Natalia castro
Vera Abogados	Jorge Vera
RECOMMENDED	
Castellanos & Co	Margarita Castellanos, Ximena Castellanos
Pinzón Pinzón & Asociados	Mauricio Pinzón Pinzón
Peña Mancero	Daniel Peña
Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez

OLARTEMOURE: POWERHOUSE IP FIRM



Carlos Olarte

Key figures: Carlos Olarte and Juan Moure
Established: 2003

Track record: The firm handles a wide range of trademark and patent mandates, litigation matters and enforcement. They are recognized for the quality of their plant breeders' rights practice. The firm has seasoned licensing, tech-transfer and commercialization experts working with local universities and R&D clients. Their client list includes Merck, Boehringer, Pfizer, and Novartis.

Team & differentiation: The patent team is the largest in Colombia. Firm members are experienced litigators who are used to obtaining exemplary results. Partner Carlos Olarte focuses his practice on patent prosecution and litigation, including strategic planning for the protection and value assessment of new technologies. Juan Moure has earned a strong reputation for his knowledge of IP matters.

VERA ABOGADOS: PROFESSIONAL IP SERVICES



Jorge Vera

Key figures : Jorge Vera, Carolina Vera and Natalia Vera
Established: 1972

Track record: The firm offers professional services to local and foreign companies from a variety of sectors. Its expertise chiefly covers industrial property, trademarks, patents, copyrights and new technologies. The firm has a long track-record that includes participation in major IP litigations. It recently represented a Chilean wine producer on a complex infringement case.

Team & differentiation: The team is made up of specialized lawyers that respond with efficiency and competitiveness to the needs and demands of customers around the world. Partner Carolina Vera specializes in patent and trademarks. The team has carried out a considerable amount of prosecution work for Colombian and foreign clients.



ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	Juan Pablo Concha Delgado
Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez
EXCELLENT	
Atoz Legal Consulting	Andrés Zapata
Cavelier Abogados	Eduardo Varela
Dentons Cárdenas & Cárdenas	Luz Helena Adarve
Estrategia Jurídica	Claudette Vernot
Olarte Moure	Juan Felipe Acosta
Philippi Prietocarrizosa Ferrero DU & Uría	Camilo Suárez, Gerardo Flórez
Posse Herrera Ruiz	Helena Camargo, Mónica Bonnet
Triana Uribe & Michelsen	Fernando Triana, Sandra Avila
HIGHLY RECOMMENDED	
BBGS Barrios Montenegro Abogados	Myriam Montenegro
Brigard & Castro	Juan Pablo Cadena
Clarke Modet	Carolina Daza, Alonso Castrillón
CMS Rodríguez-Azuero	Karl Mutter, Lola Kandelaf
Gómez-Pinzón	Mauricio Jaramillo
Holland & Knight	Danilo Romero Raad
Lloreda Camacho	Alicia Lloreda
Marquez Robledo	Felipe Ortega
Muñoz Abogados	Diego Muñoz
Raisbeck & Castro	Ian Raisbeck, Natalia Castro
Vera Abogados	Jorge Vera

DATA PROTECTION & CYBERSECURITY

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	María Carolina Pardo Cuéllar
Bermudez Durana Asociados	José Alejandro Bermudez
CMS Rodríguez-Azuero	Lorenzo Villegas Carrasquilla
Dentons Cárdenas & Cárdenas	Juanita Acosta, Luz Helena Adarve
HIGHLY RECOMMENDED	
Data & Tic	Rafael Gamboa Bernate
Garrigues Colombia	José Miguel de la Calle
Gómez-Pinzón	Mauricio Jaramillo
Marquez Barrera Castañeda Ramirez (MBCR)	Natalia Barrera Silva, Pablo Márquez
Olarte Moure	Carlos Olarte
Vanegas Morales	Stella Vanegas
RECOMMENDED	
Alzate & Asociados Asesores Jurídicos	Juan Pablo Alzate Ospina
DLA Piper Martínez Beltrán	María Claudia Martínez
Marquez Robledo	Santiago Márquez
Marrugo Rivera & Asociados	Iván Darío Marrugo
MS Legal	Pedro Novoa
Peña Mancero	Daniel Peña
Triana Uribe & Michelsen	Juan Pablo Triana

HOLLAND & KNIGHT: PERSONALIZED COUNSEL



Danilo Romero Raad

Key Figures : Danilo Romero Raad
Established: 2012

Track record: The IP area delivers counsel on IP law, copyright, consumer protection law, data protection, telecommunications, and regulatory affairs. It has represented national and international clients on industrial property issues, particularly with regard to the registration and enforcement of trademarks, patents, commercial names and domain names.

Team & differentiation: The team has the requisite knowledge to provide the full range of services to help and protect their client's innovations. Partner Danilo Romero leads the IP area and focuses on intellectual property, consumer protection law, copyright, data protection, and media and entertainment law. The firm's client list includes national and international companies from the textile, food and sports sectors.

MEDIA & ENTERTAINMENT

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
BBS Barrios Montenegro Abogados	Myriam Montenegro, Felipe Rubio
Marquez Barrera Castañeda Ramirez (MBCR)	Natalia Barrera Silva
Marquez Robledo	Santiago Márquez
EXCELLENT	
1 Brigard & Castro	María Fernanda Castellanos
Ley en Movimiento	Patricia Renjifo
Olarte Moure	Carlos Olarte
Palacio & Izquierdo	Gustavo Palacio
2 Triana Uribe & Michelsen	Juan Carlos Uribe, Sandra Avila
HIGHLY RECOMMENDED	
Cavelier Abogados	Eduardo Varela
CMS Rodríguez-Azuero	Lorenzo Villegas Carrasquilla
DLA Piper Martinez Beltrán	Camilo Martinez
Felipe Carreño & Asociados	Felipe Carreño
Gómez-Pinzón	Mauricio Jaramillo, Juanita Perez
Herrera Díaz Abogados	José Roberto Herrera Díaz
Holland & Knight	Danilo Romero Raad

MARQUEZ ROBLEDO: IN DEPTH EXPERTISE IN MEDIA AND ENTERTAINMENT



Santiago Marquez

Key Figure : Santiago Marquez
Established: 2010

Track record: Without doubt a leader in advertising and entertainment law, the firm focuses its practice on advertising, corporate intellectual property, and music industry, motion picture, television, internet, technology, multimedia and media issues. They have a very successful practice in trademarks, including trademark prosecution, litigation, licensing, and portfolio management.

Team & differentiation: The team includes skilled, technical professionals with a deep understanding of both specialized technology and the complex dynamics of worldwide distribution. Managing Partner Santiago Marquez has more than 14 years' experience as an advisor in intellectual property, advertising law, entertainment law and corporate law.

ECUADOR

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 CorralRosales	Maria Cecilia Romoleroux
Falconi Puig Abogados	Sasha Mandakovic
2 Bustamante & Bustamante	José Rafael Bustamante Espinosa, Carmen Robayo
EXCELLENT	
1 Bermeo & Bermeo	Rodrigo Bermeo Andrade
Fabara Abogados	Monica Jarrin, María Rosa Fabara
Pérez Bustamante & Ponce (PBP)	Francisco Pérez-Gangotena
2 Paz Horowitz Abogados	Byron Robayo
Romero Corral	Margarita Romero
Tobar ZVS Spingarn	Alfonso Rivera
HIGHLY RECOMMENDED	
Julio C Guerrero B	Johana Aguirre Guerrero
Lexim Abogados	María de los Angeles Lombeyda
Meythaler & Zambrano	Margarita Zambrano
Quevedo & Ponce Estudio Jurídico	Alejandro Ponce Martínez
Sur Legal	Antonio Martínez Montesinos, Marco Avila
RECOMMENDED	
Barzallo Abogados	Esteban Riofrio
Ferrere	Pedro Córdova
Lexvalor Abogados	Luis Marin-Tobar
Luzuriaga & Castro	Gonzalo Luzuriaga
Solines & Asociados	Pablo Solines
VALUABLE PRACTICE	
Aguirre, Noboa & Freire Abogados	Carlos Aguirre Noboa
Izurieta Mora Bowen Law Firm	Andrés Ortega
Lexalia Abogados	Gina Guerrero
Vivanco & Vivanco	María-Belén Rivadeneira Reyes



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Bustamante & Bustamante	José Rafael Bustamante, Roque Bernardo Bustamante, Carmen Robayo
CorralRosales	María Cecilia Romoleroux, Francisco Gallegos
Fabara Abogados	María Rosa Fabara, Pablo Fabara
Falconi Puig Abogados	Carlos Alberto Arroyo, Sasha Mandakovic
Pérez Bustamante & Ponce (PBP)	Francisco Pérez-Gangotena
EXCELLENT	
Bermeo & Bermeo	Pablo Bermeo Andrade, Rodrigo Bermeo Rosales
Meythaler & Zambrano	José Meythaler, Margarita Zambrano
Paz Horowitz Abogados	Byron Robayo
Quevedo & Ponce Estudio Jurídico	Alejandro Ponce Martínez
Romero Corral	Margarita Romero, Alfredo Corral
Solines & Asociados	Juan Carlos Solines, Pablo Solines
Tobar ZVS Spingarn	Alfonso Rivera
HIGHLY RECOMMENDED	
Arosemena Burbano & Asociados	Flavio Arosemena Burbano
Barzallo Abogados	Esteban Riofrio
Ferrere	Pedro Córdova
Julio C Guerrero B	Johana Aguirre Guerrero
Legacy Soluciones Legales	Juan Pablo Serrano
Lexim Abogados	María de los Angeles Lombeyda
Lexvalor Abogados	Luis Marin-Tobar
Luzuriaga & Castro	María Alejandra Castro
Sur Legal	Antonio Martínez Montesinos

FABARA & CIA ABOGADOS: LONG STANDING REPUTATION IN IP



María Rosa Fabara

Key Figure : María Rosa Fabara
Established: 2003

Track record: The firm is among the strongest in Ecuador when it comes to intellectual property. The IP practice focuses mainly on trademarks, patents and unfair competition. Fabara Abogados is one of the few firms in Ecuador that specializes in patents in pharmaceutical and technology. The IP and litigation teams constantly collaborate since some processes are civil.

Team & differentiation: The firm’s lawyers have a recognized IP expertise and are respected in patents registering and litigation. The team is headed by María Rosa Fabara, a leading lawyer in this field with 25 years of experience, who is supported by experienced IP associates. The team regularly advises on software licenses and medical patents for clients in the telecom, retail.

CORRALROSALES: A FULL-SERVICE OFFERING ENCOMPASSES EVERY FACET OF IP LAW



María Cecilia Romoleroux

Key Figures : María Cecilia Romoleroux, Francisco Gallegos and Gabriel Kuri
Established: 1975

Track record: The firm is entrusted by local companies and multinationals to provide them with comprehensive portfolio management, strategies, and solutions to all their IP, media and data protection challenges in Ecuador and throughout Latin America. Principal clients include Claro, Century Link, IBM and Google. The team also advises clients that address electronic commerce in Ecuador where there is a lack of clear regulation.

Team & differentiation: The firm has a strong reputation in prosecution and enforcement, but it is also involved in substantial trademark litigation and contentious matters. It also houses a potent life sciences practice that has emerged within the firm’s patent group, where we find in-house full-time patent professionals. The firm is home to one of the only data protection experts in the country.

SOLINES ASOCIADOS ABOGADOS: A PERFECT MIX OF FAMILY TRADITION AND MODERNITY



Pablo Solines

Key Figures : Juan Carlos Solines and Pablo Solines
Established: 1973

Track record: The IP team has been busy with infringement actions and conflicts between designation of origin and trademarks. Among the names in the clients roster we find Florealp, Tarsis, Hilsea Investments, Gertoinsa and Uniarte. It has also been working on the preparation of background information for studies on the audiovisual sector in Latin America for WIPO.

Team & differentiation: The IP department is led by partner Pablo Solines Moreno, who has focused his practice on industrial property, mainly in the trademark field. Pablo is the president of the Ecuadorian Association of Intellectual Property. The firm is also recognized in the Ecuadorian market as a TMT leader and is one of the few firms in the country to have developed an entertainment and sport law practice.



ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Luzuriaga & Castro	Gonzalo Luzuriaga
EXCELLENT	
CorralRosales	Francisco Gallegos, Maria Cecilia Romoleroux
Tobar ZVS Spingarn	Alfonso Rivera
HIGHLY RECOMMENDED	
Bustamante & Bustamante	Carmen Robayo
Falconi Puig Abogados	Sasha Mandakovic, Cecilia Falconi
Pérez Bustamante & Ponce (PBP)	Francisco Pérez-Gangotena
Quevedo & Ponce Estudio Jurídico	Alejandro Ponce Martínez, Ernesto Guarderas Izquierdo
RECOMMENDED	
Bermeo & Bermeo	Rodrigo Bermeo Andrade
Fabara Abogados	María Rosa Fabara, Pablo Fabara
Lexvalor Abogados	Luis Marin-Tobar
Meythaler & Zambrano	Margarita Zambrano
Paz Horowitz Abogados	Bruce Horowitz
Sur Legal	Marco Avila

LUZURIAGA & CASTRO: PIONEER IN ENFORCEMENT AND ANTI-COUNTERFEITING ACTIONS



Gonzalo Luzuriaga

Key Figure : Gonzalo Luzuriaga
Established: 2004

Track record: Luzuriaga & Castro Abogados has a vast list of brands from the most diverse sectors which entrust them with the protection of their IP rights. The list includes Nike Innovate Inc., Tommy Hilfiger Inc., Epson Kabushiki Kaisha, Honda Motor Co. Ltd., and Levis Strauss & Co. In 2006 Luzuriaga & Castro Abogados obtained the first criminal judgment against an IP lawbreaker and since then has won many judgments against IP infringers.

Team & differentiation: The team, led by Gonzalo Luzuriaga, is adept in IP matters but mainly deals with enforcement and anticounterfeiting actions. He was the leading attorney in many cases before the Ecuadorian Constitutional Court, where the destruction of counterfeited goods was declared and later confirmed as right and proper. Peers recognize him as a leader in handling these issues.

PAZ HOROWITZ: CREATIVE, CUTTING-EDGE IP AND IT SPECIALISTS



Byron Robayo

Key Figures : Byron Robayo and Bruce Horowitz
Established: 1991

Track record: Byron Robayo, who leads the IP team, has advised the World Intellectual Property Organization (WIPO), the Ecuadorian IP Office, and the Swiss and U.S. Embassies, on IP matters. The IP team produces creative and cutting-edge legal work, such as the first sound-mark registration in South America, the first recognition of an Ecuadorian denomination of origin and first registration in the world of a tactile trademark.

Team & differentiation: The IP team has two partners, Bruce Horowitz and Byron Robayo, who have more than 30 years' and 13 years' experience respectively in intellectual property, technology transfer and protection of intangible assets. Paz Horowitz is a pioneer in the region creating an innovation and technology transfer area (PH Innovations) to help companies, universities and entrepreneurs add value to their researches and products.



TECHNOLOGY, MEDIA & TELECOMS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Barzallo Abogados	Jose Luis Barzallo
Solines & Asociados	Juan Carlos Solines, Pablo Solines
EXCELLENT	
Bustamante & Bustamante	Carmen Robayo
CorralRosales	Xavier Rosales, Aba Samudio
Falconi Puig Abogados	Carlos Alberto Arroyo
Paz Horowitz Abogados	Byron Robayo, Lorena Sandoval
Tobar ZVS Spingarn	Alfonso Rivera, Alvaro Sevilla
HIGHLY RECOMMENDED	
Bermeo & Bermeo	Rodrigo Bermeo Andrade
Cevallos, Casals, Balseca & Bilbao Abogados	Daniela Cevallos Casals
Fabara Abogados	Andrés Becdach, María Rosa Fabara
Gonzalez Peñaherrera - GP&A	Felipe Gonzalez
Heka Law Firm	Andrés Teran
Legaltech Asesores & Consultores	Janette Colamarco
Pérez Bustamante & Ponce (PBP)	Francisco Pérez-Gangotena

CEVALLOS, CASALS, BALSECA & BILBAO ABOGADOS: SMALL FIRM WITH TOP-NOTCH CASES AND CLIENTS



Daniela Cevallos Casals

Key Figures : Daniela Cevallos Casals
Established: 2015

Track record: Despite its relatively small size, CCB&B Abogados has been involved in important telecom and technology cases. In 2019, the firm represented clients on administrative contracts worth more than \$120 million. Among its clients are Tekmarkco (telecoms supplier), CiberC (leader in Cisco solutions for Ecuador, Colombia and Central America) and ZTE Corporation (a Chinese state-owned telecoms supplier present in more than 160 countries).

Team & differentiation: The team has been reinforced with the arrival of senior associate Valeria Naranjo, an expert in telecoms law. Before launching the firm, lead partner Daniela Cevallos was general legal counsel for Huawei Technologies and regional legal counsel for Central America, the Caribbean countries and Ecuador for Huawei. That experience allows her to better understand client need and just what the business risks and stakes are.



PERU

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Barreda Moller	Micaela Mujica, Alfredo Barreda
Estudio Colmenares & Asociados	Viviana Condori, Maria del Carmen Arana
2 Estudio Echeopar -Member of Baker McKenzie International	Luis Alonso García Muñoz-Nájar, Manlio Bassino
EXCELLENT	
1 Allende & Garcia Abogados	Magali Garcia, Jorge Allende
Barlaw - Barrera & Asociados	Adriana Barrera, Andrea Chunga, Medalith Albarracin
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Marta Fernandez Pepper
Thorne Echeandia & Lema Abogados	Alvaro Echeandia Bustamente, Ana Navarro
2 ClarkeModet Peru	José Marquis, Gheira Mori
Espinosa Bellido Abogados	Francisco Espinosa Reboa
Kresalja IP	Marcela Robles, Baldo Kresalja, Rosa María Kresalja
Osterling Abogados	Arturo Tello
Rodrigo Elías & Medrano Abogados	Maria del Carmen Alvarado, Hector Alvarez, Maritza Reátegui
HIGHLY RECOMMENDED	
BRDA Abogados	José Barreda, Gonzalo Barreda
Carolina Oré Gomez & Asociados	Alexander Trujillo
Diez Canseco Competencia & PI	Juli Gutierrez
Ds Casahierro Abogados	Javier Duany Garcia
Durand Abogados	Christian Durand Grahammer
Estudio Olaechea	Monica Germany
OMC Abogados	Oscar Mago
Pacon & Schiantarelli	Juan Pablo Schiantarelli
Scavia & Scavia	Renzo Scavia
Valencia Law Office	Alfredo Valencia
RECOMMENDED	
Arturo Diaz & Asociados Abogados	Arturo O. Diaz
Benites, Vargas & Ugaz Abogados	Fabricio Sanchez
CMS Grau	Maria Delia Oxley
Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
Fernandez-Davila & Bueno	Carlos Fernandez-Davila
Hernández & Cia	Enrique Caverro Safra
León e Iparraguirre Abogados	Jimena Carrera
Mertz Peru	Claudia Fernandini
MOAR Abogados	Ana Belen Martell
Ontier Peru	Jorge Baca-Álvarez
Perez-Albela & Asociados	Jorge Perez-Albela
Philippi, Prietocarrizosa Ferrero DU & Uria	Laisha Mubarak
Pierola & Asociados	José de Pierola, Christel Canthal de Pierola
Rodriguez Garcia	Gustavo Rodriguez



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Rodrigo Elías & Medrano Abogados	Maria del Carmen Alvarado, Hector Alvarez, Maritza Reátegui
2 Estudio Echeopar -Member of Baker McKenzie International	Manlio Bassino, Luis Alonso García Muñoz-Nájar, Alvaro Gutierrez
EXCELLENT	
1 Barreda Moller	Alfredo Barreda, Fernando Barreda
Espinosa Bellido Abogados	Francisco Espinosa Reboa
Estudio Colmenares & Asociados	Federico Gaviria, Maria del Carmen Arana
Thorne Echeandia & Lema Abogados	Alvaro Echeandia Bustamente, Ana Navarro
2 Kresalja IP	Baldo Kresalja, Rosa María Kresalja
Osterling Abogados	Arturo Tello
HIGHLY RECOMMENDED	
1 Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera
ClarkeModet Peru	Jimena Ugarte, José Marquis, Gheira Mori
Diez Canseco Competencia & PI	Luis Diez Canseco, Juli Gutierrez
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Bruno Merchor, Marta Fernandez Pepper
2 Allende & Garcia Abogados	Jorge Allende, Magali Garcia
BRDA Abogados	José Barreda, Gonzalo Barreda
Estudio Olaechea	Monica Germany
Pacon & Schiantarelli	Juan Pablo Schiantarelli, Ana Maria Pacón
Rodriguez Garcia	Gustavo Rodriguez
Valencia Law Office	Juber Valencia
RECOMMENDED	
CMS Grau	Maria Delia Oxley
Durand Abogados	Juan Carlos Durand Grahammer, Armando Pastor
Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
Fernandez, Heraud & Sanchez	Gustavo Heraud Perez
Hernández & Cia	Enrique Cavero Safra
León e Iparraguirre Abogados	Jimena Carrera
Mertz Peru	Claudia Fernandini
OMC Abogados	Oscar Mago
Perez-Albela & Asociados	Jorge Perez-Albela
Pierola & Asociados	José de Pierola
Scavia & Scavia	Renzo Scavia

SCAVIA & SCAVIA: HIGH SERVICE STANDARDS FOR INTERNATIONAL CLIENTS



Renzo Scavia

Key Figure : Renzo Scavia
Established: 2003

Track record: The firm acts in a broad spectrum of matters related to intellectual property such as trademarks, patents & utility models, industrial design, life science, technology transfer and IP litigation. Furthermore, it has a notable antipiracy and anticounterfeiting department. Skilled at representing domestic and international companies from a variety of sectors.

Team & differentiation: The intellectual property team has the skills and broad technical experience to deal with legal matters in many jurisdictions. Founding partner Renzo Scavia has had an extensive, high profile career focused on the fields of intellectual property and competition law. He is member of several international intellectual property associations.



ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera
2 Ds Casahierro Abogados	Javier Duany Garcia
EXCELLENT	
Barreda Moller	Alfredo Barreda, Fernando Barreda
Estudio Colmenares & Asociados	Maria del Carmen Arana
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Piero Calderon Oliva
HIGHLY RECOMMENDED	
Arturo Diaz & Asociados Abogados	Arturo O. Diaz
Kresalja IP	Rosa María Kresalja
Osterling Abogados	Arturo Tello, Jean-Carlo Costa
RECOMMENDED	
Allende & Garcia	Magali Garcia, Jorge Allende
ClarkeModet Peru	José Marquis, Jimena Ugarte, Ana Teresa Barreto
Diez Canseco Competencia & PI	Juli Gutierrez
Estudio Echecopar -Member of Baker McKenzie International	Luis Alonso García Muñoz-Nájar

BARLAW BARRERA & ASOCIADOS: A BROAD KNOWLEDGE OF PROTECTION AND DEFENSE OF INTELLECTUAL PROPERTY



Adriana Barrera

Key figures: Adriana Barrera and Maria Inés Herrera
Established: 2011

Track record: The firm covers all areas related to IP, such as patents, trademarks, copyrights, variety plants, IP enforcement, IP litigation, IP licensing and IP consultancy, data privacy, advertising, fashion and entertainment law. The team has secured a number of well-known trademarks for clients. They handle complex IP litigation matters.

Team & differentiation: The team is composed of two partners and twelve other qualified professionals (engineers, translators and paralegals). Partners Adriana Barrera and Maria Inés Herrera have a strong reputation for handling complex enforcement and trademark prosecution cases and IP litigation. The team also advises companies on data privacy, life science and patent law matters.

DS CASAHIERRO: EXPERTS IN ANTICOUNTERFEITING AND BRAND PROTECTION PROGRAMS



Javier Duany

Key figures: Javier Duany and Jessica Ortiz
Established: 2009

Track record: The IP team is very active in anti-counterfeiting and brand protection, representing national and international clients in various industry sectors, such as entertainment, digital, automotive and sports and has incorporated major international firms into its anticounterfeiting and brand protection program. Among its clients are Hilton Hotels, QSI Peru and Montana.

Team & differentiation: The IP area has more than 80 years of experience. The team is led by Javier Duany, senior partner, and Jessica Ortiz, senior associate. They have developed a successful anticounterfeiting and brand protection program, which encompasses investigations, customs enforcements, market raids, online enforcement, and training. In 2019 the firm joined forces with French firm DS Avocats.

ARTURO DÍAZ & ASOCIADOS: QUALITY SERVICE FOR ALL IP NEEDS



Arturo Díaz

Key Figure : Arturo Díaz
Established: 2008

Track record: Arturo Díaz & Asociados is an IP boutique firm specializing in industrial property matters. The firm offers comprehensive legal advice including registration of trademarks, patents, industrial designs, utility models, plant varieties, advertising and entertainment advice, copyright, investigations and evaluation of disputes and litigation matters.

Team & differentiation: The team offers legal advice to clients on adequate surveillance and correct protection of the client companies' intangible assets. Senior partner Arturo Díaz has extensive experience in the IP area. His academic rigor is held in high regard across Peru and in other countries in Latin America.



Our analysis

**BARREDA MOLLER:
EXCELLENT PERUVIAN IP FIRM**



Alfredo Barreda

Key figures: Alfredo Barreda, Fernando Barreda, Micaela Mujica, Carlos Auza and Marcela Escobar
Established: 1940

Track record: The firm is not only the largest in Peru by number of professionals, but also number of trademarks and patent applications filed per year. Major brands from the luxury goods and fashion world, pharmaceuticals, entertainment houses and consumer companies, such as Kimberly-Clark, Merck and McDonalds have entrusted the team with their legal issues.

Team & differentiation: Barreda Moller operates in all areas of the IP universe. The 80-year-old IP firm numbers five partners and 16 associates. The firm also boasts in-house chemical and pharmaceutical engineers and translators. Barreda Moller won Best Latin American IP Law Firm at the International Legal Alliance Summit and Awards in 2019.

**ESTUDIO COLMENARES & ASOCIADOS:
LONG-STANDING TRADITION OF HIGH-QUALITY IP SERVICES**



María del Carmen Arana

Key figures: María del Carmen Arana and Federico Gaviria
Established: 1904

Track record: The firm's major clients are to be found in the pharmaceutical, fashion, agrochemical, lubricant, automotive, machinery and food and beverage industries. Syngenta, Ab Tetra Pack, Allergan, BMW, Exxon Mobile, Mattel and Pernod Ricard have entrusted the firm with their IP issues. The firm also acts for Catolica University of Lima in the protection of their new inventions.

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

**CLARKEMODET PERU:
INTERNATIONAL NETWORK WITH SOLID LOCAL PROFESSIONALS**



Ana Teresa Barreto

Key figures: Ana Teresa Barreto, Jimena Ugarte, José Marquis and Gheira Mori
Established: 2002

Track record: The group has offices in Latin American (eight), Spain and Portugal allowing Clarke Modet Peru to work as a one-stop solution and give clients the benefit of its integrated hub system strategy. The team advises local and international companies, universities, research centers and startups. Clients are drawn from various industries such as pharmaceuticals, biotech, distribution and retail, gastronomy and mining.

Team & differentiation: The firm has implemented a quality management system based on ISO 9001:2015 standard, with their processes being annually certified via external audit. The Peruvian team is composed of legal, scientific and technical professionals. General Manager Ana Teresa Barreto has more than 18 years' experience in IP. Jimena Ugarte manages legal and technical services.

**KRESALJA IP:
TWO GENERATIONS DEVOTED TO IP PROTECTION**



Rosa Maria Kresalja

Key figures: Baldo Kresalja, Rosa Maria Kresalja and Marcela Robles
Established: 1972

Track record: The team handles some of the most important IP litigation cases in the country. It successfully represented Embotelladora San Miguel del Sur in a trademark litigation case against Stokely Van Camp. Other clients of the firm include national companies such as Corporacion TDN SAC and Ferreycorp SAA, as well as international groups like YPF, Bayer and Ferrero.

Team & differentiation: Founder Baldo Kresalja has more than 40 years' experience in IP and competition and has an excellent reputation in academic circles. Managing partner Rosa Maria Kresalja has more than 16 years' experience. The team has a number of lawyers, including Roselina Liza, who have worked for INDECOP, the Peruvian IP authority.

**ESPINOSA BELLIDO ABOGADOS:
TRUSTED NAME FOR IP MATTERS**



Francisco Espinosa Reboa

Key figure: Francisco Espinosa Reboa
Established: 1941

Track record: The firm's list of clients includes Revlon, Sodimac, Grupo Bimbo, Grupo Elektra, Nautica Apparel, Bayer and other major companies, which are represented via the international law firms Espinosa Bellido partners with. The firm is currently advising a top Australian mining company on a patent nullity matter. It recently added Falabella to its portfolio of clients.

Team & differentiation: The team provides bespoke IP counsel on prosecution, registration, litigation and enforcement of trademarks, patents and copyrights. Senior partner Francisco Espinosa Reboa is well known in the market for his management of IP-related litigation, unfair competition, consumer law and advertising issues, and his personal involvement or supervision in most matters.

**CAROLINA ORE GOMEZ & ASOCIADOS:
EFFICIENT AND INTEGRATED SERVICES**



Alexander Trujillo

Key figures: Carolina Oré and Alexander Trujillo
Established: 2006

Track record: The firm provides integrated services related to intellectual property and the transfer of technology. In relation to trademarks, distinctive signs, copyright and data protection matters, the team manages the registration and litigation portfolios for companies from a range of sectors. Concerning patents and technology, they cover registration and litigation matters for companies and universities.

Team & differentiation: The team provides advice to public and private companies and universities with a multidisciplinary technical-legal team that advises on issues related to biotechnology, engineering, pharmaceuticals and mining. Partner Alexander Trujillo is member of the Inter-American Association of Intellectual Property (ASIPI) and also a member of the firm's patent committee.



FASHION & DESIGN LAW

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Annalucia Fasson Llosa
EXCELLENT	
Allende & Garcia	Dafne Ramos
Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera, Catherine Escobedo
Osterling Abogados	Ximena Souza Ferreira
Pacon & Schiantarelli	Juan Pablo Schiantarelli
Rodriguez Garcia	Gustavo Rodriguez

ADVERTISING LAW

NEW RANKING

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
EXCELLENT	
León e Iparraguirre Abogados	Luis Miguel Leon, Gianfranco Iparraguire
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patron
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Pierino Stucchi, José Antonio Bezada
HIGHLY RECOMMENDED	
1 CMS Grau	Maria Delia Oxley
Diez Canseco Competencia & PI	Robert Venero Peralta
Estudio Echecopar -Member of Baker McKenzie International	Teresa Tovar, Luis Alonso García Muñoz-Nájar
2 Allende & Garcia	Jorge Allende
Barlaw - Barrera & Asociados	Adriana Barrera
RECOMMENDED	
Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Marco Antonio Palomino
García-Godos & Lindley-Russo	Alfredo Lindley-Russo
Kresalja IP	Rosa María Kresalja
Rodrigo Elías & Medrano Abogados	Maria del Carmen Alvarado, Hector Alvarez, Maritza Reátegui
Rodriguez Garcia	Gustavo Rodriguez
Rojas Leo & Patroni Abogados	Juan Francisco Rojas
Torres y Torres Lara	Alonso Morales Acosta

RODRIGUEZ GARCIA: A RESULT-ORIENTED IP AND COMPETITION BOUTIQUE



Gustavo Rodríguez García

Key Figures : Gustavo Rodríguez García
Established: 2016

Track record: The firm advises companies from different sectors such as food, auto-manufacturing and construction. It is currently handling an important case regarding a well-known trademark as well as other intellectual property matters. Rodriguez has also been active with consumer protection, advertising and competition cases. Clients include Molitalia, Productos Paraiso and Constructora Galilea.

Team & differentiation: The team specializes in handling complex IP litigation and trademark prosecution matters. The firm has an alliance with the fashion law institute of Argentina in order to develop their fashion law practice. Founder Gustavo Rodriguez combines academic experience with handling complex IP litigation, fashion law and advertisement matters and is also the Chairman of the second committee of ethics from CONAR.

CMS GRAU: FULL-SERVICE FIRM WITH TECH, TELCO AND IP EXPERTS



Maria Delia Oxley

Key Figures : Maria Delia Oxley, Ramon Huapaya and Cecilia Kahn
Established: 1934

Track record: The firm has been active in IP issues and telecoms in addition to data protection, helping clients get up to speed regarding data protection laws. Among clients that have entrusted the IP team with their cases are Saga Falabella, Tottus hypermarket and Unilever Andina. On the telecoms side there's Entel and Enel Distribution Peru and on data protection, the firm advises Google.

Team & differentiation: The IP team is lead by Maria Delia Oxley who has more than 20 years' experience in IP, advertisement and competition law. Partner Ramon Huapaya is well known for his expertise in administrative and telecoms law while Cecilia Kahn is in charge of technology and data protection, privacy issues and cybersecurity.



DATA PROTECTION & CYBERSECURITY

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Niubox	Oscar Montezuma
EXCELLENT	
Estudio Echecopar -Member of Baker McKenzie International	Teresa Tovar
Iriarte & Asociados	Erick Iriarte
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Pierino Stucchi, José Antonio Bezada
Rodrigo Elías & Medrano Abogados	Ítalo Carrano, Francisco Baldeón, Iván Blume
HIGHLY RECOMMENDED	
Allende & García Abogados	Jorge Allende
Hernández & Cía	Enrique Caverro Safra
RECOMMENDED	
Osterling Abogados	Fernando Allasi
Pacon & Schiantarelli	Juan Pablo Schiantarelli, Rosalina Susano
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patron
Porto Legal	Jose Miguel Porto
Revoredo.pe	Abel Revoredo
Zegarra & Schipper	Diego Zegarra
VALUABLE PRACTICE	
Barlaw - Barrera & Asociados	Adriana Barrera, Catherine Escobedo
Ds Casahierro Abogados	Javier Duany Garcia
CMS Grau	Cecilia Kahn
Diez Canseco Competencia & PI	José Carlos Gonzales Cucho
Philippi, Prietocarrizosa Ferrero DU & Uria	Laisha Mubarak
Torres y Torres Lara Abogados	Alejandro Morales Cáceres, Rafael Torres

NIUBOX: COMMITTED TO CONTINUOUS INNOVATION



Oscar Montezuma

Key Figures : Oscar Montezuma
Established: 2018

Track record: The team has been working on telecom, data protection and privacy, competition, IP, cybersecurity, public policy and regulatory matters in the technology industry. Its clients range from global big tech and Fortune 500 tech companies to leading startups. The firm has developed programs, training and consultancy for in-house legal teams based around legal innovation, legal design and legaltech.

Team & differentiation: A pioneer in technology law and data protection, in 2018 Oscar Montezuma decided to stray from the traditional law firm career path to start his own firm: Niubox. Beyond having top-notch legal and tech skills, Niubox aims to be a leader in legal innovation and legaltech. The team has 11 skilled professionals with an interdisciplinary background.

ZEGARRA & SCHIPPER ABOGADOS: DYNAMIC AND INNOVATIVE DATA PROTECTION PRACTICE



Diego Zegarra Valdivia

Key Figure : Diego Zegarra Valdivia
Established: 2015

Track record: The firm provides legal services to public and private entities, mainly in the areas of personal data protection and telecoms. It has expertise in advising on audits in personal data protection, privacy impact analysis and registration of data banks, among others. The client roster includes Banco BBVA Continental, Banco Cencosud and Banco Financiero.

Team & differentiation: The team is composed of one partner and five other lawyers. Founding partner Diego Zegarra has solid knowledge in telecoms and IT Law. He is an expert in personal data protection with experience advising private companies and public administration bodies. Clients are mainly from the health, safety, banking and finance, insurance, hydrocarbons and electricity sectors.

MUÑIZ, OLAYA, MELÉNDEZ, CASTRO, ONO & HERRERA: EXCELLENT TELECOMS, REGULATION AND COMPETITION PRACTICE



Pierino Stucchi

Key Figures : Pierino Stucchi and José Antonio Bezada
Established: 1981

Track record: The firm advised British Telecom on all stages of obtaining the "unique concession" before the Peruvian public authority which allowed the client to obtain licenses and permits for the development of their activities. They additionally advised Axxess Peru on obtaining the registration of satellite mobile services before the Peruvian public authority.

Team & differentiation: The team is composed of two partners and twelve other qualified lawyers working on the full spectrum of telecoms, media, technology and personal data protection matters. Most of the team's members have worked in the public sector, either at the telecom regulator (Osiptel) or the competition and consumer protection agency (Indecopi).

URUGUAY

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Cikato Abogados	Matias Cikato, Mauro Marín
2 Fernandez Secco & Asociados	Agustina Fernández Giambruno
Fox & Lapenne	Victoria Fox, Juan Lapenne
EXCELLENT	
Bacot & Bacot	Oscar Bacot Silveira
Vanrell Propiedad Intelectual Abogados	Veronica Vanrell
HIGHLY RECOMMENDED	
Cervieri Monsuarez & Asociados	Natalia Paladino
Fischer Abogados	Mercedes Castells, Gustavo Fischer
Pittaluga Abogados	Martín Pittaluga
RECOMMENDED	
Clarke, Modet & C°	Fabiana Penades
Dubourg	Andrés Gallo Dubourg
Ferrere	Agustín Meyer West
JONES & CIA	Hugo Esteves
Mercomark	Carlos Sarlabós

CERVIERI MONSUAREZ & ASOCIADOS: RELIABLE IP EXPERTISE



Virginia Cervieri

Key Figures : Virginia Cervieri, Natalia Paladino and Pablo Monsuarez
Established: 2009

Track record: Cervieri Monsuarez is a full-service IP law firm providing services such as the registration and protection of IP rights including patents, industrial designs, trademarks, copyrights, domain names, health registrations and plant varieties. They advised Adidas on a trademark case concerning the association of the three stripes with the Adidas brand.

Team & differentiation: Partner Virginia Cervieri has experience in enforcement and anti-counterfeiting issues. Natalia Paladino has represented several clients in trade dress IP cases that set precedents in the country. Pablo Monsuarez brings valuable knowledge on issues such as licensing, technology transfer, litigation and marketing strategies.



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Cervieri Monsuarez & Asociados	Virginia Cervieri, Natalia Paladino
Ferrere	Agustín Meyer West
Fischer Abogados	Mercedes Castells, Gustavo Fischer
EXCELLENT	
1 Cikato Abogados	Mauro Marín, Matias Cikato
Fernandez Secco & Asociados	Gonzalo Fernandez Secco, Agustina Fernández Giambruno
Fox & Lapenne	Victoria Fox, Juan Lapenne
2 Vanrell Propiedad Intelectual Abogados	Veronica Vanrell
HIGHLY RECOMMENDED	
Bacot & Bacot	Oscar Bacot Silveira
Dubourg	Andrés Gallo Dubourg
Jones & Cia	Hugo Esteves
Pittaluga Abogados	Martín Pittaluga

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Cervieri Monsuarez & Asociados	Virginia Cervieri, Natalia Paladino
EXCELLENT	
1 Cikato Abogados	Matias Cikato, Mauro Marín
2 Fischer Abogados	Mercedes Castells, Gustavo Fischer
Fernandez Secco & Asociados	Agustina Fernández Giambruno
HIGHLY RECOMMENDED	
Bacot & Bacot	Oscar Bacot Silveira
Ferrere	Agustín Meyer West
Fox & Lapenne	Victoria Fox, Juan Lapenne
Pittaluga Abogados	Martín Pittaluga
Vanrell Propiedad Intelectual Abogados	Veronica Vanrell, Fabiana Mateos



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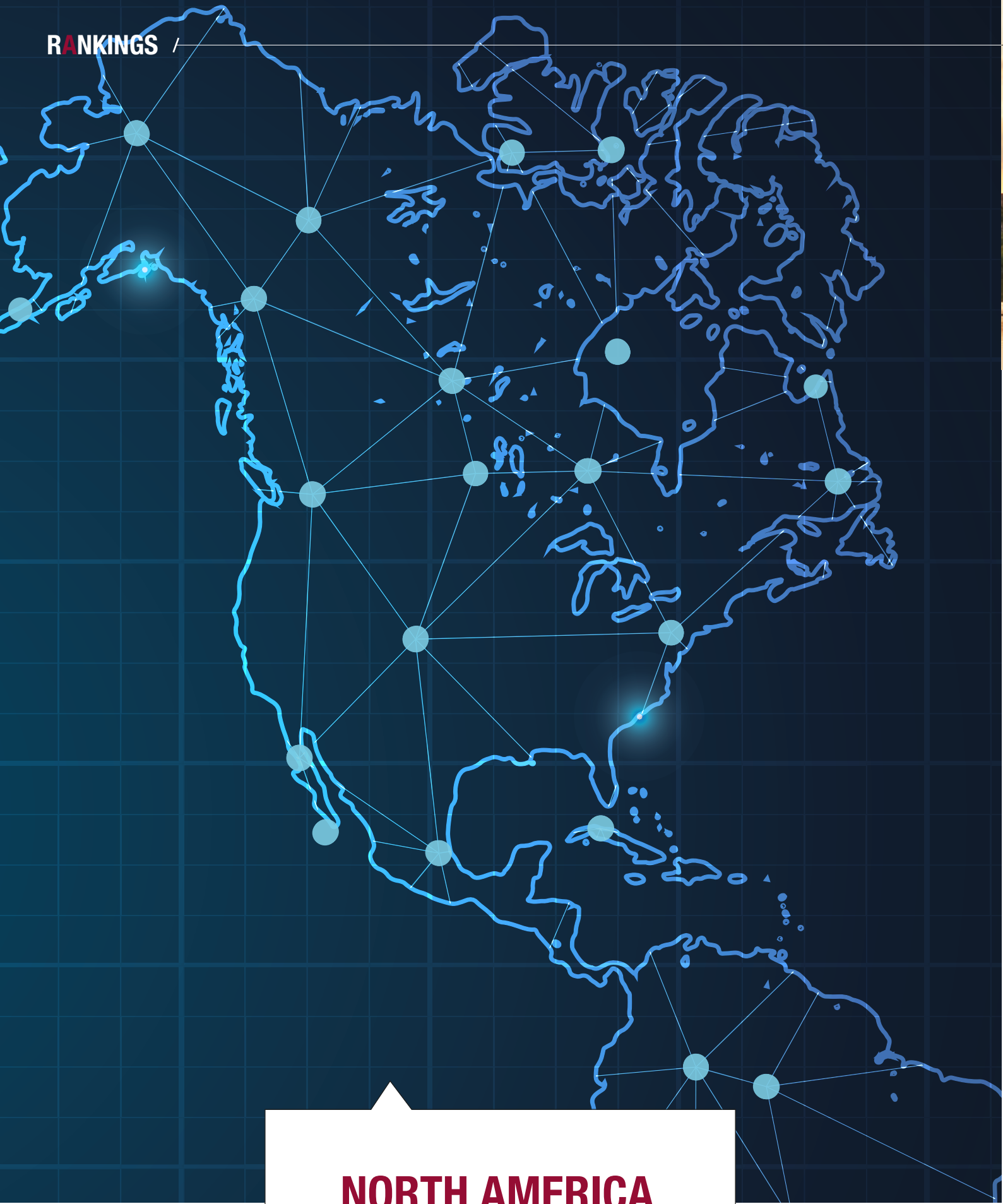


RANKINGS

2020



	North America	84	Trademark litigation
	Canada	85	Copyright
33	Trademark prosecution	85	Media
34	Trademark litigation		France
	Mexico	86	Trademark prosecution
35	Trademark prosecution	88	Trademark litigation
36	IP litigation	92	Data protection
38	Enforcement & anti-counterfeiting actions	94	Distribution & Restrictive Practices
38	Media & entertainment	96	Retail: advice to management & organizations
40	Data protection & cybersecurity		Germany
	USA	97	Trademark & design prosecution
41	Trademark prosecution	98	Trademark litigation
43	Trademark litigation		Ireland
44	Copyright	99	IP: General
45	Data protection & cybersecurity		Italy
46	Trademark infringement	100	Trademark prosecution
		101	Trademark litigation
		102	Copyright
		103	Media, sport & entertainment
		104	Fashion law
	South America		Luxembourg
	Argentina	105	IP prosecution
49	Enforcement & anti-counterfeiting actions	106	IP litigation
49	Advertising law		Netherlands
50	Trademark prosecution	108	Trademark prosecution
51	IP litigation	109	IP litigation
	Bolivia		Portugal
52	Trademark prosecution	110	Trademark prosecution
53	IP litigation	111	IP litigation
	Brazil	112	Data protection & cybersecurity
54	Trademark litigation		Russia
56	Trademark prosecution	113	Trademark prosecution
58	Media & entertainment	114	Trademark litigation
59	Copyright law		Spain
59	Sports law	115	Trademark & design prosecution
60	Fashion law	116	Trademark litigation
61	Data protection	117	Copyright & Design Law
	Chile	118	Technology
62	Trademark prosecution	119	Data protection & cybersecurity
63	IP litigation		Switzerland
64	Enforcement & anti-counterfeiting actions	121	Trademark prosecution
	Colombia	122	Trademark & copyright litigation
65	Trademark prosecution	123	Sports law
66	IP litigation		Turkey
67	Enforcement & anti-counterfeiting actions	124	Trademark prosecution
67	Data protection & cybersecurity	125	Trademark litigation
68	Media & entertainment		UK
	Ecuador	126	Trademark prosecution
69	Trademark prosecution	127	Trademark litigation
70	IP litigation	128	Data protection & privacy
71	Enforcement & anti-counterfeiting actions	129	Advertising & marketing
72	Technology, media & telecoms		Asia
	Peru		China
73	Trademark prosecution	131	Trademark litigation
74	IP litigation	132	Trademark prosecution
75	Enforcement & anti-counterfeiting actions		India
77	Fashion & design law	133	Trademark prosecution & litigation
77	Advertisement law		Japan
78	Data protection & cybersecurity	134	Trademark prosecution & litigation
	Uruguay		Middle East
79	Trademark prosecution		Israel
80	IP litigation	137	Trademarks & design
80	Enforcement & anti-counterfeiting actions		
	Europe		
	Belgium		
83	Trademark prosecution		



NORTH AMERICA

CANADA

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Bereskin & Parr	Jonathan Colombo, Janice Bereskin
Gowling WLG	Shelagh Carnegie, Robert MacDonald
Smart & Biggar Fetherstonhaugh	Mark Evans, Philip Lapin
EXCELLENT	
1 Borden Ladner Gervais	Justine Wiebe, Geneviève Bergeron, Kathleen Lemieux
2 Bennett Jones	Stephen Burns, Dominique Hussey
Norton Rose Fulbright	Jean-François Drolet
Osler, Hoskin & Harcourt	Donna White
Ridout & Maybee	Timothy Bourne
ROBIC	Laurent Carrière
HIGHLY RECOMMENDED	
Blake, Cassels & Graydon	Chris Hunter, Sheldon Burshtein
Cassels Brock & Blackwell	Shane Hardy
Deeth Williams Wall	Gervas Wall
Fasken	Roger Kuypers
RECOMMENDED	
Aventum	Chantal Bertoša
Baker McKenzie	Christopher Aide, Stephanie Vaccari
CPST Intellectual Property	Anthony Prenol
Dentons	Christopher Zelyas
DLA Piper	Sangeetha Punniyamoorthy
Lavery	Chantal Desjardins
Marks & Clerk	Sanjukta Tole, Leigh Walters
McCarthy Tétrault	Daniel Glover
McMillan	Peter Giddens, Sharon Groom
Moffat & Co. Macera & Jarzyna	Andy Jarzyna
Riches, McKenzie & Herbert	Marta Tandori Cheng
Torys	Eileen McMahon, Edward Fan

BERESKIN & PARR: HIGHLY REGARDED PROSECUTION SPECIALISTS



Janice Bereskin

Key Figures: Jonathan Colombo and Janice Bereskin
Established: 1965

Track record: Established over half a century ago, Bereskin & Parr has comprehensive experience in the acquisition, filing and enforcement of trademarks. Trade dress, unfair competition, and corporate and commercial trademark matters are also frequent areas of activity for the firm. Hilton Worldwide Holdings and Glassdoor are representative clients.

Team & differentiation: Bereskin & Parr offers its clients a free trademark-watching service for marks recently published in Canada. The firm covers the gamut of trademark matters, including domain name registration, and is noted for its high-profile clients and its multi-jurisdictional capabilities. Jonathan Colombo and Janice Bereskin are the names to note.



TRADEMARK LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Bereskin & Parr	Jonathan Colombo, Donald Cameron
Gowling WLG	Shelagh Carnegie, Robert MacDonald
Smart & Biggar Fetherstonhaugh	Steven Garland, Mark Evans, François Guay
EXCELLENT	
Baker McKenzie	Jim Holloway
DLA Piper	Sangeetha Punniyamoorthy
Goodmans	Andrew Brodtkin
Norton Rose Fulbright	Christopher Wilson
Osler, Hoskin & Harcourt	John Cotter
ROBIC	Barry Gamache
HIGHLY RECOMMENDED	
Aird & Berlis	Timothy Lowman
Aitken Klee	Bill Mayo
Bennett Jones	Dominique Hussey
Blake, Cassels & Graydon	Chris Hunter
Borden Ladner Gervais	Jamie Mills
Cassels Brock & Blackwell	Peter Henein
Deeth Williams Wall	Gervas Wall
Marks & Clerk	Andrew Jones
McMillan	Peter Giddens, Sharon Groom
RECOMMENDED	
CPST Intellectual Property	Anthony Prenol
Dentons	Christopher Zelyas
Fasken	Marek Nitoslawski, Sébastien Roy
McCarthy Tétrault	David Tait
Torys	Andrew Saughnessy, Andrew Bernstein

SMART & BIGGAR | FETHERSTONHAUGH: SHARP-WITTED TRADEMARK LITIGATORS



Mark Evans

Key Figures: Mark Evans,
Steven Garland and
François Guay
Established: 1890

Track record: Though it protects and enforces its clients' trademarks wherever possible, Smart & Biggar | Fetherstonhaugh's practice can more than hold its own in court. With over a century's experience in trademark law, the team is always abreast of legal developments. Recent litigation clients include Randy River, Bauer Hockey, Bell Canada and Rogers Communications.

Team & differentiation: Few Canadian firms can boast of a hundred-year pedigree in trademarks like Smart & Biggar can. Ahead of the curve in trademark, trade dress, unfair competition and anti-counterfeiting matters, the well-resourced team punches hard in litigation. Mark Evans is highly praised by clients; Steven Garland and François Guay are also singled out.



MEXICO

TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Arochi & Lindner	Maria Teresa Eljure
2 Basham Ringe y Correa Olivares	Eduardo Kleinberg, Martin Michaus, Adolfo Athie, Juan Carlos Hernandez
Uhthoff, Gómez Vega & Uhthoff	Sergio Olivares, Antonio Belaunzaran, Alonso Camargo Consuelo Gonzalez R., Eryck Castillo O., Marcela Bolland
EXCELLENT	
1 Axkati Legal	Luis Alcaraz Vazquez Mellado, Eduardo Toledo
Calderon & De la Sierra	Carlos Mauricio Salazar Gutiérrez, Mariel Velez
2 Becerril, Coca & Becerril, S.C.	Juan Carlos Amaro
ClarkeModet Mexico	Lorena Rodriguez, Nahanny Canal
Dumont	Laura Collada, Ariadna Galvez
Goodrich Riquelme y Asociados	Enrique Diaz
HIGHLY RECOMMENDED	
BGBG Abogados	Jonathan Rangel
Bufete Soni	Mariano Soni
González Rossi	Alejandro Gonzalez
Hogan Lovells	Bernardo Herrerias
Ortiz Monasterio Marcas y Patentes	Fernanda Ortiz Monasterio
Panamericana De Patentes y Marcas	Miguel Esteva
RECOMMENDED	
Baker McKenzie	Véronique Durand-Rettally
BGAL Asociados	Flor Bermudez
Bgw Legal	Eduardo Birman
Bip Legal	Leticia Natividad
Caype Abogados	Eduardo Ostos, Pablo Carrillo Riva
C&L Attorneys	Ana Castañeda
COREip	Nelia Amero, Carla Sanchez
Iberbrand	Gilberto Martinez, Ana L. Vargas
Isla Del Campo	Gloria Isla
Mcoy Abogados	Alejandro Cardenas, Eduardo Miravete
Méndez + Cortes Abogados	Jose Juan Mendez
Noriega Y Escobedo Abogados	Alfredo Rangel
TMI Abogados	Kiyoshi Tsuru
VALUABLE PRACTICE	
Breakthrough	Sarita Mosqueda, Alma Alvarez
Easymark	Oly Ayala
ELS Peñalosa + Donnadieu	Jean-Yves Peñalosa
En sus marcas	Carla Gavaldon
Garcia Barragan Abogados	Adriana Lopez Gonzalez
GM Attorneys at Law	Gerardo A. Magaña Adame
Gonzalez Calvillo	Pablo Hooper
Jáuregui y Del Valle	Israel Ledesma Meléndez
Legarreta y Asociados	Luis Legarreta
Lexinf	Cynthia Solis
Malpica, Iturbe, Buj y Paredes	Alvaro Huerta González
Nerubay Abogados	Emilio Torres Medina
R10S Abogados	Agustín Ríos
Solórzano Carvajal González Y Pérez-Correa (Solcarg)	Guillermo Solorzano, Lidia Velázquez C.



IP LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Arochi & Lindner	Heidi Lindner, Roberto Arochi
Basham Ringe y Correa	Eduardo Kleinberg, César Hinojosa, Claudio Ulloa, César Castañeda
Olivares	Daniel Sanchez, Alejandro Luna
Uhthoff, Gómez Vega & Uhthoff	Saul Santoyo O., Xavier Hadad, Consuelo Gonzalez R., Eryck Castillo O., Marcela Bolland
EXCELLENT	
Becerril, Coca & Becerril, S.C.	Juan Carlos Amaro
Calderon & De la Sierra	Carlos Pérez de la Sierra, Alberto Huerta Bleck
Dumont	Israel Escobedo, Laura Collada
Méndez + Cortes Abogados	Jose Juan Mendez, Emmanuel G. Cortés
Panamericana De Patentes y Marcas	Miguel Esteva
HIGHLY RECOMMENDED	
1 Goodrich Riquelme y Asociados	Enrique Diaz, Guillermo Sosa
Hogan Lovells	Bernardo Herrerias
MGPS - Muggenburg Gorches y Peñalosa	Esteban Gorches
2 AVA	Tomas Arankowsky
Axkati Legal	Manuel Augusto Pérez, Eduardo Toledo
Baker McKenzie	Fernando Robles-Pesqueira, Marina Hurtado Cruz
Bufete Soni	Mariano Soni, Miguel Ortiz
COREip	Jorge Gomez
Solórzano Carvajal González Y Pérez-Correa (Solcargo)	Guillermo Solorzano, Eréndira Frías, Christian Parra
TMI Abogados	Kiyoshi Tsuru
RECOMMENDED	
BGAL Asociados	Inti Alva
BGBG Abogados	Jonathan Rangel, Lilia Aguilar
Bgw Legal	Isaac Guakil
BIP Legal	Leticia Natividad, Jorge Arteaga
C&L Attorneys	Jorge León
Iberbrand	Francisco Capetillo, Ana L. Vargas
Malpica, Iturbe, Buj y Paredes	Alvaro Huerta Gonzalez, Rodrigo Buj García
Mcoy Abogados	Alejandro Cardenas
Noriega + Escobedo Abogados	Alfredo Rangel
Specific IP	Gilberto Sánchez
Von Wobeser y Sierra	Rupert Hüttler, Patricia Kaim
VALUABLE PRACTICE	
Alegria Mendez & Fernandez Wong	Alegria Martinez, Fernandez Wong
Beltrán Fortuny & Beltrán Rivera S.C.	Rafael Beltrán Rivera
GM attorneys at law	Gerardo A. Magaña Adame
Caype Abogados	Eduardo Ostos
ClarkeModet Mexico	Lorena Rodriguez, Tanya Escamilla
Cuesta Campos	Mauricio Chozas
Cuesta Llaca Esquivel	Gaston Esquivel
Gonzales Rossi Abogados	Alejandro Gonzalez
Jáuregui y Del Valle	Israel Ledesma Meléndez
Ortiz Monasterio Marcas Y Patentes	Fernanda Ortiz Monasterio
Nerubay Abogados	Alejandro Hernández
R10S Abogados	Agustín Ríos
Santamarina y Steta	José Pablo Pérez Zea



Our analysis

BASHAM, RINGE Y CORREA: TOP TIER IP PRACTICE WITH AN INTERNATIONAL REACH



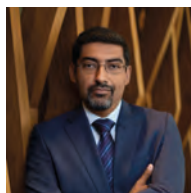
Eduardo Kleinberg

Key figures: Martín Michaus, Eduardo Kleinberg, Adolfo Athié, José Hinojosa, Juan Carlos Hernández, Claudio Ulloa, César Castañeda
Established: 1912

Track record: The team advises several Fortune 500 and medium sized companies from different industries on issues concerning industrial creations, industrial secrets, distinctive signs, copyright, domain names, entertainment, licensing and litigation. Clients include Michael Kors, Chanel, Nubank and Dreamworks animation (NBC Universal), Microsoft and Federal Express.

Team & differentiation: The seven-partner IP team has been bolstered with the addition of the former director of Mexico's National Copyright Institute, Manuel Guerra Zamorro, who has three decades' experience in intellectual property matters. Zamorro joins as of counsel and head of the entertainment practice. The firm has a vast international and local network of partner-firms.

BECERRIL COCA & BECERRIL: TRUSTED NAME FOR PATENT PROTECTION



Hector Chagoya

Key figures: Hector Chagoya, Fernando Becerril and Juan Carlos Amaro
Established: 1969

Track record: The firm has an IP practice recognized for its outstanding work in the patent field, on both prosecution and enforcement. It handles a variety of contentious and non-contentious issues, including domain names, anti-piracy and plant-varieties. Key clients come from a variety of industries such as pharmaceuticals, agriculture, biotechnology, energy and oil & gas among.

Team & differentiation: The team is made up of both lawyers and engineers. Partner Hector Chagoya has vast experience as a consultant in the analysis, prosecution and use of patents in industrial fields such as polymers, biotechnology, pharma and electronics. Partner Juan Carlos Amaro has a recognized experience in patent disputes.

UHTHOFF, GOMEZ VEGA & UHTHOFF: OLDEST AND STRONGEST IP FIRM IN MEXICO



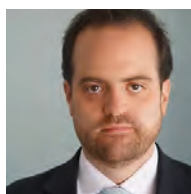
Javier Uthoff

Key figures: Javier Uthoff, Mario Ponce, Saul Santoyo, Consuelo Gonzales, Xavier Hadad, Eryck Castillo, Eugenio Pérez and Marcela Bolland
Established: 1905

Track record: The firm is by far the number one filer of both patent and trademarks applications in Mexico and also has an outstanding litigation track-record of success that places it firmly as the leader for enforcement of IP rights. The firm has participated in technical searches, analysis and the drafting and filing of state-of-the-art inventions.

Team & differentiation: With more than one hundred years' experience handling IP issues for top clients, Uthoff is not only the oldest, but one of the biggest IP firms in Mexico. The vast array of IP services offered and the high level of sophistication of its professionals make Uthoff one of the very best options for taking care of your intellectual property, both in Mexico and abroad.

AXKATI ABOGADOS: MANAGING MAJOR IP RIGHTS PORTFOLIOS



Eduardo Toledo

Key figures: Luis Alcaráz, Rosa María Franco, Martín Pereyra, Manuel A. Pérez, Alfredo Pineda and Eduardo Toledo
Established: 2016

Track record: Axkati partners maintains long-lasting relationships with clients from the technology, telecoms, apparel, food, entertainment, education, aerospace and military sectors. Telmex, W.L. Gore, Aéro-postale, Puig, Instituto Tecnológico y de Estudios Superiores de Monterrey (TEC), Columbia Sportswear, Televisa, Microsoft and Distroller have been clients of the firm.

Team & differentiation: The team was reinforced in 2019 with the arrival of Alfredo Pineda as its sixth partner who, like each partner has more than 18 years' experience with Mexican and international law firms. They advise on the acquisition, exploitation and protection of IP rights and also on data protection issues, providing strategic and comprehensive legal counsel.

MÉNDEZ + CORTÉS: OUTSTANDING IP BOUTIQUE



José Juan Méndez

Key figures: José Juan Méndez and Emmanuel G. Cortés
Established: 2014

Track record: The firm regularly represents companies from the retail, food and beverage and social media sectors in very complex cases. Services provided include all aspects of intellectual property, including trademarks, patents, industrial designs, domain names, litigation, piracy, contracts, licensing, copyright, image rights, IT and data protection.

Team & differentiation: The practice area has a multidisciplinary team, among them lawyers, engineers, translators and other expert professionals. Founding partner José Juan Méndez has 25 years of professional practice focusing on trademarks, patents, trade secrets, e-commerce, copyright, unfair competition, franchising, domain names, and litigation in these areas.

BIP LEGAL: A YOUNG IP BOUTIQUE WITH LONGSTANDING EXPERIENCE



Leticia Natividad

Key figures: Leticia Natividad and Jorge Arteaga
Established: 2013

Track record: With clients of all sizes and sectors, the firm manages trademark portfolios for multinational and local companies. Sectors where the firm has more experience are pharmaceuticals, biotech, IT, automotive, aerospace, fashion & design, luxury products and retail services. The firm has successfully represented parties in iconic cases related to patent enforcement and cancellation, before IP and regulatory authorities.

Team & differentiation: This young boutique, formed by two partners with more than 25 years of experience in all areas of IP, with special focus on litigation and contracts, also has two counsel and six associates. Before joining BIP Legal in 2018, Leticia Natividad expended more than 20 years as a Director in an international IP firm. Founding partner Jorge Arteaga has worked at several national and international companies.



ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
EXCELLENT	
Arochi & Lindner	Roberto Arochi, Leslie Flores
Basham Ringe y Correa	Adolfo Athié, Eduardo Kleinberg, Martin Michaus
Uhthoff, Gómez Vega & Uhthoff	Saul Santoyo O., Xavier Hadad
HIGHLY RECOMMENDED	
Becerril, Coca & Becerril, S.C.	Juan Carlos Amaro
Jáuregui y Del Valle	Israel Ledesma Meléndez
Olivares	Abraham Diaz
RECOMMENDED	
Baker McKenzie	Carlos Davila-Peniche, Fernando Robles-Pesqueira
BGBG Abogados	Jonathan Rangel
BIP Legal	Leticia Natividad
Calderon & De la Sierra	Alberto Huerta Bleck
C&L Attorneys	Jorge León
Iberbrand	Ana L. Vargas
TMI Abogados	Kiyoshi Tsuru

MEDIA & ENTERTAINMENT

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
EXCELLENT	
Jalife Caballero & Asociados	José Luis Caballero
Obon Abogados	Juan Ramon Obon
HIGHLY RECOMMENDED	
Basham Ringe y Correa	Martin Michaus, Manuel Guerra, Juan Carlos Hernandez
De la Parra Asociados	Eduardo de la Parra
Olivares	Luis C. Schmidt
Nerubay Abogados	Alejandro Hernández
RECOMMENDED	
Baker McKenzie	Carlos Vela Treviño
Calderon & De la Sierra	Alberto Huerta Bleck, Paloma Contreras
ELS Peñalosa + Donnadieu	Jean-Yves Peñalosa
Solórzano Carvajal González Y Pérez-Correa (Solcargo)	Guillermo Solorzano, Miriam Orozco
Uhthoff, Gómez Vega & Uhthoff	Ignacio Dominguez-Torrado, Mario Ponce
VALUABLE PRACTICE	
All Entertainment Abogados	Antonio Rebolgar
De Alva & Asociados	Sergio de Alva, Luis Gaya
Insignia Consultoria Legal	Claudia Uribe



Our analysis

BGBG: EXPERIENCED LAWYERS WITH FIRST CLASS CLIENTS



Carlos Bello

Key figures: Carlos Bello, Héctor Guzmán, Lilia Aguilar and Jonathan Rangel
Established: 2001

Track record: The firm has one of the largest lists of active clients in the TMT and data privacy sector. It enjoys the patronage of the largest multinationals as well as local companies. Clients on the TMT side include Echostar, Seguritech, Flash Mobile, Hispasat and Airbus. Airbnb, Aleatica, Morgan Stanley and Banorte have been advised on data protection and privacy issues.

Team & differentiation: The TMT and data protection team has three partners and 14 full time lawyers. The IP team has grown to a total of 15, including four trademark attorneys, four patent attorneys, three litigation attorneys and two investigators. Both areas work very closely to provide comprehensive advice and different perspectives to clients who play a significant role within their industries.

SPECIFIC IP: YOUNG BOUTIQUE WITH AN EXPERIENCED PARTNER



Gilberto Sánchez

Key figure: Gilberto Sánchez
Established: 2017

Track record: The team has worked on intellectual property, copyrights, administrative litigation, and litigation in industrial property matters and Amparo proceedings. Although a relatively new firm, Specific IP has already secured Helvex, Fabrica de Tequila Don Nacho, CBD Life, Asepro Ecología, André Badi, Framesi and Austromex as clients.

Team & differentiation: The team is led by founding partner Gilberto Sánchez, who has a proven 20-years track record in intellectual property matters, having worked at the Mexican Institute of Industrial Property for several years. The team is made up of specialists in IP matters and heavy-weight litigants, offering a tailor-made IP experience to all clients.

GM ATTORNEYS AT LAW: INNOVATIVE APPROACH OF INTANGIBLE PROTECTION



Gerardo Magaña

Key figure: Gerardo Magaña
Established: 2018

Track record: This recently established boutique is already highly active. In 2019 registered 700 trademarks and copyrights for clients in diverse sectors. On the client roster are Legionarios de Cristo, A.R.; Gulf México; Santa Ana Springs; Tequila Enemigo (Enemigo LTD); Tacos Don Manolito; Diagnocell Laboratorios; Fotosintesis Media; Marshall Gerstein & Borun; Humann Stormakers; Mexican Senate of the Republic.

Team & differentiation: With more than 15 years' experience in IP, 13 of which were spent at one of the most prestigious IP firms in Mexico, Gerardo Magaña decided to create his own firm in 2018. GM Attorneys at Law advises in all IP matters and has an innovative corporate and tax focus. Maximizing the value of intangible assets through their capitalizations is the firm's forte. In 2019, Maria Andrea Cuellar Garcia joined the firm as partner from Uththoff.

NERUBAY: BOUTIQUE LAW FIRM WITH A STRONG IP TEAM



Alejandro Hernandez

Key figures: Alejandro Hernandez and Emilio Torres
Established: 2008

Track record: The firm has been busy with work from members of the cannabis industry. It represents the Mexican interests of the main Canadian marijuana and cannabis companies, protecting their trademarks for cosmetics, pharmaceuticals products, foods, plants and smoking products, as well as all educational, technological and medical services related to medical and recreational marijuana and cannabis use.

Team & differentiation: Two partners co-lead the practice; Alejandro Hernandez heads the IP litigation side while Emilio Torres handles the trademark prosecution work. Before joining the firm, Alejandro Hernandez worked at Televisa, covering copyright issues and negotiation of broadcasting rights of international sporting events. The team advises on the full range of IP issues.

R10S ABOGADOS: COMBINING LAW WITH A PASSION FOR NEW TECHNOLOGIES



Agustín Ríos

Key figures: Agustín Ríos and Fátima Cambronero
Established: 1999

Track record: The firm has handled several significant litigations concerning copyright and successfully advised numerous clients on domain name recovery. It maintains a roster of clients from the e-commerce field in Latam, as well as different Mexican digital marketing leaders. The firm has also developed privacy strategies for different companies with respect to the treatment and transfer of personal data.

Team & differentiation: Founding partner Agustín Ríos, who handled the first domain names litigation and the first criminal complaint for computer crimes in the history of the country, heads the practice alongside Fatima Cambronero. The firm focuses on information and communication technologies, entertainment, the internet, IA, digital marketing and domain name recovery.

LEXINF: EXPERTS IN NEW TECHNOLOGIES



Alfredo Reyes

Key figures: Alfredo Reyes and Cynthia Solís
Established: 2008

Track record: The firm has clients in almost every industry in the country including retail, finance, banking, fintech, health, media and insurance. They advise big local and international companies but also startups and entrepreneurs. Among the companies that have entrusted Lexinf with their legal issues we find Advantage Security Systems, Profutura, Henkel, IBM and Comercial Mexicana.

Team & differentiation: The boutique specializes in IP, IT and data privacy and has two partners heading the practice. Partner Cynthia Solís handles trademark prosecution, media and fashion law but also works closely with Alfredo Reyes in data protection and privacy issues including electronic signature, e-business, certified digitalization, data privacy and cybersecurity.



DATA PROTECTION & CYBERSECURITY

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
BGBG Abogados	Hector Guzman
Davara Abogados	Isabel Davara
EXCELLENT	
1 Axkati Legal	Rosa Maria Franco
Basham Ringe y Correa	Adolfo Athié
Lex Informática Abogados	Joel Gomez
R10S Abogados	Agustín Ríos, Fátima Cambroner
2 Baker McKenzie	Carlos Vela Treviño
Bufete Soni	Mauricio Hernandez
Calderon & De la Sierra	Luis Mario Lemus
Olivares	Abraham Diaz
HIGHLY RECOMMENDED	
Bufete Quijano	Carmen Quijano
Lexinf	Alfredo Reyes, Cynthia Solis
Novus Concilium	Juan Luis Hernandez Conde
ProtDataMx	Cristos Velasco
Santamarina Y Steta	Rodrigo Orenday
Uhthoff, Gómez Vega & Uhthoff	Ignacio Dominguez-Torrado, Mario Ponce
RECOMMENDED	
Arochi & Lindner	David Quezada
Becerril, Coca & Becerril, S.C.	Emilio Garate
Creel Abogados	Patricio Martínez, Jose Ruiz Lopez
Gomez & Elizalde	Mario Gomez, Joaquin Elizalde
Jones Day	Guillermo Larrea
Lexel Abogados	Genaro Fernandez, Jesus Martinez
Lopez Luna Abogados	Paulo López Luna
Ortiz Monasterio Marcas Y Patentes	Fernanda Ortiz Monasterio
Solórzano Carvajal González Y Pérez-Correa (Solcarga)	Luis Armando López Linaldi
TMI Abogados	Kiyoshi Tsuru

LEX INFORMATICA ABOGADOS: THE ICT EXPERTS



Joel Gómez

Key figure: Joel Gómez
Established: 2011

Track record: Considered as a driving force in internet and data privacy law in Mexico, the firm advises companies in a wide range of industries such as cybersecurity, banking & finance, tourism, automotive, textiles and aviation, among others. Grupo Vidanta, Instituto Mexicano del Cemento y del Concreto, Qualitas Compañía de Seguros, Grupo Neolpharma and Vivo Resorts have entrusted the firm with their business.

Team & differentiation: Partner Joel Gómez, with over 25 years' experience in IT law, e-business and data protection, has recovered and litigated an important number of domain names in Mexico. The firm is often subcontracted by other law or consultancy firms to advise their clients in ICT matters. Gomez is also very active as a lecturer and provides tailor-made courses for clients.

USA

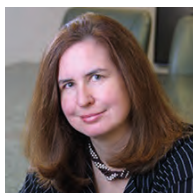
TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

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

Our analysis

**DLA PIPER:
GLOBAL TRADEMARK BEHEMOTH**

Ann Ford

Key figures: Ann Ford and
Keith Medansky
Established: 2005

Track record: Sectors of activity for DLA Piper's full-service, pan-national practice include hospitality, food, consumer goods, life sciences, electronics and financial services. Among its roster of high-profile clients are Philip Morris International, Dannon and Dr Seuss Enterprises. The department is very strong where trademarks overlap with franchising.

Team & differentiation: With its clients expanding internationally, DLA Piper is well-placed to adopt the cross-border mindset that trademark work increasingly demands. The prosecution practice is strong across the board, especially in its Chicago, Washington D.C. and California offices. Ann Ford and Keith Medansky are longstanding trademark experts.

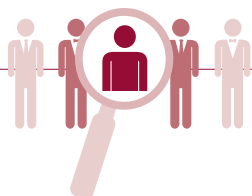
**DAVIS WRIGHT TREMAINE:
INTER-DISCIPLINARY AND COST-EFFICIENT**

Alexandra Nicholson

Key figure: Alexandra
Nicholson
Established: 1944

Track record: Noted for its excellent value for money, the practice at Davis Wright Tremaine had another strong year, servicing a broad range of clients in the publishing, luxury apparel, outdoor-gear, technology, aviation and communications sectors, among others. The firm fields close to ten trademark prosecution partners, though is lighter on associates.

Team & differentiation: Davis Wright Tremaine's well-integrated trademark prosecution team fields partners across four offices: New York, Seattle, Portland and Washington D.C. New York-based practice head Alexandra Nicholson has an excellent reputation; the Seattle-based Sheila Fox Morrison is also recommended, especially for work in food and beverages.

**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 and expert witnesses

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

TRADEMARK LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

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

FROSS ZELNICK LEHRMAN & ZISSU: CONSISTENT MARKET LEADERS



Barbara Solomon

Key figures: Barbara Solomon and Laura Popp-Rosenberg
Established: 1969

Track record: Trademark boutique Fross Zelnick balances a strong volume of mandates with a high quality of work, frequently for high-profile clients. Though it has offices in New York and Washington DC, the firm regularly litigates in California courts. It is also noted for its excellent cross-border capabilities, particularly for US clients with operations abroad.

Team & differentiation: The dedicated eight-partner trademark litigation practice at Fross Zelnick frequently represents well-known corporates in high-stakes cases; it excels in both plaintiff- and defendant-side work. Barbara Solomon has longstanding expertise in trademark and trade dress cases; Laura Popp-Rosenberg is another outstanding litigator.



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Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 Cowan, Liebowitz & Latman	Jonathan King, Richard Mandel, Eric Shimanoff
Jenner & Block	Andrew Bart, Susan Kohlmann
Kirkland & Ellis	Dale Cendali
2 Kilpatrick Townsend & Stockton	Joseph Petersen, Lisa Pearson, James Trigg, John Hughes
Loeb & Loeb	Barry Slotnick, Jonathan Zavin
Mitchell Silberberg & Knupp	Karin Pagnanelli, Christine Lepera
Weil, Gotshal & Manges	Benjamin Marks
EXCELLENT	
1 Durie Tangri	Daralyn Durie, Joseph Gratz
Fross Zelnick Lehrman & Zissu	David Donahue, Craig Mende, Laura Popp-Rosenberg
Winston & Strawn	Michael Elkin, Thomas Patrick Lane, Erin Ranahan
2 Arnold & Porter	Dori Hanswirth, James Blackburn
Fenwick & West	Jennifer Stanley, Andrew Bridges, Laurence Pulgram
King & Spalding	Kenneth Steinthal
Orrick, Herrington & Sutcliffe	Annette Hurst, Paul Fakler
Quinn Emanuel Urquhart & Sullivan	Margret Caruso, Rachel Herrick Kassabian
HIGHLY RECOMMENDED	
Davis Wright Tremaine	Peter Anderson, Nicolas Jampol, Eric Stahl
Debevoise & Plimpton	Jeffrey Cunard, Jeremy Feigelson
Fish & Richardson	Kristen McCallion
Morrison & Foerster	Michael Jacobs, Joyce Liou
Munger, Tolles & Olson	Kelly Klaus, Glenn Pomerantz
O'Melveny & Myers	David Eberhart, Daniel Petrocelli
Proskauer Rose	Sandra Crawshaw-Sparks, Alexander Kaplan
Pryor Cashman	Frank Scibilia, Tom Ferber, Ilene Farkas
RECOMMENDED	
Arent Fox	Cristina Carvalho, Michelle Marsh
Katten Muchin Rosenman	Floyd Mandell, Zia Modabber, David Halberstadter
Mayer Brown	John Mancini, Allison Stillman
Paul, Weiss, Rifkind, Wharton & Garrison	Lynn Bayard, Jay Cohen
Venable	Joshua Kaufman

JENNER & BLOCK: HIGH QUALITY, HIGH VOLUME, HIGH LEVEL



Andrew Bart

Key figures: Andrew Bart
and Susan Kohlmann
Established: 1914

Track record: Though it has excellent capabilities on the commercial and regulatory fronts, the copyright team at Jenner & Block is especially well regarded for its skills in the courtroom. It regularly acts for a wide range of well-known clients in the media and entertainment world, including EMI, Fox Broadcasting, and several high-profile individuals.

Team & differentiation: Jenner & Block's practice regularly assists well-known clients with complex copyright issues; online content distribution is a particular area of expertise. Though it fields excellent partners in Los Angeles and Washington D.C., the practice is headed out of New York by Andrew Bart. Susan Kohlmann is another recommended litigator.



DATA PROTECTION & CYBERSECURITY

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
1 DLA Piper	Jim Halpert, Andrew Serwin
Hogan Lovells	Marcy Wilder, Harriet Pearson
Morrison & Foerster	Miriam Wugmeister
Baker McKenzie	Brian Hengesbaugh, David Lashway, John Woods Jr.
Covington & Burling	Kurt Wimmer
Hunton Andrews Kurth	Lisa Sotto
Orrick, Herrington & Sutcliffe	Doug Meal, Heather Egan Sussman, Aravind Swaminathan
EXCELLENT	
Arnold & Porter	Ronald Lee, Kenneth Chernof, Marcus Asner
BakerHostetler	Theodore Kobus III
Cooley	Michael Rhodes, David Navetta, Boris Segalis
Debevoise & Plimpton	Luke Dembosky, Jeremy Feigelson
Kelley Drye & Warren	Alysa Hutnik, Dana Rosenfeld
Sidley Austin	Alan Raul
Venable	Emilio Cividanes, Stuart Ingis
WilmerHale	Benjamin Powell, Kirk Nahra, Jason Chipman, Reed Freeman Jr.
ZwillGen	Marc Zwillinger, Jacob Sommer, Mason Weisz
HIGHLY RECOMMENDED	
Alston & Bird	Kimberly Kiefer Peretti, David Keating, James Harvey
Crowell & Moring	Jeffrey Poston, Evan Wolff
Goodwin	Brenda Sharton, Karen Neuman
Holland & Knight	Mark Melodia
InfoLawGroup	Justine Young Gottshall
Loeb & Loeb	Ieuan Jolly, Jessica Lee, Robert Newman
McDermott Will & Emery	Laura Jehl
Perkins Coie	Todd Hinnen
Pillsbury Winthrop Shaw Pittman	Brian Finch, Deborah Thoren-Peden
Reed Smith	Anthony Diana
Ropes & Gray	Edward McNicholas, Mark Szpak
Stephens & Johnson	Michael Vatis, Stewart Baker
Wiley Rein	Matthew Gardner, Megan Brown
Wilson Sonsini Goodrich & Rosati	Lydia Parnes

HOGAN LOVELLS US: WATCHFUL GUARDIANS, TRUSTED BY THE BEST



Marcy Wilder

Key figures: Marcy Wilder
and Harriet Pearson
Established: 1904

Track record: Hogan Lovells US is highly regarded as a trustworthy advisor to numerous major multinationals on data protection and cybersecurity matters across numerous sectors, including healthcare. Major cloud-based software company Salesforce.com is a GDPR client; the firm also represented Equifax before the Federal Trade Commission regarding a data breach.

Team & differentiation: Leveraging formidable strength in depth to handle advisory compliance work as well as high-profile investigations, Hogan Lovells US is well-placed to handle complex, often multi-jurisdictional matters for major clients. Marcy Wilder, a cybersecurity and healthtech expert, co-heads the practice with data privacy specialist Harriet Pearson.



TRADEMARK INFRINGEMENT

Best Investigation Firms

The firms are listed alphabetically within each band

FIRM	HEADQUARTERS
------	--------------

LEADING

Marksmen Alpine, Utah

EXCELLENT

Bishop IP Investigations London, UK*

HIGHLY RECOMMENDED

Kelly Pioneer Group Washington, DC

Robert Jackson and Associates New York, New York

Treadstone Group Denver, North Carolina

RECOMMENDED

Integrity Risk Reston, Virginia

Investigative Consultants Torrance, California

*UK-based, but ranked here on the strength of very strong US client feedback

MARKSMEN: TENACIOUS, WELL-RESOURCED INVESTIGATORS



Jeff Crapo

Key figures: Jeff Crapo
Established: 1998

Track record: Noted for providing "reliable, practical solutions at decent prices", according to one law firm, Marksmen furnishes its clients with "user-friendly reports". Conducting thorough investigations into potential trademark and domain name infringements, the company assists corporations directly as well as law firms representing corporations.

Team & differentiation: With three US offices, Marksmen stands tall among investigation firms for its comprehensive cross-border clout, internationally and across the United States. Its investigators pay discreet visits to franchisees, retail stores and events around the world, and have served around 9,000 clients. Marksmen charges around \$500 for standard reports.

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INFORMATION & REGISTRATION:

IP-related topics

Anney Wong Moi Sang

awongmoisang@leadersleague.com

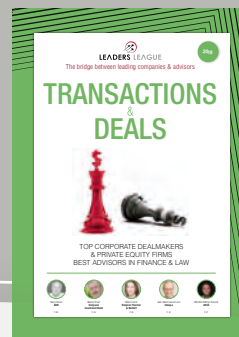
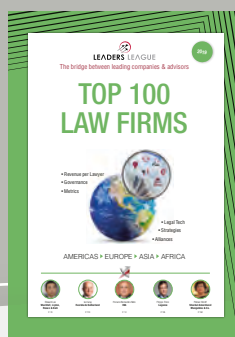
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Corporate-related topics

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LEADERS LEAGUE



EUROPE



BELGIUM

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
De Clercq & Partners	Joost Muylle
Gevers	Benjamin Gevers, Bram Dejan, Dominique Marloye
Kirkpatrick	Lidy-Anne Jeswiet-van Westenbrugge, Valérie Corbiau
EXCELLENT	
Arnold & Siedsma	Sandra Bauwens
Brantsandpatents	Christophe Bourgeois
Calysta	Mounir Kadaj, Claire Godefroid, Eva Schelfaut, Clara De Schryver
Novagraaf	Ingrid Mennens
Pronovem	Arie Mout, Dominique Rifon
V.O.	Noëlle Wolfs
HIGHLY RECOMMENDED	
Bureau M F J Bockstael	Dirk Caluwaerts
Linden & De Roeck	Benedicte Linden, Carole De Roeck
NLO	Marlous Stal-Hilders

GEVERS: OVER A CENTURY OF IP EXCELLENCE



Benjamin Gevers

Key figures: Benjamin Gevers, Dominique Marloye and Bram Dejan
Established: 1898

Track record: An IP service provider, Gevers provides identification, protection, management, exploitation and enforcement of intellectual property rights. The firm offers best-in-class IP services, including contracting, valorisation, tax optimization for IP income and support in getting government grants for IP. Adding value through quality, security, innovation and excellence is what Gevers stands for.

Team & differentiation: Besides its headquarters in Diegem, it has offices in Antwerp, Ghent, Hasselt, Liège and a brand-new office in Louvain-la-Neuve. It also has a solid foothold in France and Switzerland, and is committed to enforcing IP rights in China via its China desk. Gevers has great expertise in aeronautics, ICT, electronics, pharmaceutical industry, mechanics, biotechnology and entertainment.

DE CLERCQ & PARTNERS: ABLE TO TACKLE COMPLEX ISSUES IN TECHNICAL CASES



Joost Muylle

Key figure: Joost Muylle
Established: 1998

Track record: De Clercq & Partners offers a wide range of IP services in both patent and trademark. The firm advises small, medium-sized and large corporations, as well as individuals, institutes and investors in both prosecution and litigation. They offer IP services to a broad range of industries such as pharmaceuticals, healthcare, chemicals, motor oil and food products.

Team & differentiation: The 40-lawyer firm, which has three different branches across the country, is known for its ability to think outside the box and come up with creative solutions. Joost De Muylle, who joined in 2013, became a partner through the merger with his own boutique. He now heads the trademark, design, domain names and copyright activities and fosters an entrepreneurial spirit.



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Altius	Olivier Vrins
Hoyng Rokh Monegier	Benoit Michaux, Carina Gommers
NautaDutilh	Philippe Peters, Tanguy de Haan, Florence Verhoestraete
Van Innis & Delarue	Thierry Van Innis, Dieter Delarue
EXCELLENT	
Allen & Overy	Filip Van Elsen, Geert Glas
Baker McKenzie	Koen De Winter
Bird & Bird	Jean-Christophe Troussel, Benoit Van Asbroeck
Crowell & Moring	Kristof Roox, Jan-Diederik Lindemans
Lydian	Annick Mottet Haugaard
Simont Braun	Emmanuel Cornu, Eric De Gryse
Stibbe	Ignace Vernimme
HIGHLY RECOMMENDED	
Cape IP	Véronique Pede, Patricia Cappuyns
CMS	Tom Heremans, Renaud Dupont
Fieldfisher	Stijn Debaene
Inteo	Sofie Cubitt, Kristof Neefs
Janson	Mireille Buydens, Hans Dhondt
Liedekerke	Etienne Kairis
Linklaters	Pieter Van Den Broecke
Monard Law	Daan De Jaeger
Petillion	Flip Petillion
Prioux Culot + Partners	Pierre-Yves Thoumsin
RECOMMENDED	
& De Bandt	Jeff Keustermans
Ambos	Bart Vandereeckt
Daldewolf	Valentin de le Court
Koan	Christine De Keersmaeker
Lexing	Alexandre Cruquenaire
MVVP	Herman Croux, Olivier Sasserath
Timelex	Frédéric Debusseré
Van Bael & Bellis	Peter L'Ecluse

STIBBE: IP BEACON



Ignace Vernimme

Key figure: Ignace Vernimme
Established: 1966

Track record: Stibbe has a longstanding experience in IP, especially in trademark filing, as its more-than 20 years counselling of Benelux Trademark and Designs Office shows. Stibbe litigates complex, high-end trademark cases, domestic and multi-jurisdictional cases and works with international teams and foreign firms on the most important cases.

Team & differentiation: Stibbe has a team of 14 experts, exclusively dedicated to IP and is at the forefront of new areas of IP law, keeping a close eye on the most recent developments in IP, such as the impact of Brexit on trademarks, by sharing the information with its clients and network. The firm's clients, including Agoria, Belgium's largest employer's federation, emphasize its stature.

ALTIUS: PROMINENT CLIENTS



Olivier Vrins

Key figures: Olivier Vrins
Established: 2001

Track record: Altius' IP expertise covers all branches of IP law. The firm represents major players in the media and entertainment sectors and is heavily involved in regulatory disputes in the drug and seed industries. It assists clients with their trademark, patent, copyright, industrial design, IT & TMT and unfair competition issues, and provides advice on counterfeiting, geographical indications, plant variety rights, trademarks, designs and software piracy.

Team & differentiation: Altius' intellectual property team is one of the largest in Belgium, with more than 15 lawyers, including partners and associates, working before Belgian and European Courts. Clients are mainly large multinational brands, in the technological, chemical and sports fields, and also protects the image rights of public figures.



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Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Altius	Olivier Vrins, Paul Maeyaert
Bird & Bird	Benoit Van Asbroeck
Hoyng Rokh Monegier	Fabienne Brison, Benoit Michaux
Simont Braun	Emmanuel Cornu, Fernand de Visscher
EXCELLENT	
Allen & Overy	Filip Van Elsen, Geert Glas
Berenboom & Associés	Alain Berenboom
CMS	Tom Heremans
Crowell Moring	Thomas De Meese, Judith Bussé
Janson	Mireille Buydens
NautaDutilh	Philippe Peters
Stibbe	Ignace Vernimme, Philippe Campolini
Van Innis & Delarue	Thierry Van Innis, Dieter Delarue
HIGHLY RECOMMENDED	
& De Bandt	Jeff Keustermans
Daldewolf	Sari Depreeuw
JVM	Eric Jooris, Emmanuel Van Melkebeke
Lydian	Annick Mottet Haugaard
MVVP	Peter Marx, Olivier Sasserath
Timelex	Frédéric Debusseré, Geert Somers

MEDIA

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Allen & Overy	Filip Van Elsen
Altius	Olivier Vrins, Sven Demeulemeester, Paul Maeyaert
Crowell Moring	Thomas De Meese
Koan	Christine De Keersmaeker, Agnès Maqua
EXCELLENT	
Bird & Bird	Benoit Van Asbroeck
CMS	Tom Heremans
Hoyng Rokh Monegier	Fabienne Brison, Benoit Michaux
JVM	Eric Jooris, Emmanuel Van Melkebeke
MVVP	Peter Marx, Herman Croux
Simont Braun	Emmanuel Cornu, Fernand de Visscher
Stibbe	Erik Valgaeren
Ulys	Etienne Wery

SIMONT BRAUN: IN LOCKSTEP WITH IP EVOLUTION



Fernand de Visscher

Key figures: Emmanuel Cornu and Fernand de Visscher

Established: 1999

Track record: The intellectual property department of Simont Braun handles IP litigation affairs, in particular those related to copyright and trademark, which have been the cornerstone of the firm's practice since its foundation. The firm has particular expertise in media rights and retail, as well as in complex and landmark trademark litigation. It handles major proceedings before the EU Court of Justice and the EU General Court.

Team & differentiation: The intellectual property department is composed of nine lawyers, three of which are partners. Emmanuel Cornu and Eric De Gryse deal with many important trademark infringement cases for major industries active in sectors such as luxury, food and beverages, retail, industries, sports, life sciences & pharmaceuticals, while Fernand de Visscher focuses on copyright, design and media law.

MVVP: PROFESSIONAL AND PRAGMATIC



Peter Marx

Key figure: Peter Marx
Established: 1995

Track record: MVVP has an outstanding reputation in the fields of entertainment, media, advertising, fashion and design, but is also noted for its work in the event organization, IT, automotive, and healthcare sectors. In the entertainment sector, MVVP acts for broadcasters, streaming platforms and film production companies, among others. It assists clients in all matters, including on IP and GDPR related questions.

Team & differentiation: The team has extensive experience in both non-contentious and contentious matters, and has assisted publishers and TV-producers regarding different claims for withdrawal of articles and TV documentaries. Peter Marx is a member of the Flemish self-regulatory board for journalists. Team members are fluent in English, French, Dutch, and some can also assist their clients in Spanish and in German.

FRANCE

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Egyp*	Virginie Zancan, Benjamin Fontaine, Nathalie Pacaud, Christophe Pelèse
Germain Maureau	William Lobelson, Julien Fialletout, Hugues Pouzet, Bertrand Geoffray
Novagraaf	Olivier Boland, Carole Roger, Aurélie Guétin, Armelle Douhaire, Fabienne Maucarre
Plasseraud IP*	J. Meunier-Coeur, B. Dejardins, F. Glaize, G. Vermander, P. Boyle, G. Kiesel Le Cosquer, L. Nowak
Santarelli	Sophie Marc, Hélène Lecornu, Nathalie Rey, Eric Le Bihan, Luc Santarelli
Tmark	Valérie Dorey, François Deschamps, Olivier Thierri, Nadine Royer, Nicolas Debaisieux
EXCELLENT	
1 Beau De Lomenie	Aurélia Marie
Casalonga	Caroline Casalonga, Laurence Schardt, Aude Thierri, Pauline Freulon, Karina Dimidjian-Lecomte
Dreyfus & Associés	Emmanuel Harrar, Nathalie Dreyfus
GPI Marques	Caroline Geffroy-Redon, Frédéric Marlot
Lambert & Associés	Pascale Lambert, Steve Félix
Lynde & Associés	Stéphane Lynde, Jean-Michel Flu
Regimbeau	Olivier Prats, Evelyne Roux, Martine Bloch-Weill, Isabelle Thill
2 Cabinet Netter	Jean-Yves Plaçais, Gabriel De Kernier
Desbarres & Staeffen	Véronique Staeffen, Julien Delucenay, Thierry Desbarres
Ipside	Guillaume Mortreux
Ipsilon	Marion Vidal-Lachaud, Florence Briec, Michèle Dietrich-Schnell
Lavoix	Béatrice Daubin, Philippe Lods, David Millet
Taoma Partners	Melissa Cassanet, Gaëlle Loinger-Benamran, Malaurie Pantalacci
HIGHLY RECOMMENDED	
Camus Lebki	Stéphanie Rito
Gevers & Orès	Ingrid Corviole-Parent
Iinlex IP Expertise	Franck Soutoul, Eric Schahl
Inscripta	Manuel Roche, Agnès Doyen
Lhermet & Lefranc-Bozmarov	Bruno Lhermet, Marion Lefranc-Bozmarov
LLR	Gilles Escudier, Kristell Erout
Vidon	Soazig Thémoïn, Patrice Vidon
RECOMMENDED	
1 Ab Initio	Annick Pairault
API Conseil	Alexander Lerbs
Aréopage	Isabelle Poujade-Auriol, Florence Jalabert
Argymark	Céline Pires
AtlantiP	Axel Doucerain
Boettcher	Stéphane Lemaire
Brandon IP	Anne Lévy
Brevalex	Jean-Baptiste Duranton
Bringer IP	Leonard Pirastru
Cabinet Degret	Bruno Raibaut, Manuel Degret, Jacques Degret, Magali Clair-Mouly
Cabinet Flechner	David Bilquey
Chaillot	Julie Desrois, Nicolas Dufay, Denis Chaillot
Cormier Reiss & Associés	Françoise Cormier
Hirsch & Associés	Christophe Andral
IP Sphere	Philippe Rodhain
Ixas Conseil	Martin Schmidt, Vanessa Darbouret
Jacobacci & Coralis-Harle	Séverine Redon, Vincent Chauvin, Fabienne Orsini, Maria Lusía Arce Torrecilla
Jurispatent Cabinet Guiu	Sandrine Guiu, Dorian Guiu, Marie Pusel
Legimark	Dominique Richeux, Belynda Chauvet, Anne-Karine Bogillot-Sawra, Marcel Botton
Strato Ip	Sébastien Hautière
Weinstein	Dominique François, Christian Frick
Wiplaw France	Eric Le Bellour
2 Brandstorming	Valérie Dellinger
Cabinet Beaumont	Laurent Thibon
Cabinet Didier Martin	Manon Laurent
Hautier	Ségolène Luherne
Icosa	Anna Cluzeau
Ipaz	Denis Baldensperger, Denis Lesire
Laurent & Charras	Julien Scicluna
Marks & Clerk	Martine Adamoff
Mottet & Associés	Pascale Mottet
Sodema Conseils	Lionel Lapeyre
Sparlann	Benoît Lebreton
Wilson & Berthelot	Frédéric Marlot

*Part of Groupe Plasseraud IP

Taken from Marketing France - Ranking 2020

Our analysis

TMARK: TOTAL DEDICATION TO TRADEMARKS



François Deschamps

Key figure: François Deschamps
Established: 1993

Track record: TMark is sought out for the precision IP expertise of its teams and their willingness to go the extra mile for clients during all facets of IP, from prior rights searches to litigation. Availability, closeness and responsiveness are some of the reasons why the firm has built up a loyal clientele, which includes prominent members of the luxury goods, cosmetics, agrifood and viticulture sectors.

Team & differentiation: Evenly split between trademark litigation and registration, the firm's activity reflects its willingness to formulate superior brand strategies for clients. Seasoned and creative, the IP team is internationally recognized for the quality of the solutions it proposes, as well as its constructive approach to handling different projects.

LAMBERT & ASSOCIÉS: LARGE AND GROWING FRENCH AND INTERNATIONAL PRESENCE



Stéphane Felix, Pascale Lambert

Key figure: Stéphane Felix, Pascale Lambert
Established: 1985

Track record: The firm is known for its patent and trademark expertise and for the quality of the international project management guidance it provides. The firm acts for SMEs and high-profile companies in the pharmaceutical, insurance, sport, e-commerce and fashion sectors. The team provides dynamic, consistent strategies in line with clients' business development objectives.

Team & differentiation: The firm has a solid international network, allowing it to take on IT cases anywhere in the world. Lambert & Associés prides itself on being available for clients 24/7. In addition to its offices in the capital, the firm is also present in Le Mans and Perpignan.

IXAS CONSEIL: PRAGMATIC SOLUTION-ORIENTED SERVICE

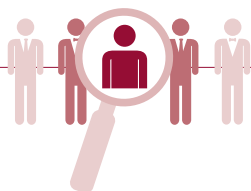


Martin Schmidt

Key figure: Martin Schmidt
Established: 1989

Track record: Ixas Conseil is capable of intervening in all aspects of IP, especially when it comes to the obtention and defense of titles. The firm are no slouches when it comes to litigation either, having a good track record in counterfeiting, opposition and annulation cases. It is able to provide strategic legal advice to companies concerning technology transfer to a third-party country.

Team & differentiation: A team with its finger on the pulse, Ixas Conseil's IP lawyers are known for their legal rigor and pragmatic approach. Allowing innovative thinking to in-the-field experience, the team handles technically complex cases, notably in the life-science, chemicals and machinery sectors. Whether during pre-trial negotiations or litigation, the team prides itself on securing the best possible result for clients.



METHODOLOGY

The criteria are:

- Recognition & reputation of the firm in its market
- Team size, seniority of partners (or executive officers, managing directors, etc.), managing director, chief executive..., education & training level of the associates (or consultants, investment managers, etc.)
- Volume, nature and quality of the cases dealt by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

Rankings are established with the following tools:

- **Submission form procedure:**
We send questionnaires & submission forms to the structure already included in Leaders League rankings and to others likely to be included. They are, in particular, invited to provide information on their organization, their client bases, their track record and their market.
- **Qualitative procedure:**
To supplement the questionnaires, Leaders League teams conduct a large number of interviews, which enable us not only to learn more about the firm included in our listings, but also to assess the dynamism of the market. Analysts and market researchers also have meetings with a large number of companies' executives (private companies, funds, banks) who have the opportunity to comment and provide fresh intelligence on the market and on the advisors they are soliciting.

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
1 Armengaud Guerlain	Stéphane Guerlain, Catherine Mateu
Bird & Bird	Géraldine Arbant, Anne-Charlotte Le Bihan, Yves Bizollon
Candé Blanchard Ducamp	Julien Blanchard, Patrice de Candé, Claire Ducamp
Deprez Guignot Associés - DDG	Pierre Deprez, Vincent Fauchoux, Frédéric Dumont
Duclos, Thorne, Mollet-Viéville & Associés (Dtmv & Associés)	T. Cuche, P. Lefort, E. Gaspar, T. Mollet-Viéville, L. Janin-Reynaud, J. Grosslerner
M.-P. - Escande Avocats	Michel-Paul Escande, Jean-Christophe Galloux, Ghyslaine Rajot, Diane de Valbray, Pierre Vivant
2 Casalonga	Caroline Casalonga, Arnaud Casalonga, Mariane Gabriel, Karina Dimidjian
Cousin & Associés	Myriam Moatty, Sandrine Bouvier-Ravon, Jean-Martin Chevalier
De Gaulle Fleurance & Associés	G.Courtois, S. Strittmatter, J-S. Mariez, F. Le Péchon-Joubert, L. De Gaulle, S. Lederman
De Marcellus & Disser	Juliette Disser, Emmanuel De Marcellus
Dentons	Isabelle Leroux, David Masson
Gide	Emmanuel Larere, Arnaud Michel, Grégoire Triet, Raphaëlle Dequière-Portier
Hogan Lovells	Marie-Aimée De Dampierre, David Taylor
Hoyng Rokh Monegier	Marie Georges-Picot, Sophie Micallef, Denis Monégier du Sorbier
Laude Esquier Champey	Sophie Havard Duclos
Nataf Fajgenbaum & Associés	Fabienne Fajgenbaum, Thibault Lachacinski
EXCELLENT	
1 AL Avocats	Muriel Antoine-Lalance, Marion Aitelli
Altana	Armand Aviges, Frank Valentin, Pierre Lubet
Bardehle Pagenberg	Axel Munier, Rebecca Delorey
BCTG Avocats	Gaëlle Bioret-Pucci
Benoliel Avocats	Sylvie Benoliel
Bouchara	Vanessa Bouchara
Christophe Caron	Christophe Caron, Clotilde Fouquet
Clery Avocats	Alain Cléry, Coralie Devarnay
DS Avocats	Catherine Verneret, Bertrand Potot
EBL Lexington Avocats	Laurent Levy, Michael Piquet-Fraysse
Herbert Smith Freehills	Alexandra Neri
Hoffman	Serge Hoffman, Pierre Hoffman, Ingrid Zafrani, Emmanuelle Hoffman
Hollier Larousse & Associés	Christian Hollier-Larousse, Annette Sion
J.P. Karsenty & Associés	Martine Karsenty-Ricard, Béatrice Moreau-Margotin
Jacobacci Avocats	Alexia de Maulde, Olympe Vanner
Legrand Lesage-Catel Gaultier	Stéphanie Legrand, Michèle Lesage-Catel, Philippe Gaultier, Olivier Legrand
Linklaters	Pauline Debré, Jean-François Merdrignac
Marchais & Associés	Emmanuelle Limouzy, Guillaume Marchais, Philippe Martini-Berthon
Szleper Henry Avocats	Dariusz Szleper, Guillaume Henry
2 Cabinet Arenaire	Pierre Massot, Thibault Lentini
Charles de Haas Avocats	Charles de Haas
Dechert	Marie Fillon, Mélanie Thill-Tayara
FTPA Avocats	Antoine Gautier-Sauvagnac, Philippe Pochet, Fabrice Lorvo, Boriana Guimberteau
Gilbey Legal	Jehan-Philippe Jacquy, Joanne Quirin
Guillemin Flichy	Alexis Guillemin
Hertslet Wolfer & Heintz - HW&H	Christophe Chapoullié
Jones Day	Emmanuel Baud, Thomas Bouvet
Le Stanc Avocats	Christian Le Stanc
Loyer & Abello	Michel Abello, Delphine Rudloff, Marie Liens
Mandel Pariente Associés	Isabelle Mandel, Lauren Pariente
Noésis Avocats	Marie Fabregat, Caroline Hiltgen-Lebouvier
Osborne Clarke	Claire Bouchenard, Béatrice Delmas-Linel, Xavier Pican
Passa Varet	Jérôme Passa, Vincent Varet
Scan Avocats	Sandra Cabanne, Alexandre Nappey
Simmons & Simmons	Marina Cousté, Romain Viret, Sarah Bailey
Taylor Wessing	Marc Schuler
HIGHLY RECOMMENDED	
1 @Mark	Charles-Antoine Joly
Alain Bensoussan Avocats	Anne-Sophie Cantreau, Virginie Brunot, Laurence Tellier-Loniewski
Anne Lakits-Josse	Anne Lakits-Josse
August Debouzy	Véronique Dahan
Benech	Alexandre Jacquet, Frédéric Benech, Virginie Lehoux
Bmh Avocats	Stéphane Dassonville
Coblenche Avocats	Mélanie Erber
Cornet Vincent Ségurel	François Herpe, Thomas Deschryver, Jérôme Wiehn
Damien Régnier	Damien Régnier
DBK Avocats	Thomas Debiesse, Christian Kim, Jérôme Buscaïl
De Pardiue Brocas Maffei	Barbara Levy
DLA Piper	Karine Disdier-Mikus
Edv Avocats	Émilie de Vaucresson
Fidal	Laurence Dreyfuss-Bechmann, Philippe Boutron
Fieldfisher	Franck Veisse, Nathalie Hadjadj-Cazier
Foley Hoag	Catherine Muyl
Grefte	Pierre Grefte, François Grefte
Harlay Avocats	Dominique Mallo, Sabine Lipovetsky
Herald	Richard Milchior
Hirsch & Associes	Marc-Roger Hirsch, Jean-Marc Lefrançois
Illouz Avocats	François Illouz

Jacob Avocats	Julie Jacob
Jasper Avocats	Pascal Lê Dai
K&L Gates	Claude-Etienne Armingaud
Kern & Weyl	Claire Weyl, Tania Kern, Giulia Cortesi
Nomos	Hélène Delabarre, Eric Lauvaux
Osmost Avocats	Alexis Vichniesky, Antoine Gendreau, Alexandra Le Corroncq
Promark	Alain Berthet, Bénédicte Devevey, Aline Mugard
Schmidt Brunet Litzler	Delphine Brunet-Stoclet
Taoma Partners	Anne Messas
Valérie Perrichon Avocats	Valérie Perrichon
2 Alerion	Corinne Thiérache
Allen & Overy	Laëtitia Bénard
Amar Goussu Staub	Grégoire Goussu, Anne-Lyne Roche, Jean-François Guillot
Atlas & Boksenbaum Avocats	Alexandra Atlas-Elhaik, Nathalie Boksenbaum
Baker Mckenzie	Virginie Ulmann
Bignon Lebray	Nicolas Moreau, Benjamin Mourot
CBR & Associés	Alain Barsikian, Judith Vuillez, Michaël Majster
Clairmont Novus Avocats	Laurent Barissat, Delphine Ganoote-Mary
De Baecque Fauré Bellec Avocats	Olivier De Baecque, Stéphane Bellec
Delsol Avocats	Stéphane Perrin
Demoly Avocats	Pascale Demoly
Derriennic Associés	François-Pierre Lani, Pierre-Yves Margnoux, Alexandre Fievue, Georges Jensemle
Elkrief Avocat	Daniëlle Elkrief
Eversheds Sutherland	Gaëtan Cordier
Feral-Schuhl Sainte-Marie	Richard Willemant
Godin Associés	Nicolas Godefroy, Mathilde Carle
Gowling WLG	Céline Bey, Philippe Rousseau
H2O Avocats	Nicolas Herzog, Isabelle Vedrines, Sandra Benabou
Haas Avocats	Gérard Haas
Harbour Avocats	Bénédikte Hattier, Anne Perrin
Hoche Avocats	Régis Carral, Frédérique Forget
Hughes Hubbard & Reed	Stefan Naumann
Ipside	Gwendal Barbaut
Lavoix	Camille Pecnard, Valérie Genin
Lexcase	Jean-Christophe Guerrini
Lext Avocats	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
LPA-CGR Avocats	Prudence Cadio
McDermott Will & Emery	Laura Morelli
Pdgb Avocats	Benjamin Jacob
Pierrat & Associés	Sophie Viaris de Lesegno, Emmanuel Pierrat
Pinsent Masons	Emmanuel Gougé
Rossi Bordes & Associés	Juliette Bertrand, Fritz Rossi, Dominique Bordes
Twelve	Claire de Chassey
Veil Jourde	Nicolas Brault, Florence Watrin (WBA)
RECOMMENDED	
1 Antoine Gitton AGA	Antoine Gitton
Armelle Fourlon	Armelle Fourlon
Aston Avocats	Carine Piccio
Bertrand & Associés	André Bertrand
Bessis Avocats	Philippe Bessis
Beylouni Carbasse Guény Valot Vernet - BG2V	Xavier Carbasse
Bismuth Société d'avocats	Yves Bismuth, Mathieu Martin
Carbonnier Lamaze Rasle & Associés	Michel Rasle
Cleach Avocats	Melvina Valerii
Courtois Lebel	Cédric Frenel
DWF	Simon Christiaën, Florence Karila
FLV & Associés	Stéphane Salembien
Lmt Avocats	Olivier Samyn
Mathias Avocats	Garance Mathias
Oria Media	Mathieu Davy
Oris Avocats	Jérôme Tassi
Ox Avocats	Jean Aittouares
Quatrebarbes	Nathalie de Quatrebarbes
Racine	Frédérique Chaput, Valérie Ledoux
Redlink	Emmanuelle Behr, Frédéric Fournier
Stouls & Sully Avocats	Julie Curto, Jean-Pierre Stouls
TGS France Avocats - BRM Avocats	Claire Camberton, Martine Ricouart, Ladan Dirickx
UGGC Avocats	Elisabeth Logeais
Valmy Avocats	Margaux Nègre-Carillon
Ydes Avocats	Cyril Fabre, Jean-Christophe Chevallier
2 Alter Via Avocats	Amélie Capon, Raphaël Rault
Apollinaire Avocats	Christophe Alleaume
Charlotte Baldassari	Charlotte Baldassari
Constantin Pavleas Avocats	Constantin Pavleas
Crefovi	Annabelle Gauberti
Crossen & Borowsky	Sophie Borowsky
Delcade	Dauphine de Marion de Glatigny
Effective Ip	François-Xavier Boulin
Fusco-Vigné	Ariane Fusco-Vigné
Gomis & Lacker	Guillaume Gomis, Julien Lacker
Ipaz	Denis Baldensperger, Denis Lesire
ITLAW Avocats	Claudia Weber
Jeantet	Frédéric Sardain
Marianne Laborde Avocat	Marianne Laborde
Marrache Avocat	Elisabeth Marrache
Meridian Avocats	Julien Canlorbe, Vincent Vilchien
Mottet & Associés	Pascale Mottet
Soskin Avocats	Ilana Soskin
Stehlin & Associés	Frédéric Lecomte
Wize Avocats	Jean-Baptiste Benvenuti

Taken from Marketing France - Ranking 2020

Our analysis

**CANDÉ BLANCHARD DUCAMP:
FIRST RATE ABILITY TO DEFEND PRESTIGIOUS TRADEMARKS**

Patrice de Candé

Key figures: Patrice de Candé, Julien Blanchard and Claire Herrissay-Ducamp

Established: 2012

Track record: Experts in IP law, the firm focuses on litigating for top companies in the perfume, fashion and luxury goods sectors, such as Burberry and Ralph Lauren, helping to protect their IP rights, notably against counterfeiting. The Paris-based firm is also called upon at the pre-trial stage, to verify model availability and with regards to competition.

Team & differentiation: Used to punching above its weight, the three-partner firm has gained a reputation for agility and flexibility. In 2019 it went live with an online platform designed to give young and upcoming companies answers to their IP related questions. Widely published on the subject of IP, Patrice de Candé is an august figure in the French IP landscape.

**M-P ESCANDE AVOCAT:
TIME-HONORED IP FIRM**

Michel-Paul Escande

Key figures: Michel-Paul Escande and Jean-Christophe Galloux

Established: 1971

Track record: Entirely dedicated to IP law matters, the firm has made a name for itself due to its expertise in art, trademarks, designs, models, luxury goods, fashion and the auto industry. It acts for a discerning clientele addressing, among other issues, unfair competition, free-riding and succession. The firm's lawyers are experts at trade-name and designation of origin defense.

Team & differentiation: The firm, which has been in existence for almost a half century, owes its impressive reputation to its strong historical foundations. The flexibility of the firm means it is well placed to responding to the changing needs of today's businesses, especially when it comes to legislative and regulatory issues.

**LAUDE ESQUIRE CHAMPEY:
COMBATIVE, COHESIVE AND CREATIVE**

Sophie Harvard Duclos

Key figure: Sophie Harvard Duclos

Established: 2008

Track record: Known for its high-quality IP service, the firm has great renown in the trademark area, whether litigation or advisory. It acts for world famous companies in a variety of sectors, including luxury goods, agri-foods, sports, hospitality, spirits and energy sectors.

Team & differentiation: The firm has an excellent team at its disposal, whose reputation for providing innovative, tailor-made advice is known far and wide. Their IP acumen, speed and pragmatism are prized by clients. In order to be as close as possible to clients, the firm keeps details of their cases on the cloud, so it can be accessed day and night.

**EBL LEXINGTON AVOCATS: TOP NOTCH LEGAL, FINANCIAL
AND COMMERCIAL REPRESENTATION**

Laurent Lévy

Key figures: Laurent Lévy and Michaël Piquet-Fraysse

Established: 2012

Track record: Acting for numerous high-profile companies in the luxury goods, industrial and digital sectors, the firm regularly handles IP and business law issues (IP/IT contracts, selective distribution, free-riding, unfair competition). Multi-disciplinary and compassionate, the team is used to working on complex, transverse subjects in the area of trademarks, copyright, designs, models and patents.

Team & differentiation: With a dual legal and financial outlook, the team offers clients a strategic vision of their operations which helps them develop their activity while protecting their core tangible and intangible assets. It counsels clients on contracts, portfolio management and auditing, and litigates their civil and criminal cases.

**GILBEY LEGAL:
OFFERING THE COMPLETE RANGE OF IP SERVICES**

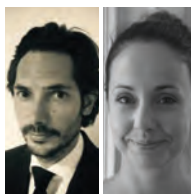
Jehan-Philippe Jacquey

Key figures: Jehan-Philippe Jacquey and Joanne Quirin

Established: 1992

Track record: The firm handles all aspects of IP for its French and international – mainly American – clients who range from French SMEs to large multinationals in the pharmaceutical, agri-food, fashion, electrical equipment and cosmetics sectors. The team provides excellent counsel and litigation expertise, thanks to its net-work of international IP specialists.

Team & differentiation: Thanks to its dedication, dynamism and responsiveness, the firm is able to provide its clientele with solutions that suit their needs. The team prides itself on its ability to offer innovative and far-reaching solutions when it come to new technologies.

**SCAN AVOCATS:
ULTRA-RESPONSIVE TRADEMARK SPECIALISTS**

Alexandre Nappey, Sandra Cabanne

Key figures: Alexandre Nappey, Sandra Cabanne

Established: 2017

Track record: Acting for medium-sized construction or industrial companies, major insurance multinationals, retirement funds, healthcare businesses and transport companies, the IP mavens at Scan Avocats handle trademark, copyright, design, model and counterfeiting issues with aplomb. Whether in terms of counsel or litigation, the firm's lawyers have unrivalled savoir-faire.

Team & differentiation: With offices in Lyon, Paris, Strasbourg and Bordeaux, Scan Avocats is well placed to cover the French market. Since 2017 the firm has possessed its own sophisticated trademark and domain-name management tools, including a collaborative space, which has proved a big hit with clients at home and abroad.

Our analysis

JACOB AVOCATS: FIRM OF REFERENCE IN MEDIA AND NEW TECHNOLOGIES



Julie Jacob

Key figure: Julie Jacob
Established: 2011

Track record: Heavily involved in major IT and IP cases in France, Jacob Avocats regularly represents political parties and individuals as well as audio-visual media companies, PR agencies and healthcare bodies, on issues such as data protection and scraping, behavioral advertising and podcast development, among others.

Team & differentiation: The team, run by Julie Jacob, acts for a roster of over 30 major companies as external DPO, closely monitoring developments in the regulatory landscape related to the subjects *du jour* such as facial recognition and IT security. The firm has created its own blockchain IP permitting designers to register their own logos and trademarks.

VALÉRIE PERRICHON AVOCATS: ACTIVE IN THE DAY TO DAY DEALINGS OF CLIENTS



Valérie Perrichon

Key figure: Valérie Perrichon
Established: 2014

Track record: The trademark-protection specialist continues to get high quality work. Prized for its capabilities on trademark issues on the internet, the company is frequently called upon by major companies and is increasingly active internationally, in particular thanks to the growing reputation of the firm in the United States.

Team & differentiation: Finance, fashion, agri-foods... the firm is capable in of intervening in a wide variety of sectors. The firm benefits from privileged access to the Alatis network of engineers and consultants to provide clients with superior counsel on IP matters. It recently added a patent filing service, to offer clients a more complete service.

BISMUTH SOCIÉTÉ D'AVOCATS: INDISPENSABLE GDPR EXPERTISE

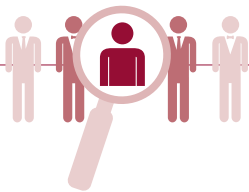


Yves Bismuth

Key figure: Yves Bismuth
Established: 1974

Track record: The firm intervenes on behalf of clients on subjects including medical devices, IVF and the GDPR. With offices in Paris and Lyon, Bismuth's clients are mainly drawn from the public and private healthcare sectors, many of whom bring in the firm to handle inter-hospital coordination and establish healthcare hubs.

Team & differentiation: The firm's on-the-ground experience and sectorial smarts allows it to accomplish a range of missions for clients. With cross-sectoral expertise in medical, technological and digital expertise, the IP team covers all the bases when it comes to securing new and innovative medical treatments.



METHODOLOGY

The criteria are:

- Recognition & reputation of the firm in its market
- Team size, seniority of partners (or executive officers, managing directors, etc.), managing director, chief executive..., education & training level of the associates (or consultants, investment managers, etc.)
- Volume, nature and quality of the cases dealt by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

Rankings are established with the following tools:

- **Submission form procedure:**
We send questionnaires & submission forms to the structure already included in Leaders League rankings and to others likely to be included. They are, in particular, invited to provide information on their organization, their client bases, their track record and their market.
- **Qualitative procedure:**
To supplement the questionnaires, Leaders League teams conduct a large number of interviews, which enable us not only to learn more about the firm included in our listings, but also to assess the dynamism of the market. Analysts and market researchers also have meetings with a large number of companies' executives (private companies, funds, banks) who have the opportunity to comment and provide fresh intelligence on the market and on the advisors they are soliciting.



DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
1 August Debouzy	Florence Chafiol
Bird & Bird	Ariane Mole, Merav Griguer
DLA Piper	Denise Lebeau-Marianna
Hogan Lovells	Etienne Drouard, Patrice Navarro, Christine Gateau
2 Alain Bensoussan Avocats	Alain Bensoussan, Virginie Bensoussan-Brulé, Marguerite Brac de la Perrière
Baker McKenzie	Rémy Bricard, Yann Padova
Derriennic Associés	Alexandre Fievue, François-Pierre Lani, Bruno Ducoulombier
DS Avocats	Sylvain Staub, Antoine Gravereaux, Catherine Verneret, Thomas Beaugrand
Harlay Avocats	Fabrice Perbost, Sabine Lipovetsky
Osborne Clarke	Claire Bouchenard, Béatrice Delmas-Linel, Xavier Pican
EXCELLENT	
1 Delsol Avocats	Jeanne Bossi Malafosse
Feral-Schuhl Sainte-Marie	Richard Willemant
Franklin	Hélène Lebon
Haas Avocats	Gérard Haas
Idea Avocats	Julie Ruelle, Nathalie Metallinos
Latham & Watkins	Myria Saarinen
2 De Gaulle Fleurance & Associés	Jean-Sébastien Mariez, Georgie Courtois, Cécile Théard-Jallu, Jean-Marie Job
Deprez Guignot Associés - DDG	Pierre Deprez, Vincent Fauchoux, Frédéric Dumont
EY Société d'Avocats	Fabrice Naftalski, Sophie Revol
Hoche Avocats	Régis Carral, Patrick Amouzou, Julie Bellesort
Implid Legal	François Coupeuz
Nomos	Hélène Delabarre, Sylvain Naillat
HIGHLY RECOMMENDED	
1 Adsto	Claire Bernier
Basdevant	Adrien Basdevant
BCTG Avocats	Sandra Tubert, Laura Ziegler
Beslay + Avocats	Nathalie Beslay
Caprioli & Associés	Eric Caprioli
Cohen & Gresser LLP	Guillaume Seligmann
Cornet Vincent Ségurel	François Herpe, Jérôme Wiehn
Delcade	Isabelle Gavanon
Dentons	Christophe Fichet
Desmarais Avocats	Pierre Desmarais
Fidal	Arnaud Tesselonikos
Fieldfisher	Christopher Mesnooh
Gibson, Dunn & Crutcher	Ahmed Baladi
Gide	Thierry Dor
Herbert Smith Freehills	Alexandra Neri
ITLAW Avocats	Odile Jami-Caston, Claudia Weber
Jacob Avocats	Julie Jacob
K&L Gates	Claude-Etienne Armingaud
KGA Avocats	Laurent Badiane, Matthieu Bourgeois
Latournerie Wolfrom Avocats	Marie-Hélène Tonnellier
Linklaters	Pauline Debré, Sonia Cissé
Llc & Associés	Jérôme Lefort, Romain Waïss-Moreau, Frédéric Jacquemart
McDermott Will & Emery	Romain Perray
Next Avocats	Etienne Papin, Stéphanie Foulgoc
Pdgb Avocats	Benjamin Jacob
Pinsent Masons	Annabelle Richard, Emmanuel Gougé
Racine	Eric Barbry
Scan Avocats	Alexandre Nappey, Sandra Cabanne
Stehlin & Associés	Frédéric Lecomte
Taylor Wessing	Valérie Aumage, Marc Schuler
TGS France Avocats - BRM Avocats	Martine Ricouart, Caroline Belotti, Didier Gazagne
Vercken & Gaullier	Gilles Vercken, Florence Gaullier
Virtualégis	Pascal Alix, Hubert de Segonzac
Ydès Avocats	Cyril Fabre, Jean-Christophe Chevallier
2 Altana	Pierre Lubet, Frank Valentin
Armelle Fourlon	Armelle Fourlon
Artemont	Farid Bouguettaya
ATM Avocats	André Meillassoux
Aurore Legal	Sabine Marcellin
Bersay	Claire Poirson
Bilalian Avocats	Marguerite Bilalian, Lara Morel
Cabinet Deroulez	Jérôme Deroulez
Caron Avocat	Laurent Caron
CMS Francis Lefebvre Avocats	Anne-Laure Villedieu
Coblence Avocats	Mélanie Erber
Constantin Pavleas Avocats	Constantin Pavléas
DWF	Anne-Sylvie Vassenaix-Paxton
Edv Avocats	Emilie de Vaucresson
Foley Hoag	Catherine Muyl

Gramond & Associés	Marion Depadt Bels
Guillemin Flichy	Alexis Guillemin
H2O Avocats	Nicolas Herzog, Isabelle Vedrines, Sandra Benabou
Illouz Avocats	François Illouz
Inside	Benjamin Gras
Isabelle Renard Avocat	Isabelle Renard
Iteanu	Olivier Iteanu
J.P. Karsenty & Associés	Jean-Philippe Arroyo
Jasper Avocats	Marina Blum
Jeantet	Frédéric Sardain
Lawways	Gilles Rouvier
LPA-CGR Avocats	Prudence Cadio
Luzi Avocats	Olivia Luzi
Mathias Avocats	Garance Mathias
Norton Rose Fulbright	Nadège Martin
Osmose Avocats	Antoine Gendreau
Passa Varet	Vincent Varet
Pons & Carrère	Caroline Henry
PwC	Sandrine Cullaffroz-Jover
Redlink	Emmanuelle Behr
Squire Patton Boggs	Stéphanie Faber
RECOMMENDED	
Alerion	Corinne Thiérache, Frederic Saffroy
Amar Goussu Staub	Antonin Staub
Antoine Gitton AGA	Antoine Gitton
Atem Avocats	Isabelle Camus
Aturquoise Société D'Avocats	Anne-Marie Pecoraro
Bamboo&Bees	Marc Lipskier
BBLM	Daria Sauer, Myriam Angelier
Beylouni Carbasse Guény Valot Vernet - BG2V	Xavier Carbasse
Bignon Lebray	Élise Dufour, Benjamin Mourrot, Nicolas Moreau
Clairmont Novus Avocats	Laurent Barissat, Delphine Ganoote-Mary
Cleach Avocats	Melvina Valerii
Clifford Chance	Dessislava Savova
Courtier Avocats	Nicolas Courtier
Courtois Lebel	Cédric Frenel
Danièle Véret Cabinet d'avocats	Danièle Véret
Effective Ip	François-Xavier Boulin
EKV Avocats	Nicolas Verly
Eversheds Sutherland	Gaëtan Cordier
Franklin Brousse	Franklin Brousse
Guilloux Avocats	Jean-Marie Guilloux
Gomis & Lacker	Guillaume Gomis, Julien Lacker
Hayat Avocat	Olivier Hayat
Herald	Richard Milchior, Anne Cousin
Hoffman	Pierre Hoffman, Ingrid Zafrani
Houdart & Associés	Benoit Louvet
Hughes Hubbard & Reed	Stefan Naumann
Jacobacci Avocats	Olympe Vanner
Julien Le Clairinche	Julien Le Clairinche
Lamy Lexel	Aurélie Dantzikian-Frochon, Jérôme Saleur, Marie Duverne-Hanachowicz
Laude Esquier Champey	Sophie Havard Duclos
Legalim	Jerome Debras
Lerins & BCW	Mathilde Croze
Lext Avocats	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
Lieserlaw	Stéphane Lieser
Lorang Avocats	Yann Lorang
Marrache Avocat	Elisabeth Marrache
Matthieu Berguig	Matthieu Berguig
Niddam-Drouas Avocats	Julie Niddam
Noésis Avocats	Marie Fabregat, Caroline Hiltgen-Lebouvier
Nouveau Monde Avocats	Bernard Lamon
Oria Media	Mathieu Davy
Oris Avocats	Jérôme Tassi
Orrick	Guillaume Kessler
Péchenard & Associés	Fabien Honorat, Gauthier Moreuil, Eric Andrieu
Quantic Avocats	Emmanuelle Nahum, François-Xavier Langlais
Reed Smith	Sophie Goossens
Rossi Bordes & Associés	Juliette Bertrand
Shift avocats	Gérald Sadde
Soskin Avocats	Ilana Soskin
Spring Legal	Karine Riahi
Squadra Avocats	Alexandre Tessonneau
Steering Legal	Stéphanie Berland
Taoma Partners	Anne Messas
Ulys	Etienne Wery
Valérie Sédallian	Valérie Sédallian
Vanessa Younes-Fellous	Vanessa Younes-Fellous
Vigier Avocats	Isabelle Vigier
Walter Billet Avocats	Alan Walter
Watson Farley & Williams	Lucien Rapp

Taken from Marketing France - Ranking 2020



DISTRIBUTION & RESTRICTIVE PRACTICES

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
1 Cabinet Renaudier	Richard Renaudier, Marianne Le Moullec, Muriel Perrier, Karine Turbeaux
Fidal	Jean-Louis Fourgoux, Leyla Djavadi, Pierre le Monnier de Gouville, Corinne Hovnanian, Marie du Gardin, Philippe Vanni
Grall & Associés	Nathalia Kouchnir-Cargill, Charles-Henri Calla, Thomas Lamy, Jean-Christophe Grall
Vogel & Vogel	Louis Vogel, Joseph Vogel
2 Altana	Jean-Philippe Thibault, Frédéric Manin, Marie Hindré, Gilles Gaillard
APG Avocats	Jean-Marie Gazagnes, Laurent Parleani, Gilbert Parleani, Bertrand Janssens, Olivier Parleani
Baker Mckenzie	Alex Dowding, Katia Boneva-Desmicht, Léna Sersiron
Bourgeon Meresse Guillin Bellet & Associés	Valérie Guillin, Christian Bourgeon, Charlotte Bellet, Serge Meresse
Bredin Prat	Marie-Cécile Rameau, Olivier Billard, Hugues Calvet, Yelena Trifounovitch, Pierre Honoré
Cornet Vincent Ségurel	Thomas Deschryver, Amélie Poulain
Gide	Emmanuel Reille, Dimitri Dimitrov, Antoine Choffel, Franck Audran
Jean-Claude Coulon & Associés	Jean-Patrick Jacob, Bruno Chemama, Kadir Mebarek, Samuel Lemaçon, Jean-Alain Jonvel
Poirier Schimpf & Associés	Isabelle Lagrange-Surel, Bruno Schimpf
Racine	Frédérique Chaput, Valérie Ledoux, Samuel Crevel
Simon Associés	François-Luc Simon, Sandrine Richard, Cristelle Albaric
EXCELLENT	
1 Aramis	Aurélien Condomines, Mireille Dany
De Pardieu Brocas Maffei	Emmanuel Durand, Barbara Levy
Deprez Guignot Associés - DDG	Olivier Guidoux, Pierre Deprez, Jean-Christophe André, Philippe Bonnet
Gouache Avocats	Jean-Baptiste Gouache, Stéphane Ingold
Hertslet Wolfer & Heintz - HW&H	Dominique Heintz, Christophe Chapoullié
J.P. Karsenty & Associés	Béatrice Moreau-Margotin, Jean-Philippe Arroyo, Martine Karsenty-Ricard
Nomos	Emmanuelle Voisset, Christophe Pecnard, Sara Pomar
Osborne Clarke	Alexandre Glatz, Claire Bouchenard
Redlink	Régis Pihéry, Frédéric Fournier, Emmanuelle Behr
SCP Bertin	Renaud Bertin
White & Case	Yann Utzschneider
2 August Debouzy	Renaud Christol, Mahasti Razavi, Alexandra Berg-Moussa
Clifford Chance	Thibaud d'Ales, Diego de Lammerville
Courtois Lebel	Bruno Martin, Philippe Courtois
Ddct Avocats	Yohann Toreau, Marine Clément
Delsol Avocats	Stéphane Perrin, Alexis Chabert, Pierre-Marie Durade-Replat
Dentons	Emmanuelle van den Broucke, Christine Sévère
DLA Piper	Edouard Sarrazin, Fabienne Panneau
DS Avocats	Fabrice van Cauwelaert, Romain Bourgade, Jean-Louis Lesquins, Xavier Lacaze, Marie-Christine Mergny
Peltier Juvigny Marpeau & Associés	Olivier de Juvigny, Thibault Reymond, Ning-Ly Seng
Simmons & Simmons	Ombline Ancelin
Taylor Wessing	Evelyne Friedel, Grégoire Toulouse
Tessler Avocats	Jean-François Tessler
UGGC Avocats	Corinne Khayat, Michel Ponsard
Viguié Schmidt & Associés	Iñaki Saint-Esteben, Virginie Viallard
HIGHLY RECOMMENDED	
1 Altair Avocats	Christophe Héry
Ayache Salama	Frédéric Fuchs
CMS Francis Lefebvre Avocats	Nathalie Pétrignet, Denis Redon
Dechert	Mélanie Thill-Tayara, Laurence Bary
DM&D Avocats	Rémi de Balmann
FLV & Associés	Anne Granger, Bastien Mathieu
Grandjean Avocats	Thomas Lambard
Jean-Marie Leloup	Jean-Marie Leloup
Jeantet	Florent Prunet, Lorraine Donnedieu de Vabres-Tranié
Joffe & Associes	Olivier Cavézian, Thomas Lepeytre
King & Spalding	Vanessa Benichou
Magenta	Sylvain Justier, Vincent Jaunet, Gaël Hichri
Maulin Avocats	Romain Maulin
Osmose Avocats	Mélanie Comert
Péchenard & Associés	Gauthier Moreuil
Reinhart Marville Torre	Antoine Dérot, Louis-Marie Absil, Jérôme Marsaudon
Viginti Avocats	Olivier Gaucière, Françoise Brunagel
Wilhelm & Associés	Pascal Wilhelm
2 Alexandre Levy Kahn Braun & Associés	Bernard Levy
Allen & Overy LLP	Florence Ninane
BCTG Avocats	Hugues Villey-Desmeserets
Bersay	Claire Poirson
BFPL Avocats	Christophe Pech de Laclause
Bird & Bird	Alexandre Vuchot, Thomas Oster
Borrel Avocats	Laurence Borrel-Prat

Carbonnier Lamaze Rasle & Associés	Antoine Fourment
Clp Avocats	Martin Le Péchon
De Gaulle Fleurance & Associés	Louis De Gaulle, Thierry Titone, Francine Le Péchon-Joubert
Guégen Avocats	Mathieu Baron, Antoine Blanchard
Hadengue & Associés	François Dupuy
Henry & Bricogne	Xavier Henry, André Bricogne
Herbert Smith Freehills	Clément Dupoirier
Hogan Lovells	Mikael Salmela, François Brunet, Eric Paroche
Laude Esquier Champey	Nathalie Karpik, Olivier Laude, Richard Esquier, Victor Champey
Linkea	Olivier Deschamps, Cécile Peskine
Lmp Avocats	François Loubières, Flore Mazas
Lmt Avocats	Olivier Samyn
LPLG & Associés	Jean-Jacques Le Pen
Mayer Brown	Nathalie Jalabert-Doury, Jean-Maxime Blutel
Mihaïlov Avocats	Patrice Mihailov
Nicolas Genty Avocats - Loi & Stratégies	Nicolas Genty
Paul Hastings	Pierre Kirch, Philippe Bouchez El Ghozi, Nicolas Faguer
PwC Société d'Avocats	Edith Baccichetti
RECOMMENDED	
Alerion	Catherine Robin
Bernard Hertz Béjot	Michel Béjot
Biard Bouscatel & Associés	Philippe Biard, Claire Bouscatel
Bignon Lebray	Frédéric Coulon, Antoine Arminjon, Caroline Cazaux
Bilalian Avocats	Lara Morel, Marguerite Bilalian
Bryan Cave Leighton Paisner	Kathie Claret, Constantin Achillas
D'Alverny Avocats	Hubert d'Alverny
DBK Avocats	Thomas Debiesse
Dmms & Associés	Olivier Boyer
Fiducial Legal by Lamy	Yves Reinhard, Philippe Genin
Foussat Avocats	Jean-Charles Foussat
Franklin	Julie Catala Marty
Ginestie Magellan Paley-Vincent	Emmanuel Schulte, Pierre de Montalembert
Herald	Olivier Binder, Richard Milchior
Jouvensal	Karin-Amélie Jouvensal
Kramer Levin	Marco Plankensteiner, Marie Davy
Latournerie Wolfrom Avocats	Chantal Cordier-Vasseur, Marie-Hélène Tonnellier, Pauline de Lanzac
LPA-CGR Avocats	Xavier Clédat
Niddam-Drouas Avocats	Marie de Drouas
Pdgb Avocats	Bertrand Jardel, Gérald Bachasson
Picart	Cynthia Picart
Realyze	Christofer Claude
Satis Avocats	Vanessa Pinheiro
TGS France Avocats - BRM Avocats	Martine Ricouart
VALUABLE PRACTICE	
Atem Avocats	Isabelle Camus
BBLM	Daria Sauer
Bourayne & Preissl	Sigrid Preissl, Cyril Bourayne
Coteg & Azam Associés	Guy Azam
Delcade	Jérémy Bernard
Dutilleul-Francoeur	Philippe Dutilleul-Francoeur
Epp & Kühl	Gordian Deger
Espace Juridique Avocats	Gwendoline Muselet
Eversheds Sutherland	Dan Roskis
Fieldfisher	Franck Veisse
FTPA Avocats	Antoine Gautier-Sauvagnac
Gilles Buis Avocat	Gilles Buis
GM Avocats	Gilles Menguy
Gowling WLG	Frédéric Dereux, Philippe Rousseau
Grenier Avocats	Patrice Grenier
Harlay Avocats	Fabrice Perbost, Sabine Lipovetsky
Hoffman	Ingrid Zafrani
Kalliopé	Karen Leclerc, Nicolas Contis, Julie Gayrard
Lamartine Conseil	Benoît Philippe, Julie Degenève, Rémi Hanachowicz
Lamy Lexel	Aurélié Dantzikian-Frochon, Marie Duverne-Hanachowicz, Manon Pourcher
Legrand Lesage-Catel Gaultier	Olivier Legrand
LeMore Avocat	Pauline Le More
Marvell Avocats	Équipe d'associés
Nerio Avocats	Pierre-Xavier Boubée
Pech de Laclause Bathmanabane & Associés	Catherine Popineau-Dehaullon
Stehlin & Associés	Frédéric Lecomte
Vigo cabinet d'avocats	Julien Cheval
Vivaldi Avocats	Franck Singer

Taken from Marketing France - Ranking 2020



RETAIL: ADVICE TO MANAGEMENT & ORGANIZATIONS

Best Advisors

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
1 Bain & Company	Equipe d'associés
McKinsey & Company	Equipe d'associés
2 Boston Consulting Group	Stéphane Cairole, Stéphane Charvériat
EXCELLENT	
1 Accenture	Laurent Thoumine
Advancy	Éric de Bettignies, Laurence-Anne Parent
Advention Business Partners	Jean-Michel Schmitt, Alban Neveux, Eric Lesavre, Marion Duchein
Kearney	Xavier Mesnard
Mars & Co	Jean-Marie Hennes, Laurent Julia, Fabien Jacquot
Monitor Deloitte	Benedicte Sabadie, Yannick Franc
Roland Berger	Olivier de Panafieu
Strategy&	Anne-Lise Glauser
2 Bearing Point	Bertrand Clémencin
Cappgemini Invent	Olivier Trouvé
CTR-Leyton	Sébastien Genest, Samir Naciri-Khalil
CVA Corporate Value Associates France	Matthieu Crest, Markus Collet, Judith Guenoun, François Bories
Emerton	Nicolas Weissberg, Dan Dannenberg
Eurogroup Consulting France	Marie-Laure Fayet, Cécile Gouesse, Cécile Michel, Marie-Alix Guinabert, Claudia Montero
EY Parthenon	Bruno Bousquié, Guy-Noël Chatelin
Julhiet Sterwen	Stéphane Yeou, Olivier Richard, Marc Sabatier, Igor de Langsdorff
Kea & Partners	Céline Choain, Christophe Burtin
KPMG	Joël Benzimra, Eric Ropert, Emmanuel Hembert
L. E. K. Consulting	Mauricio Franca, Stuart Jackson, Alex Evans
Oliver Wyman	Salim Poonawala
Sia Partners	Matthieu Courtecuisse, Anatole de La Brosse, Arnaud Aymé
Sopra Steria Next	Armand de Vallois
Vertone	Fabienne Goarzin, Stéphane Martineau, Raphaël Levi, Pascal Boulnois
Wavestone	Philippe Pestanes
HIGHLY RECOMMENDED	
Adverts Consulting	Johan Benlisi, Bruno de Larrard, Emmanuel Gauché, Nicolas Gouzy
Althea	Cédric Guillouet
Alvarez & Marsal France	Tarek Hosni, Régis Rivière, Antonio Alvarez, Stéphane Laugier
Argon & Co	Yvan Salamon, Fabrice Bonneau, Bertrand Allard, Laurent de Bourmont, Fabrice Corbière, Christophe Durcudoy
Arthur D. Little	Wilhelm Lerner, Vincent Bamberger
Axys Consultants	Paul Strippe, Marc Saily, Erwan Clorennec, Lionel Bianchi
CGI France	Jean-Baptiste Branquart
CPO Solutions	Marc-Antoine de Saint Blanquat, Olivier de Bouillé, Aurélien Dassonville
DXC Technologies	Stéphane Baligand, Pierre Bruno, Jean-François Delorme, Hervé Garnousset
Efeso Consulting	Luca Lecchi, Filippo Mantegazza, Sylvère Ode
Estin & Co	Julien Deleuze, Jean Berg
IENA	Toufic-Pascal Naccache, Serge Streicher, Salima Lery
Nell'Armonia	Equipe d'associés
Spinpart	Anne Thaler, Jérémy Catteloin, Julien Bazus, Stéphane Lescure
Square Management	Vincent Canchon, Jérôme Boucheron
RECOMMENDED	
3H Consulting	Anna Malysa
Adone Conseil	Faddil Farhan, François Grand
Eleven Strategy	Ambroise Huret, Morand Studer, Stevan Urien
Etoline	Jean-Louis Humblet
Exeis	Antoine Vallee, Erwan Eveno, Yann Conan
Metis Consulting	Jean-Marc Soulier, Marc Dauga
Orchestra Consultants	Jean-Dominique Falaize
Oresys	Luc Molinier, Michel Dardet, Olivier Chaussard, Vianney de Raulin
Viatys Conseil (groupe Square Paris)	Guillaume André, Gilles Coutet

CTR-LEYTON: STRATEGIC SERVICES PROVIDING TAILORED SOLUTIONS



Sébastien Genest

Key Figures: Sébastien Genest and Samir Naciri-Khalil
Established: 2000

Track record: The firm's team of fiscal optimization experts has been involved in a large number of operations in the retail sector, representing clients in the fashion, luxury and agri-food industries, helping them reduce tax costs and increase profitability. A client-centric approach allows the firm to identify opportunities and become an integral part of clients' business strategy.

Team & differentiation: The team's multidisciplinary culture is at the heart of its operations. By intervening in all sectors where innovation is important, Leyton has built up solid sector expertise with more than 60 professionals active in the retail industry. With its powerful international network, the firm contributes to the growth of companies and meets their every need.



GERMANY

TRADEMARK & DESIGN PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
CMS Hasche Sigle	Nikolas Gregor, Thomas Manderla
Harmsen Utescher	Till E. Lampel, Matthias Wolter, Karin Sandberg
Hogan Lovells	Susanne Karow
EXCELLENT	
Bardehle Pagenberg	Claus Eckhardt, Philipe Kutschke
Bird & Bird	Uwe Lueken, Joseph Fesenmair
Grünecker	Anja Franke, Nicolás Schmitz
Hoffmann Eitle	Wedig von der Osten-Sacken, Michaela Ring
Lorenz Seidler Gossel	Reinhard E. Ingerl, Siegfried Jackermeier
Meissner Bolte	Olaf Nilgen
Taylor Wessing	Olaf Gillert, Thomas Raab
HIGHLY RECOMMENDED	
Beiten Burkhardt	Tanja Hogh Holub, Christina Hackbarth
Boehmert & Boehmert	Volker Schmitz-Fohrmann, Florian Schwab
Cohausz & Florack	Rebekka Schiffer
Dentons	Constantin Rehaag, Stefan Dittmer
FPS Fritze Wicke Seelig	Andreas Freitag
Gleiss Lutz	Andreas Wehlau, Matthias Werner
Heuking Kühn Lüer Wojtek	Thorsten Wieland
Klaka	Oliver Rauscher
Noerr	Christoph Rieken
Preu Bohlig	Christian Donle, Torben Düsing
Vossius & Partner	Mathias Kleespies, Simone Schäffer
RECOMMENDED	
Arnold Ruess	Peter Ruess
Bartel Legal	Ursula Bartel
Friedrich Graf von Westphalen	Morton Douglas
Hoyng Rokh Monegier	Thomas Schmitz
Jonas	Nils Weber, Martin Viefhues
Loschelder	Stephan Maaßen, Thomas Schulte-Beckhausen
Maiwald	Stephan Schneller
Mayer Brown	Ulrich Worm
Prinz & Partner	Alexander González
Rospatt Osten Pross	Hetti Hilge
Schultz-Süchting	Torsten Spiegelhalder
Siebecke Lange Wilbert	Paul Lange
SKW Schwarz	Ulrich Hildebrandt
Wuestoff & Wuestoff	Andreas Beyer

HARMSEN UTESCHER: MORE THAN A CENTURY OF IP EXCELLENCE



Till E. Lampel

Key Figures: Till E. Lampel
Established: 1895

Track record: A leading German IP boutique, Harmsen Utescher is home to one of the largest trademark prosecution departments in the country, representing national and international clients. The firm is also renowned for its handling of all IP-rights related matters. It represents high-caliber clients in different sectors such as food, clothes, retail, pharmaceuticals, in Germany and abroad.

Team & differentiation: With a team of 20 lawyers (11 partners) led by seasoned partner Till E. Lampel, the firm is one of the country's finest. Particularly valued for its experience handling all aspects of trademarks, it is also trusted for its deep knowledge of patent prosecution and litigation. With more than a century of experience, the boutique is relied upon by major and mid-sized German and international companies.



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
CMS Hasche Sigle	Thomas Manderla, Matthias Eck, Alexander von Bossel, Carsten Menebrocker
Harmsen Utescher	Rainer Kaase, Till E. Lampel, Karin Sandberg, Matthias Wolter
Hogan Lovells	Morten Petersenn, Andreas Bothe, Erhard Keller
Taylor Wessing	Olaf Gillert, Thomas Raab
EXCELLENT	
Bardehle Pagenberg	Alexander von Mühlendahl, Henning Hartwig
Bird & Bird	Christian Harmsen, Joseph Fesenmair, Uwe Lueken, Markus Koerner
Gleiss Lutz	Stefan Völlker, Andreas Wehlau
Grünecker	Nicolás Schmitz, Maximilian Kinkeldey
Harte-Bavendamm	Henning Harte-Bavendamm, Andrea Jaeger-Lenz
Klaka	Andreas Schulz, Ralf Hackbarth, Carola Onken, Stefan Abel
Lorenz Seidler Gossell	Reinhard Ingerl, Siegfried Jackermeier
Lubberger Lehment	Andreas Lubberger, Cornelius Lehment
HIGHLY RECOMMENDED	
Baker McKenzie	Michael Fammler, Rembert Niebel
Beiten Burkhardt	Christina Hackbarth, Tanja Hogh Holub, Holger Weiman
Boehmert & Boehmert	Rudolf Böckenholt
Friedrich Graf von Westphalen	Stephan Dittl, David Kipping
FPS Fritze Wicke Seelig	Carsten C. Albrecht, Christoph Holzbach
Heuking Kühn Lüer Wojtek	Thorsten Wieland, Georg Jacobs
Hoffmann Eitle	Wedig von der Osten-Sacken, Michaela Ring
Jonas	Karl Hamacher, Martin Viefhues
Preu Bohlig	Ludwig von Zumbusch, Andreas Haberl, Astrid Gérard, Torben Düsing
RECOMMENDED	
1 Arnold Ruess	Peter Ruess
Bock Legal	Andreas Bock
CBH - Cornelius, Bartenbach, Haesemann	Ingo Jung
Cohausz & Florack	Rebekka Schiffer, Erik Schäfer
DLA Piper	Stefan Engels, Burkhard Fürmeyer
Eisenführ Speiser	Andreas Ebert-Weidenfeller, Julian Eberhardt
Freshfields Bruckhaus Derringer	Andrea Lensing-Kramer, Matthias Koch
Hengeler Mueller	Astrid Harmsen
Hoyng Rokh Monegier	Thomas H. Schmitz
Kather Augenstein	Christof Augenstein
Loschelder	Michael Loschelder
Luther	Geert Johann Seelig
Noerr	Christoph Rieken
2 Allen & Overy	Jens Matthes
KNPZ	Mathias Zintler, Christian Klawitter
Lichtenstein Körner & Partners	Kerstin Gründig-Schnelle
LLR Legerlotz Laschet	Markus T. Bagh
Menold Bezler	Manfred Hammer
Norton Rose Fulbright	Daniel Marschollek
Osborne Clarke	Marcus Sacré
Rospatt Osten Pross	Stephan von Petersdorff-Campen, Hetti Hilge
Schultz-Süchting	Dirk Bruhn
Siebeck Lange Wilbert	Paul Lange
SKW Schwarz	Dorothee Altenburg, Ulrich Hildebrandt

HOFFMANN EITLÉ: LONG-ESTABLISHED TRADEMARK PROSECUTION TEAM



Wedig von der Osten-Sacken

Key figures: Wedig von der Osten-Sacken and Michaela Ring

Established: 1892

Track record: The department handles cases involving the enforcement of trademarks, design rights and rights under unfair competition law before the courts. The litigation department has established itself over the years and is now on an equal footing with the prosecution department. The firm represents clients in national and international infringement proceedings.

Team & differentiation: The team, headed by Wedig von der Osten-Sacken and Michaela Ring, has worked very successfully to expand the department and the services it offers. The number of cases relating to actions in other countries, in particular Italy, Spain and Benelux have also increased greatly. The department's design division is in a state of continual expansion. The department has a very successful record in IP due diligence.

KLAKA: FOUR DECADES OF IP EXCELLENCE



Ralf Hackbarth

Key figure: Ralf Hackbarth
Established: 1979

Track record: Klaka counsels clients such as BMW, Nestlé, UniCredit, Deichmann and Longchamp. The firm represents mid-sized and multinational companies across sectors such as banking & insurance, pharmaceuticals, automobiles, energy, fashion and sports. It represents German clients and international groups predominantly from Europe, the USA and Japan.

Team & differentiation: Consisting of seven lawyers (five partners), Klaka's IP team provides continuous counsel and representation on the full range of IP work, from trademark applications and opposition proceedings to trademark and design litigation, in addition to handling unfair competition cases for some clients. The boutique is known for supporting the international rollout of clients' trademark portfolios, guiding strategic expansion into new markets.



IRELAND

IP: GENERAL

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
A&L Goodbody	John Whelan, John Cahir
McCann FitzGerald	Fiona O'Beirne, Shane O'Brien, Paul Lavery
William Fry	Laura Scott, Carol Plunkett, David Cullen, Leo Moore
EXCELLENT	
Acuatus	Alistair Payne
Arthur Cox	Rob Corbet, David O'Donohoe
DFMG Solicitors	Patricia McGovern
Mason Hayes & Curran	Gerard Kelly, Brian McElligott
Matheson	Deirdre Kilroy
Whitney Moore	Aoife Murphy, Robin Hayes
HIGHLY RECOMMENDED	
Beauchamps	Maureen Daly
ByrneWallace	Darren Daly, Colin Sainsbury
Eugene F. Collins	David Hackett
Eversheds Sutherland	Marie McGinley
LK Shields Solicitors	Peter Bolger, Jeanne Kelly
Philip Lee	Anne Bateman
Pinsent Masons (Ireland)	Ann Henry

IP: GENERAL

Best Patent & Trademark Agents

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
FRKelly	Maura O'Connell, Donal Kelly, Niamh Hall, Shane Smyth
Hanna Moore + Curley	Peter Hanna, Barry Moore, Donnacha Curley
Tomkins	Cathal Lane, Christina Gates, Olivia Catesby, Simon Gray, Louise Carey
EXCELLENT	
Anne Ryan & Co	Anne Ryan
Cruickshank	Mary Rose O'Connor, Donal O'Connor
HGF	Craig Thomson
MacLachlan & Donaldson	Peter MacLachlan, Denis McCarthy
PurdyLucey	Barry Purd, Mark Carmody, Michael Lucey



ITALY

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Jacobacci & Partners	Gabriele Borasi, Enrico Riccardino
SIB Societa Italiana brevetti	Fabrizio De Benedetti
Studio Torta	Maria Cristina Baldini, Raffaella Barbuto, Elisa Tricceri
EXCELLENT	
Barzanò & Zanardo	Alfredo Zanardo, Alessandra Tedesco
Bugnion	Donatella Prandin
Buzzi, Notaro & Antonielli d'Oulx	F. Buzzi, G. Notaro, E. Antonielli d'Oulx
GLP	Davide Luigi Petraz
Modiano & Partners	Micaela N. Modiano, Simon Grabstein
HIGHLY RECOMMENDED	
Botti & Ferrari	Caterina Spera
Giambrocono & C. S.p.A	Fabio Giambrocono
Notarbartolo & Gervasi	Silvia Lazzarotto
Perani & Partners	Paolo Perani
Porta & Consulenti Associati	Roberto Porta, Luca M. Geoni
Racheli	Michel Jolicoeur
RECOMMENDED	
Akran Intellectual Property	Andrea Klein
Dragotti & Associati	Giulia Lavizzari
LGV	Luigi Goglia, Alessandro Bura
Luppi Intellectual Property	Paolo Carlo Alberto Gramegna
Manzella & Associati	Giovanni Manzella
Marchi & Partners	Dino Citelli
PGA	Veronica Raffi
Rapisardi intellectual Property	Mariacristina Rapisardi

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Bird & Bird	Giovanni Galimberti, Massimiliano Mostardini
Hogan Lovells	Luigi Mansani, Giovanni Ghirardi
Trevisan & Cuonzo	Luca Trevisan, Gabriel Cuonzo
EXCELLENT	
1 BonelliErede	Giovanni Guglielmetti, Renato Bocca
DLA Piper	Gualtiero Dragotti, Roberto Valenti
IP Law Galli	Cesare Galli, Mariangela Bogni
Orsingher Ortu	Matteo Orsingher
Spheriens	Pier Luigi Roncaglia
2 Dentons	Giovanni Casucci
Herbert Smith Freehills	Laura Orlando
Legance	Paolo Marzano, Monica Riva
LGV	Luigi Goglia, Simona Lavagnini, Tankred Thiem
Studio Legale Jacobacci & Associati	Fabrizio Jacobacci
NCTM	Lorenzo Attolico
Pavia e Ansaldo	Gian Paolo Di Santo
Studio legale Sena e Tarchini	Paola Tarchini, Giuseppe Sena
Simmons & Simmons	Giulio Sironi, Stefania Bergia
HIGHLY RECOMMENDED	
Chiomenti	Paolo Bertoni
De Berti Jacchia	Roberto Jacchia, Maria Cristina Franchini
Gattai, Minoli, Agostinelli & Partners	Licia Garotti
Gianni, Origoni, Grippo, Cappelli & Partners	Nino Di Bella
Greenberg Traurig	Luigi Fontanesi
GR Legal	Luca Giove, Aurelio Richichi
LCA	Gianluca De Cristofaro
Martini Manna Avvocati	Elena Martini, Luigi Manna
Mondini-Rusconi Studio Legale	Giorgio Mondini
Nunziante Magrone	Niccolò Ferretti
Portolano Cavallo	Lydia Mendola
Spazzi & Gioia	Riccardo Gioia

ORSINGHER ORTU: UNSTOPPABLE GROWTH



Matteo Orsingher

Key figures: Matteo Orsingher and Fabrizio Sanna
Established: 2007

Track record: This independent firm has a unique model focusing on a wide range of IP law and corporate matters. The team is particularly active in the media space, advising prestigious clients from the entertainment industry, as well as luxury businesses in the automotive and fashion sectors. Brand protection, design, copyright, piracy and anti-counterfeiting are among its key areas of expertise.

Team & differentiation: With Domenico Colella and Marco Consonni focusing on outsourcing and TMT related matters, and Matteo Orsingher and Fabrizio Sanna in charge of IP law and transactional aspects, the firm has gone from strength to strength. In 2020 it absorbed Rome-based boutique Verusio e Cosmelli and opened a new administrative law practice with a double lateral hire.

SPHERIENS: A TAILOR-MADE APPROACH



Pierluigi Roncaglia

Key figure: Pierluigi Roncaglia
Established: 2018

Track record: Spheriens successfully represents top brands, such as Dr. Martens, who it acted for in a brand protection and anti-counterfeiting case. The firm offers a full range of services, from extrajudicial assistance to litigation, at every level of the Italian European justice system. Spheriens has developed a specialization in the fashion industry.

Team & differentiation: Previously known as Siblegal, the group chose a new corporate identity to better communicate its modern vision of the legal profession. Spheriens has offices in Florence, Milan and Rome and a liaison office in New York. The team recently promoted of a number of new partners. Entirely focused on IP matters, with 12 partners and 12 other IP-dedicated lawyers, it is one of largest IP boutiques in the market.



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Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
LGV	Simona Lavagnini
Orsingher Ortu	Matteo Orsingher
EXCELLENT	
Gianni Origoni Grippo Cappelli & Partners	Luca Rinaldi
Legance	Paolo Marzano, Monica Riva
Mondini-Rusconi Studio Legale	Giorgio Mondini, Giacomo Bonelli
NCTM	Lorenzo Attolico
Studio Ubertazzi	Luigi Carlo Ubertazzi
HIGHLY RECOMMENDED	
D'Ammassa & Partners	Giovanni D'Ammassa
DLA Piper	Roberto Valenti
Greenberg Traurig	Luigi Fontanesi
GR Legal	Aurelio Richichi
Studio Legale Pojaghi	Gianluca Pojaghi
R&P Legal	Pierluigi De Palma
Studio Previti	Stefano Previti, Alessandro La Rosa, Silvia Mondini Vitiello

LEGANCE: A GROWING IP PRACTICE



Paolo Marzano

Key figures: Paolo Marzano
and Monica Riva
Established: 2007

Track record: Legance's IP team has extensive experience in copyright, entertainment law, trademark and design. Clients include software companies, audiovisual producers, fashion houses and high-tech firms. The practice reflects the high standards of quality delivered by the firm. The team has assisted well-known olympic athletes on image use as well as on a variety of trademark issues and agreements.

Team & differentiation: Paolo Marzano co-heads Legance's IP department together with Monica Riva, a senior counsel and new recruit to the firm. Riva has solid expertise in litigation matters including cases with international and cross-border implications. In addition to her litigation expertise she advises on licensing agreements, technology transfer, distribution and franchising, among other things.

MEDIA, SPORT & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
EXCELLENT	
Dentons	Giangiaco­mo Olivi
Orsingher Ortu	Domenico Colella, Matteo Orsingher, Fabrizio Sanna, Marco Consonni
Portolano Cavallo	Francesco Portolano, Ernesto Apa
R&P Legal	Francesca Lodigiani, Pierluigi De Palma
HIGHLY RECOMMENDED	
Bird & Bird	Arturo Leone
Carnelutti	Luca Arnaboldi
Chiomenti	Stefania Bariatti
MilaLegal Mina Lanfranconi & Associati	Elisabetta Mina, Marina Lanfranconi
Mondini-Rusconi Studio Legale	Giorgio Mondini, Silvia Mondini Vitiello, Giuseppe Rusconi
Tavella Studio di Avvocati	Massimo Tavella
Tonucci & Partners	Mario Tonucci
RECOMMENDED	
AMTF	Alberto Crivelli
Baker & McKenzie	Lorenzo de Martinis
Studio Associato Amiconi	Marzia Amiconi
Cugia Cuomo & Associati	Fabrizio Cugia Di Sant'Orsola
Studio Legale de Vergottini	Giovanni de Vergottini
Dike Legal	Maria Francesca Quattrone
E-Lex	Giovanni Maria Riccio
Gallavotti Bernardini & Partners	Antonio Bernardini
Gattai, Minoli, Agostinelli & Partners	Licia Garotti
Gianni Origoni Grippo Cappelli & Partners	Luca Rinaldi
LegisLab	Roberta Mollica
M&R Europe	Stephanie Rotelli, Costantino Monteleone
Munari Cavani	Alessandro Munari

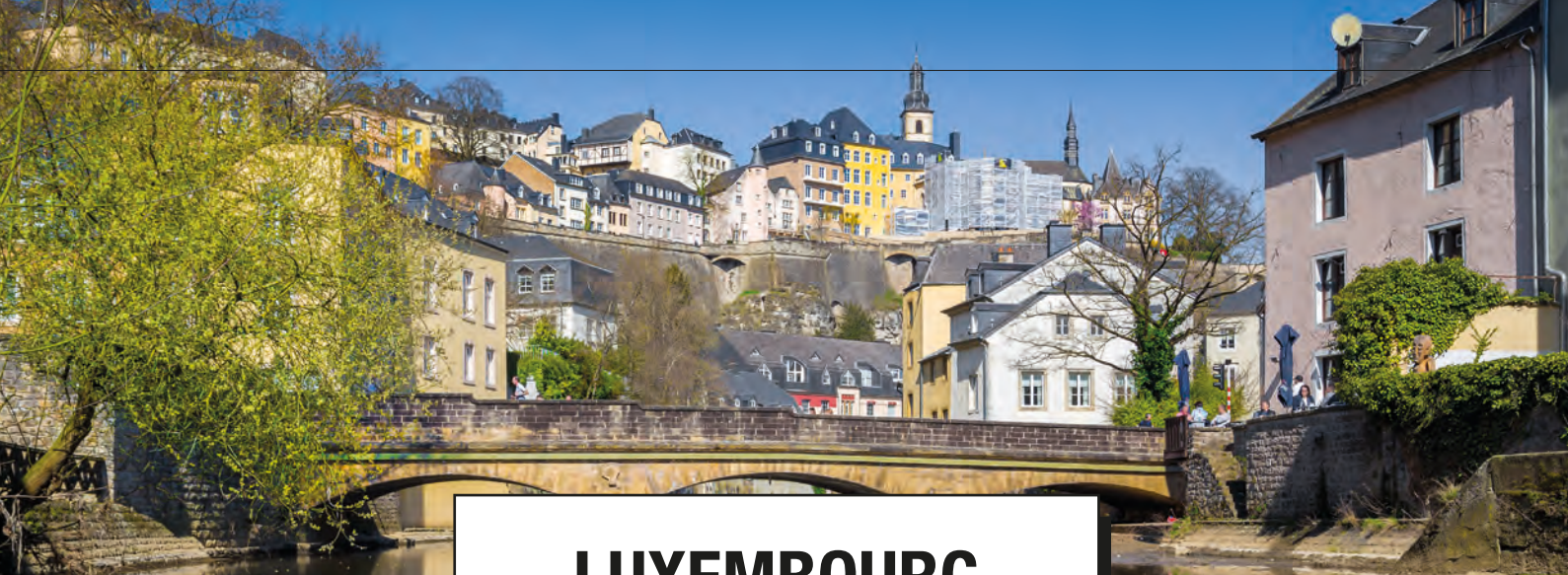


FASHION LAW

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Bird & Bird	Massimiliano Mostardini
BonelliErede	Giovanni Guglielmetti
Chiomenti	Emanuele Barberis
Hogan Lovells	Luigi Mansani
Orsingher Ortu	Matteo Orsingher
EXCELLENT	
De Berti Jacchia	Matteo Biondetti, Roberto Jacchia
Dentons	Giovanni Casucci
Eversheds Sutherlands	Beatrice Bigonzi
Legance	Paolo Marzano
Mila Legal	Marina Lanfranconi
Pavia e Ansaldo	Gian Paolo Di Santo
Pedersoli Studio Legale	Antonio Pedersoli
Simmons & Simmons	Giulio Sironi
Spheriens	Pier Luigi Roncaglia
Trevisan & Cuonzo	Gabriel Cuonzo
HIGHLY RECOMMENDED	
CBA	Barbara Sartori
LCA	Gianluca De Cristofaro
Gattai, Minoli, Agostinelli & Partners	Licia Garotti
Gianni, Origoni, Grippo, Cappelli & Partners	Massimo Sterpi
Martini Manna	Elena Martini
NCTM	Lorenzo Attolico
Nunziante Magarone	Niccolo' Ferretti



LUXEMBOURG

IP PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Denemeyer & Associates	Robert Fichter, Olivier Lombardo, Manuel Schockmel, Stéphane Speich
Marks & Clerk	Luca Polverari
Office Freylinger	Pierre Kihn, Henri Kihn, Romain Lambert, Olivier Laidebeur
EXCELLENT	
Aronova IP	Armand Schmitt, Mathis Bruck, Dieter Heck
Lecomte & Partners	Didier Lecomte, Janine Brandenburger
HIGHLY RECOMMENDED	
Corax IP	Jean-Paul Wagner
Ipsilon	Dominique Charlotte Crassaerts
Lavoix	Victoria Klecthka,
Patent 42	Valérie Mellet
Petosevic	Slobodan Petosevic

ARONOVA IP: IP EXCELLENCE AS STANDARD



Armand Schmitt

Key figures: Armand Schmitt, Mathis Bruck and Dieter Heck
Established: 1991

Track record: Aronova IP is entirely dedicated to IP matters and offers a complete range of services in patents, trademarks, designs, copyright, IP licensing and acquisition and IP disputes. The team of scientific experts at the practice sets itself apart with its sharp, technical know-how.

Team & differentiation: Mathis Bruck has extensive experience in the drafting and prosecution of patent applications, opposition and invalidity proceedings, patentability analyses, and infringement and validity opinions. Armand Schmitt is a long-standing specialist in patent prosecution and international IP litigation. Their respective expertise in the fields of physics and electro-mechanical engineering offers the firm an additional interdisciplinary edge.



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Allen & Overy	Katia Manhaeve
CLAW	Claire Léonelli
NautaDutilh	Vincent Wellens
Wildgen	Emmanuelle Ragot
EXCELLENT	
Arendt & Medernach	Sophie Wagner-Chartier, Astrid Wagner
Decker & Braun	Nicolas Decker, Marianne Decker
HIGHLY RECOMMENDED	
Bonn & Schmitt	Alain Grosjean
Brucher, Thieltgen & Partners	Nicolas Thieltgen
DLA Piper	Olivier Reisch
LG Avocats	Hervé Wolff
Loyens & Loeff	Véronique Hoffeld
Molitor	Virginie Liebermann*
PwC Legal	Audrey Rustichelli

*Of counsel

NAUTADUTILH: TRULY INTERNATIONAL



Vincent Wellens

Key figure:
Vincent Wellens
Established: 1724

Track record: The firm is largely involved in trademark, patent and data protection cases with strength in contentious and pre-contentious work. It recently assisted a media company before the Luxembourg district court in one of the most high-profile trademark cases in the country. NautaDutilh is also highly involved in negotiating and drafting IT and outsourcing contracts and assists an increasing number of public sector clients.

Team & differentiation: With 360-degree activity in IP and IT, diversification is the firm's hallmark. Clients benefit from its geographical scope, with offices in Luxembourg, Amsterdam, Rotterdam, Brussels, London and New York in addition to a presence in France, Brazil, Germany, Turkey, China, Russia, India and Japan.

CLAW: DEDICATED IP EXPERTS



Claire Leonelli

Key figure: Claire Leonelli
Established: 2016

Track record: Advising more than 130 different organizations from local authorities; administrators and regulators to international groups and not-for-profit organisations, the Luxembourg boutique firm is exclusively dedicated to IP, IT and data protection matters. The firm further has well-rounded expertise in GDPR related issues.

Team & differentiation: The firm's strong team of six experts is highly reputable on the Luxembourg legal market and expert in a wide range of different industries, including aviation, retail, healthcare and financial services. Partner, Claire Leonelli is a well-experienced IP practitioner and litigator. Leonelli is widely recognized for her in-depth understanding of personal data matters.

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INFORMATION & REGISTRATION:

IP-related topics

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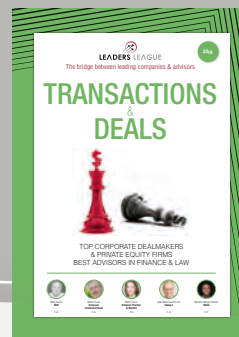
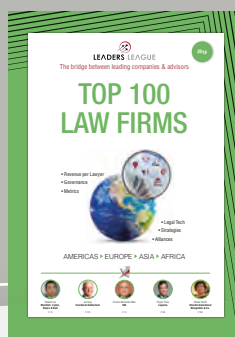
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Corporate-related topics

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LEADERS LEAGUE



NETHERLANDS

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Brinkhof	Kurt Stöpetie, Gregor Vos, Rutger Stoop
De Brauw Blackstone Westbroek	Tobias Cohen Jehoram
Hoyng Rokh Monegier	Willem Hoyng, Joris van Manen, Laura Fresco
EXCELLENT	
Bird & Bird	Manon Rieger-Jansen, Armand Killan, Wouter E Pors
HGF	Rebecca Field
Hofhuis Alkema Groen	Jesse Hofhuis, Adonna Alkema, Arnout Groen
Knijff Trademark Attorneys	Trix Ockeloen-Kruit, Daan Teeuwissen, Boudewijn van Vondelen
NautaDutilh	Charles Gielen, Anne Marie Verschuur, Fleur C Folmer, Richard van Oerle
NLO	Marlous Stal-Hilders
Novagraaf	Franc Enghardt, Monique Granneman
V.O.	Herman Witmans, Johannes van Melle, Bernard Ledeboer
HIGHLY RECOMMENDED	
Boekx	Hidde J Koenraad, Diederik Stols
DLA Piper	Niels Mulder, Alexander Tsoutsanis
Höcker Advocaten	Jacqueline Seignette
Hoogenraad & Haak, Advertising + IP Advocaten	Maarten Haak, Moïra Truijens, Daniël Haije
KLOS cs Attorneys at Law	Sven Klos
Leeway Advocaten	Remco van Leeuwen, Michiel Odink, Marga Verwoert
Ploum	Willem Leppink, Sabin Tigu
Simmons & Simmons	Paul Tjiam
Visser Schaap & Kreijger	Dirk JG Visser, Jacqueline A Schaap
RECOMMENDED	
AOMB	Anne Laarman
Vriesendorp & Gaade	Franklin Geurts
AKD	Huib Berendschot, Roderick Chalmers Hoyncq van Papendrecht, Peter Claassen
BarentsKrans	Jaap Bremer
BINGH Advocaten	Lars Bakers
Eversheds Sutherland	Benjamin van Kessel, Thera Yvonne Adam
Hogan Lovells	Samantha Brinkhuis
Kennedy Van der Laan	Alfred P Meijboom, Maarten Schut
Lawnch	Gino Van Roeyen
Nysingh advocaten-notarissen	Tibbe Fokkens
Taylor Wessing	Maarten Rijks
Van Kaam Advocaten	Remco Kloters, Bertil Hajm Van Kaam
Vondst Advocaten	Tjeerd Overdijk
VALUABLE PRACTICE	
Bureau Brandeis	Christiaan Alberdingk Thijm
Le Poole Bekema	Bas Le Poole
Pels Rijcken & Droogleeve Fortuijn N.V.	Sikke Kingma
Van Doorne	Kriek Wille



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Brinkhof	Richard Ebbink, Mark van Gardingen, Daan de Lange, Koen Bijvank
Hoyng Rokh Monegier	Willem Hoyng, Bart van den Broek, Simon Dack
EXCELLENT	
Bird & Bird	Armand Killan, Wouter Pors
De Brauw Blackstone Westbroek	Gertjan Kuipers, Tobias Cohen Jehoram, Oscar Lamme
Freshfields Bruckhaus Deringer	Peter Hendrick, Rutger Kleemans
Hogan Lovells	Ruud van der Velden, Bert Oosting, Klaas AJ Bisschop
Simmons & Simmons	Bas Berghuis van Woortman
Vondst Advocaten	Otto Swens, Ricardo Dijkstra, Arvid van Oorschot
HIGHLY RECOMMENDED	
BarentsKrans	Jaap Bremer, Marleen Van den Horst
DLA Piper	Paul Reeskamp, Alexander Tsoutsanis
Hofhuis Alkema Groen	Adonna Alkema, Arnout Groen, Jesse Hofhuis
Hoogenraad & Haak	Maarten Haak
Leeway	Remco van Leeuwen
NautaDutilh	Anne Marie Verschuur
Taylor Wessing	Judith Krens, Wim Maas
RECOMMENDED	
Allen & Overy	Frits Gerritzen
Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
Klos c.s	Sven Klos, Antoon Quaadvlieg
Visser Schaap & Kreijger	Dirk Visser, Jacqueline Schaap, Paul Kreijger

BRINKHOF: OUTSTANDING IT SERVICES



Richard Ebbink

Key figures: Richard Ebbink, Mark van Gardingen, Daan de Lange and Koen Bijvank
Established: 2005

Track record: Brinkhof ably assists clients with the full range of their IP issues, offering both litigation and advisory services, for some of the world's largest companies in sectors such as electronics, IT, media, internet, telecoms, pharmaceuticals, biotechnology and healthcare.

Team & differentiation: Over the course of the last decade and a half the firm has developed a strong reputation in intellectual property, innovation and TMT. It has a heavy focus on innovation, technology and market regulation and benefits from a national and international clientele. The partners at Brinkhof are also renowned in the Netherlands and beyond for being excellent litigators.

DE BRAUW BLACKSTONE WESTBROEK: TRUSTED NAME FOR IP MATTERS



Tobias Cohen Jehoram

Key figures: Nicolien Van den Biggelaar, Tobias Cohen Jehoram and Gertjan Kuipers
Established: 1871

Track record: Longtime advisor to Dutch consumer electronics company Philips, De Brauw assists most of the major multinationals with headquarters in the Netherlands with all aspects of their IP and commercial issues. The firm is experienced in trademark, trade-name law, patent law, copyright and design, as well as licensing. Unfair competition, advertising law and promotion are also part of the firm's daily work.

Team & differentiation: The firm's IP practice has a long-standing reputation for handling complex high-value cases in all fields of IP as well as handling interdisciplinary matters. Tobias Cohen Jehoram is a renowned IP litigator and has extensive experience in cross border litigation. He frequently represents clients before the Supreme Court and the European Courts of Justice.



PORTUGAL

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Abreu Advogados	R. Henriques, A. Andrade, C. Bessa Monteiro, A. Martins Ferreira, C. Bessa Monteiro, jr, M. Durães Rocha
BMA - Baptista, Monteverde & Associados	Filipe Teixeira Baptista, Paulo Monteverde, Petra Fernandes
Garrigues	João Paulo Miranda de Sousa, Isabel Bairrão, Francisca Ferreira Pinto
PLMJ	Manuel Lopes Rocha , Ana Teresa Pulido
Sérvulo & Associados	Ana Rita Painho
VdA	António Magalhães Cardoso
Yolanda Busse, Oehen Mendes & Associados	Manuel Oehen Mendes
EXCELLENT	
CCA Law Firm	Filipe Mayer, Martim Bouza Serrano
CMS Rui Pena & Arnaut	José Luís Arnaut, Miguel Quintans
Linklaters	Carlos Pinto Correia
Morais Leitão, Galvão Teles, Soares da Silva & Associados	António Pinto Leite, Vasco Stilwell d'Andrade
Simões Garcia Corte-Real & Associados	João Luís Garcia
HIGHLY RECOMMENDED	
Caiado Guerreiro	Ricardo Costa Macedo
Cuatrecasas	Sónia Queiróz Vaz, Ana Costa Teixeira
DLA Piper	João Costa Quinta
Gómez-Acebo & Pombo	Gonçalo Paiva e Sousa
J. Pereira da Cruz	Nuno Cruz, Cláudia Freixinho Serrano
SRS Advogados	João Paulo Mioludo
Uría Menéndez - Proença de Carvalho	Francisco Brito e Abreu
RECOMMENDED	
Clarke Modet	Ana Fidalgo
FCB Sociedade de Advogados	Margarida Roda Santos
Inventa International	Vítor Palmela Fidalgo, João Pereira Cabral
PRA - Raposo, Sá Miranda & Associados	Gonçalo Gil Barreiros, Márcia Martinho da Rosa
Raposo Bernardo	Ana Cláudia Rangel, Edinha Soares Lima
Serra Lopes, Cortes Martins & Associados	Dário Moura Vicente
Telles Advogados	Pedro Vidigal Monteiro, Fernando Pizarro Monteiro



TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Abreu Advogados	Ricardo Henriques, César Bessa Monteiro, jr
A.G. da Cunha Ferreira	Dina Maria Pereira Soares
BMA - Baptista, Monteverde & Associados	Paulo Monteverde, Filipe Teixeira Baptista, Petra Fernandes
J. Pereira da Cruz	João Pereira Da Cruz
J. E. Dias Costa	Ana de Sampaio
RCF Protecting Innovation	João Jorge, Patricia Rodrigues, Pedro Alves Moreira
EXCELLENT	
ClarkeModet	Maria Cruz Garcia
Garrigues	Francisca Ferreira Pinto
Gastão Cunha Ferreira	Manuel Moniz Pereira
Inventa International	Vítor Palmela Fidalgo, João Pereira Cabral
PLMJ	Ana Teresa Pulido
Raposo Bernardo	Edinha Soares Lima
Simões, Garcia, Corte-Real & Associados	António Corte-Real
HIGHLY RECOMMENDED	
Gómez-Acebo & Pombo	Gonçalo Paiva e Sousa
Morais Leitão, Galvão Teles, Soares da Silva & Associados	Vasco Stilwell d'Andrade

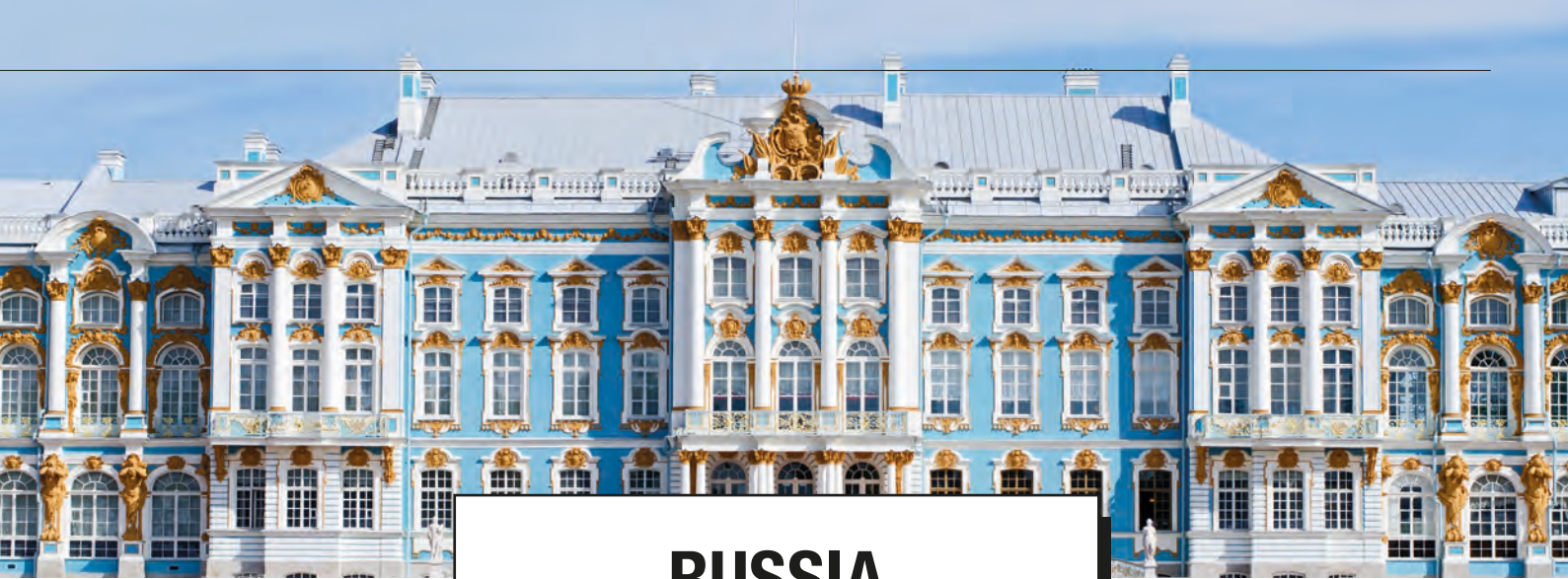


DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
DLA Piper	Daniel Reis
Morais Leitão, Galvão Teles, Soares da Silva & Associados	Tiago Félix da Costa, João Alfredo Afonso
PLMJ	Pedro Lomba, Jorge Silva Martins
SRS Advogados	Luís Neto Galvão
VdA	Magda Cocco, Fernando Resina Da Silva, Margarida Couto
EXCELLENT	
Abreu Advogados	Ricardo Henriques, César Bessa Monteiro
CCA Law Firm	Martim Bouza Serrano
Cuatrecasas	Sónia Queiróz Vaz
Sérvulo & Associados	Ana Rita Paíinho
HIGHLY RECOMMENDED	
Antas da Cunha ECIJA	João Ferreira Pinto
CMS Rui Pena & Arnaut	José Luís Arnaut, João Leitão Figueiredo
Garrigues	Isabel Bairrão
Gómez-Acebo & Pombo	Gonçalo Paiva e Sousa, Pedro Vilarinho Pires
Raposo Bernardo	Nelson Raposo Bernardo, Joana Andrade Correia
Telles Advogados	Pedro Vidigal Monteiro
Uría Menéndez-Proença Carvalho	Francisco Brito e Abreu
RECOMMENDED	
Alves Pereira & Teixeira de Sousa	João Pedro Alves Pereira, Belén Granados
BMA - Baptista, Monteverde & Associados	Filipe Teixeira Baptista, Paulo Monteverde
Caiado Guerreiro	Ricardo Costa Macedo, Ricardo Rodrigues Lopes
Coelho Ribeiro & Associados	Mónica Oliveira Costa
Miranda	João Luís Traça
PBBR	Carina Branco



RUSSIA

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Baker McKenzie	Eugene Arieovich, Denis Khabarov
Gorodissky & Partners	Valery Medvedev, Yury Kuznetsov, Vladimir Biriulin
Gowling WLG	Vladislav Ugryumov, Alexander Christophoroff
EXCELLENT	
ARS-Patent & Trademark	Vladimir Rybakov, Kirill Osipov, Anna Bogdanova
Hogan Lovells	Natalia Gulyaeva
Sojuzpatent	Tatiana Petrova
HIGHLY RECOMMENDED	
Dentons	Denis Voevodin
Patent & Law Firm Yus	Sergey Lovtsov
Patentus	Larisa Grudina
Vakhnina & Partners	Tatyana Vakhnina
RECOMMENDED	
A Zalesov & Partners Patent & Law Firm	Aleksey Zalesov, Irina Ozolina
Baranchikov IP & IT Attorneys	Alexander Baranchikov
Bryan Cave Leighton Paisner (Russia)	Elena Trusova
Intels	Elena Guerassimova, Anna Baglay
Liapunov & Co	Ilya Liapunov, Anna Reznichenko
Zuykov & Partners	Alexandra Pelikh, Sergey Zuykov



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	Eugene Arieovich, Denis Khabarov
Gowling WLG	David Aylen, Alexander Christophoroff, Marina Drel, Maria Aronikova
Hogan Lovells	Natalia Gulyaeva
EXCELLENT	
A Zalesov & Partners	Aleksey Zalesov, Irina Ozolina
Dentons	Denis Voevodin
Goroditsky & Partners	Valery Medvedev, Yury Kuznetsov, Vladimir Biriulin
Sojuzpatent	Tatiana Petrova, Svetlana Felitsyna
HIGHLY RECOMMENDED	
Alrud	Maria Ostashenko
Ivanov, Makarov & Partners	Mark Chizhenok, Dmitry Makarov
Lidings Law Firm	Boris Malakhov, Andrey Zelenin
Noerr	Viktor Gerbutov
Patent & Law Firm Yus	Sergey Lovtsov, Maria Lovtsova
Pepeliaev	Valentina Orlova
Rouse & Co International	Stuart Adams
Zuykov & Partners	Alexandra Pelikh, Sergey Zuykov
RECOMMENDED	
ARS-Patent	Anna Bogdanova
Bryan Cave Leighton Paisner (Russia)	Elena Trusova
Capital Legal Services LLC	Elena Berger, Irina Onikienko
CMS	Anton Bankovskiy
Denmeyer & Associates SA	Larisa Lysenko
DLA Piper	Julianna Tabastajewa
Egorov Puginsky Afanasiev & Partners	Pavel Sadovsky
Eversheds Sutherland	Ekaterina M Tilling
Intellect-S	Maxim Labzin
KIAP	Elena Buranova
Patentus	Dmitry Markanov
Petošević	Tatyana Kulikova

PATENTUS: POWERHOUSE IP BOUTIQUE



Dmitry Markanov

Key figures: Dmitry Markanov and Alexey Mikhailov
Established: 2006

Track record: The firm handles trademark litigation matters for clients in a wide range of industries including automotive, chemicals, finance, healthcare, construction and materials, food and drink, retail, technology and telecoms. Major clients include Kia Motors and Merck.

Team & differentiation: The firm is led by partners Mikhail Shurshilin, Dmitry Markanov, Nikolay Pyzhev and Larisa Grudina. It handles more than 100 IP litigation cases per year, as well as having a strong focus on execution-of-judgement proceedings. Around 900 trademark applications are filed by the firm each year.

SOJUZPATENT: RUSSIA'S OLDEST, STRONGEST IP FIRM



Tatiana V. Petrova

Key figure: Tatiana V. Petrova
Established: 1922

Track record: Sojuzpatent is widely recognised for its high-quality IP prosecution work. Among its clients are some of the world's largest companies, including ArcelorMittal, Huawei, Nestlé, Siemens, Airbus and Safran. The firm is also known for precedent-setting IP litigation before the High Court in Russia.

Team & differentiation: The firm's trademark department is led by Tatiana V. Petrova. The firm's trademark lawyers advise clients on registering their trademarks not only in Russia, but also in former USSR countries, namely Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan, under the Madrid System (international application) or in accordance with the national procedure.



SPAIN

TRADEMARK & DESIGN PROSECUTION

Best Law Firms & IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Balder	Olof Fickert, Jens-Christian Jahnke, Oscar García, Carlos Pires
Durán-Corretjer	Christian Durán, Luis-Alfonso Durán
Elzaburu	Luis Baz, Fernando Ilardia, Xavier Lamíquiz, José I. San Martín, Ana Donate
EXCELLENT	
ABG Intellectual Property	Christine Weimann
Baylos	Fabrizio Miazetto, Juan Luis Gracia, David Gómez, Fernando Rodríguez
Bird & Bird	Mariano Santos
Bomhard IP	Verena von Bomhard, Giles Corbally, Johannes Fuhrmann
Curell Suñol	Mireia Curell
Garrigues	Mónica Arizti
Herrero & Asociados	Mario Carpintero
Hogan Lovells	Imogen Fowler, Constanze Schulte
Hoyng Rokh Monegier	Alicia Martin, Laura Alonso
ZBM Patents & Trademarks	Yahel Contreras, Reyes García, Susanna Roures, Anna Rivera
HIGHLY RECOMMENDED	
Abril Abogados	Ignacio Temiño Cenicerros
Arochi & Lindner	Gonzalo Barboza
Baker McKenzie	María Dolores Garayalde
Carlos Polo & Asociados	Carlos Polo
Clarke Modet & Co	Rosario Echeverría, Raquel Gómez-Limón
Cuatrecasas	Enrique Sánchez-Quiñones
DA Lawyers	José Garrido
Güell IP	Jordi Güell
Isern	Javier Isern
Noerr IP	Tobias Dolde
Pons IP	Ramón Moreda, Carmen González, Isabel Cortés
Ponti	Joan Salvà
RECOMMENDED	
Ballester IP	Rosalía Ballester
CMS Albiñana & Suárez de Lezo	María González Gordon
Eversheds Sutherland Nicea	José Mariano Cruz
Galbaian Intellectual Property	Estibalitz Solana
Gómez Acebo & Pombo	Eduardo Castillo San Martín
VALUABLE PRACTICE	
Jacobacci & Partners	Rafael Linage, Eleonora Carrillo, Ignacio Martínez
Sugrañes	Elia Sugrañes
Ungria, Patentes y Marcas	Javier Ungria



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Bird & Bird	Manuel Lobato, Antonio Cueto
Elzaburu	Carlos Morán, Juan J. Caselles, Enrique Armijo-Chávarri
Garrigues	Carolina Pina, João Miranda de Sousa
Gómez-Acebo & Pombo	Eduardo Castillo, Sofía Martínez-Almeida, Jesús Muñoz-Delgado
Grau & Angulo	Alejandro Angulo, Carlota Viola, Ignacio Marqués, Maite Ferrándiz, Jesús Arribas, Jorge Grau, Jordi Camó
Uría Menéndez	José Massaguer, Montiano Monteagudo
EXCELLENT	
Arochi & Lindner	Ana Padial, Gonzalo Barboza
Baker McKenzie	José María Méndez, Carles Prat
Balder	Patricia Koch
Baylos Abogados	Pedro Merino Baylos, Juan Luis Gracia, David Gómez, Fabrizio Miazzetto, Fernando Rodríguez
Clifford Chance	Josep Montefusco, Miquel Montañá
Cuatrecasas	Jorge Llevat, Jean-Yves Teindas Maillard
González-Bueno	Carlos González-Bueno
Güell IP	Jordi Güell
Hogan Lovells	Burkhart Goebel, Ana Castedo
HIGHLY RECOMMENDED	
Abril Abogados	Carlos González Valdés, Ignacio Temiño Ceniceros
Bercovitz-Carvajal	Rodrigo Bercovitz Rodríguez-Cano
Curell Suñol	María Ceballos, Emil S. Edissonov
DWF-RCD	Ignasi Costas, Jordi Sánchez
Hoyng Rokh Monegier	José Antonio Sanmartín, Álvaro Velázquez
Pons IP	José Carlos Erdozain, Alicia Salinas, Amparo del Río, Carmen González, Leticia Rodríguez, Isabel Cortés, Laura Montoya, Javier Galán
Roca Junyent	Anna Viladás Jené
Ventura Garcés López-Ibor	Andrea Garcés
Vidal-Quadras & Ramon	Miguel Vidal-Quadras
RECOMMENDED	
Blas A. González Abogados	Blas A. González
Clarke Modet	Rosario Echeverría
Cremades & Calvo-Sotelo	Antonio Selas
Ecija	Carlos Pérez
Eversheds Sutherland Nicea	José Mariano Cruz
Fieldfisher Jausas	Josep Carbonell
Gabeiras & Asociados	Patricia Gabeiras
Herrero & Asociados	Juan Casulá, Andrés Gómez
Pintó Ruiz & Del Valle	Victoria Ruiz de Velasco Mtz-Ercilla, Eva María Ochoa
Salvador Orlando Abogados	Salvador Orlando
Samaniego Law	Javier Fernández-Samaniego

JACOBACCI & PARTNERS: HIGHLY PRAISED EUROPEAN IP FIRM



Eleonora Carrillo

Key Figures : Eleonora Carrillo, Ignacio Martínez and Rafael Linage
Established: 1994

Track record: The firm is widely regarded for its trademark and patent protection work. It manages a large portfolio for an international clientele in a broad range of sectors including technology, automotive, fashion, agriculture, media and pharmaceuticals, among others. The firm collaborates with top-ranking IP legal offices across the globe and has a strong network in Latin America.

Team & differentiation: Earlier this year, the firm merged with Spanish IP-focused boutique Abril Abogados to form a new IP and trademarks firm called Jacobacci & Abril. The firm has a solid Latam desk headed by managing partner Leonora Carrillo and Ana Luisa Arce-Torrecilla, a partner in the Paris office. Two new members from Abril, Patricia Revuelta and Carlos González reinforce the team.



COPYRIGHT & DESIGN LAW

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	José María Méndez
Bercovitz-Carvajal	Rodrigo Bercovitz Rodríguez-Cano
Elzaburu	Mabel Klimt, Javier Fernández-Lasquetty, Antonio Castán
Grau & Angulo	Ignacio Marqués, Alejandro Angulo, Maite Ferrándiz, Agustí Valls, Jorge Grau
Uría Menéndez	Agustín González
EXCELLENT	
Baylos	Pedro Merino Baylos, David Gómez, Fabrizio Miazetto, Juan Luis Gracia
Cuatrecasas	Jean-Yves Teindas Maillard, Enrique Sánchez-Quiñones
DA Lawyers	José Antonio Suárez, Helena Suárez, María Suárez, José Garrido
Ecija	Alejandro Touriño, Hugo Écija, Juan Salmerón, Franz Ruz
Eversheds Sutherland Nicea	Vicente Arias Máiz
Garrigues	Carolina Pina, José Fernández-Rañada
Gómez-Acebo & Pombo	Eduardo Castillo, Sofía Martínez-Almeida Alejos-Pita
Javier De Torres Abogado	Javier De Torres
Roca Junyent	Anna Viladés Jené
Santiago Mediano Abogados	Santiago Mediano, Raúl Bercovitz Álvarez
Sol Muntañola Abogados	Mario A. Sol Muntañola
HIGHLY RECOMMENDED	
Abril Abogados	Ignacio Temiño Cenicerros
Balder	Jens-Christian Jahnke
Bird & Bird	Manuel Lobato, Antonio Cueto, Mariano Santos
Broseta	José Manuel Otero Lastres
Clifford Chance	Miquel Montañá, Josep Montefusco
DWF-RCD	Ignasi Costas, David Villa
Fieldfisher Jausas	Josep Carbonell
Gabeiras y Asociados	Patricia Gabeiras
Pedro Alemán Abogados	Pedro Alemán Laín
Pons IP	Elena Ordúñez, José Carlos Erdozain
Ventura Garcés	Andrea Garcés
RECOMMENDED	
Arochi & Lindner	Gonzalo Barboza
CMS Albiñana & Suárez de Lezo	María González Gordon
Herrero & Asociados	Marta Gimeno
Hoyng Rokh Monegier	José Antonio Sanmartín
Pérez-Llorca	Andy Ramos Gil de la Haza

**TECHNOLOGY**

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	Raul Rubio
Cuatrecasas	Albert Agustinoy, Álvaro Bourkaib, Alejandro Negro
Ecija	Alejandro Touriño, Alonso Hurtado
Garrigues	Alejandro Padín Vidal, Carolina Pina, José Ramón Morales, Alejandro Sánchez del Campo
Hogan Lovells	Gonzalo F. Gállego
Samaniego Law	Javier Fernández-Samaniego, Blas Piñar Guzmán
Uría Menéndez	Pablo González-Espejo, Leticia López-Lapuente, Rafael Sánchez Aristi, Nerea Sanjuan
EXCELLENT	
CMS Albiñana & Suárez de Lezo	Javier Torre de Silva, Jorge Sánchez
DLA Piper	Diego Ramos
DWF-RCD	Ignasi Costas, Judith Saladrigas, Oscar Alegre
EY Abogados	Blanca Escribano
Gómez-Acebo & Pombo	Almudena Arpón de Mendivil Aldama, Eduardo Castillo
Osborne Clarke	Rafael García del Poyo
Ramón y Cajal Abogados	Norman Heckh, María Luisa González
HIGHLY RECOMMENDED	
Bird & Bird	Manuel Lobato
Ceca Magán Abogados	Ramón Mesonero-Romanos Fernández, Noemi Brito Izquierdo
Deloitte España	Dulce Miranda, Susana Rodríguez Ballano
Ecix Group	Francisco Perez Bes
FinReg360	Javier Aparicio Salom, Maria Vidal
Pérez-Llorca	Andy Ramos Gil de la Haza
Pinsent Masons	Paloma Bru
RECOMMENDED	
Baylos Abogados	Paloma Arribas
Broseta	Miguel Geijo
Ejaso ETL Global	Miguel Valdés Borruey, Luis M. Latasa Vassallo
Ontier	Joaquín Muñoz Rodríguez
Pintó Ruiz & Del Valle	Jordi López Batet, Yago Vázquez Moraga



DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	Raul Rubio
Ecija	Alejandro Touriño, Alonso Hurtado
Garrigues	Alejandro Padín Vidal
Hogan Lovells	Gonzalo F. Gállego
Samaniego Law	Javier Fernández-Samaniego, Blas Piñar Guzmán
Uría Menéndez	Leticia López-Lapuente, Rafael Sánchez Aristi, Borja Sainz de Aja
EXCELLENT	
Cuatrecasas	Albert Agustinoy, Álvaro Bourkaib, Alejandro Negro
DLA Piper	Diego Ramos
EY Abogados	Blanca Escribano
FinReg360	Javier Aparicio Salom, Maria Vidal
Osborne Clarke	Rafael García del Poyo
Ramón y Cajal Abogados	Norman Heckh, María Luisa González
HIGHLY RECOMMENDED	
Ceca Magán Abogados	Noemi Brito Izquierdo
Deloitte España	Dulce Miranda, Susana Rodriguez Ballano
Ecix Group	Francisco Perez Bes
Gómez-Acebo & Pombo	Eduardo Castillo
KPMG Abogados	Bartolome Martín
Pérez-Llorca	Andy Ramos Gil de la Haza
Pinsent Masons	Paloma Bru, Paula Fernández-Longoria
RECOMMENDED	
Baylos Abogados	Paloma Arribas
Broseta	Miguel Geijo, Agustín Puente
CMS Albiñana & Suárez de Lezo	José Luis Piñar
DWF-RCD	Ignasi Costas
Ejaso ETL Global	Miguel Valdés Borruey, Luis M. Latasa Vassallo
Herrero & Asociados	Marta Gimeno
Ontier	Joaquín Muñoz Rodríguez
Pintó Ruiz & Del Valle	Jordi López Batet, Yago Vázquez Moraga



AFRICA INVESTMENTS FORUM & AWARDS

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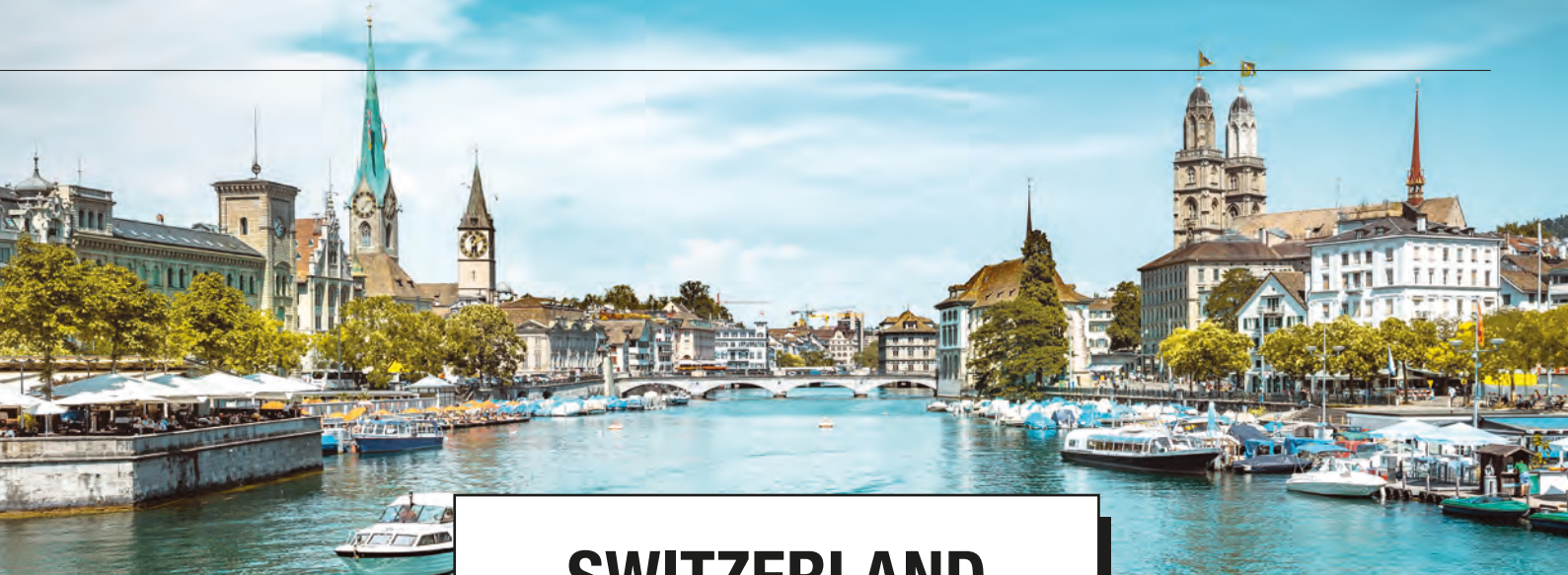
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Partners 2018



Institutional partners





SWITZERLAND

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
E Blum & Co.	Mathias Meyer, Brendan Bolli, Sven Capol
FMP - Fuhrer Marbach & Partners	Peter Widmer, Bernard Volken, Eugen Marbach
Isler & Pedrazzini	Michael Degkwitz
Troller Hitz Troller & Partners	Ursula In-Albon, Patrick Troller, Gallus Joller
EXCELLENT	
Bovard	Paul Henri Pittet
Bugnion	Sandra Faroux, Alexandre Weith, Delphine Maistre du Chambon
Lenz & Staehelin	Jürg Simon
Meyerlustenberger Lachenal	Simon Holzer, Peter Schramm, Guillaume Fournier, Michael Ritscher
Rentsch Partner	Gregor Wild, Matthias Städeli, Magda Streuli-Youssef
Walder Wyss	Markus Frick, Roger Staub
Weinmann Zimmerli	Adrian Zimmerli, Madeleine Schim van der Loeff, Stefan Keehnen
Wild Schnyder	Donald Schnyder, Barbara K. Müller
HIGHLY RECOMMENDED	
Alatis	Sonia Elkrief
BMG Avocats	Sylvie Gurry-Veit, Anne-Virginie La Spada
Bohest IP	Esther Jost
Inteltech	Yvan Merlotti
Junod, Muhlstein, Lévy & Puder	Michel Muhlstein, Laurent Muhlstein
Katarov	Milana Pantelic, Eric Richard Noël
Kirker & Cie	Jean-François Léger
Meisser & Partner	David Meisser
Pestalozzi	Michèle Burnier, Lorenza Ferrari-Hofer
Python Avocats	Felix Locher*
SBMP - Schaad Balass Menzl & Partner	Fred Gromann

*Counsel



TRADEMARK & COPYRIGHT LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
FMP - Fuhrer Marbach & Partners	Eugen Marbach, Philippe Probst, Bernard Volken, Peter Widmer
Homburger	Gregor Bühler, Georg Rauber, Luca Dal Molin
Lenz & Staehelin	Lara Dorigo*, Jürg Simon
Meyerlustenberger Lachenal	Guillaume Fournier, Simon Holzer, Michael Ritscher
Troller Hitz Troller & Partners	Ursulla In-Albon, Patrick Troller, Gallus Joller
Walder Wyss	Roger Staub, Markus Frick
EXCELLENT	
BianchiSchwald	Christoph Gasser
House Attorneys	Frédéric Serra
Junod, Muhlstein, Lévy & Puder	Michel Muhlstein, Laurent Muhlstein
Kasser Schlosser	Ralph Schlosser
Pestalozzi	Michèle Burnier, Thomas Legler, Michèle Burnier
Rentsch Partner	Matthias Stadel, Gregor Wild, Demian Stauber, Magda Streuli-Youssef
Wild Schnyder	Barbara Müller, Gabriela Taugwalder
HIGHLY RECOMMENDED	
Baker McKenzie	Michael Treis
Bär & Karrer	Markus Wang
BMG Avocats	Sylvie Gurry-Veit, Anne-Virginie La Spada
Id Est Avocats	Michel Jaccard, Juliette Anelle
Nater Dallafior	Mathis Berger
Niederer Kraft Frey	Nicolas Birkhäuser
Schellenberg Wittmer	Philipp Groz
Times Attorneys	Andrea Mondini, Markus Kaiser, Philippe Gilliéron, Michael Noth
Vischer	Lorenz Ehrler
Weinmann Zimmerli	Fabian Wigger, Conrad Weinmann, Marco Handle, Alban Shabani
RECOMMENDED	
Bourgeois Avocats	Ivan Cherpillod
Gros & Waltenspühl	Theda König Horowicz, Christophe Maillefer
Prager Dreifuss	Ralph Butz
Python Avocats	Felix Locher*
Thomannfischer	Daniel Plüss
WerderVigano	Kai-Peter Uhlig

* Counsel

PESTALOZZI: A CENTURY OF EXCELLENCE



Michèle Burnier

Key figures: Michèle Burnier, Thomas Legler and Michèle Burnier
Established: 1911

Track record: Pestalozzi has a long-established IP practice with a team of experts dedicated to trademark and copyright litigation and arbitration. The team is best known for advising large corporations but also assists medium-sized companies and private individuals in the pharmaceutical, automobile and luxury industries. Clients include Ferrari, Crédit Suisse, Johnson & Johnson and Vogue.

Team & differentiation: Pestalozzi's tight-knit team of IP experts form one of Switzerland's leading IP practices. Lorenza Ferrari Hofer is a partner and head of the IP and TMT practices. Other key figures include partners Michèle Burnier and Thomas Legler, who are regularly involved in high-stakes litigation, arbitration and prosecution cases before Swiss civil, administrative and criminal courts.

HOMBURGER: WELL ESTABLISHED TRADEMARK EXPERTISE



Georg Rauber

Key figures: Georg Rauber and Gregor Bühler
Established: 1957

Track record: The team has an impressive track record of representing high profile clients in advisory and litigious cases in the technology and industrial sectors. The firm notably handles trademark matters for several luxury automobile companies. Led by Gregor Bühler, it recently acted as counsel to Volkswagen in a trademark enforcement case worth more than 1 million CHF.

Team & differentiation: With an impressive team made up of 18 practitioners, the firm is Switzerland's largest IP practice. Known for breaking new ground in landmark cases, the team sets itself apart by being one of the few quadrilingual practices in the country. Georg Rauber is the head of the firm's IP-IT practice, while Gregor Bühler is deputy head of the IP-IT and litigation & arbitration teams.

LENZ & STAEHELIN: ONE STOP SHOP FOR IP SERVICES



Jürg Simon

Key figures: Thierry Calame, Jürg Simon and Guy Vermeil
Established: 1917

Track record: The IP team is renowned for its well-rounded expertise, notably in trademark and design prosecution, and in international IP litigation and arbitration. Acting across a broad spectrum of IP matters from counsel to litigation and enforcement, the firm advises big names, such as Apple and represents clients in various industries including pharmaceuticals, chemicals, textiles and cosmetics.

Team & differentiation: Split between Zurich and Geneva, the team represents clients before all Swiss courts. Guy Vermeil is the managing partner of the Geneva office and head of the technology and outsourcing practice. Zürich based partners Thierry Calame and Jürg Simon are co-heads of the firm's IP team. Their respective expertise in the fields of chemistry and economics offers the firm an additional cross-disciplinary edge.



SPORTS LAW

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Bär & Karrer	Michele Bernasconi
Kellerhals Carrard	Ross Wenzel, Jean-Pierre Morand, François Carrard
Lenz & Staehelin	Xavier Favre-Bulle
Niederer Kraft Frey	András Gurovits, Daniel Eisele, Tamir Livschitz
EXCELLENT	
Baker McKenzie	Olivier Ducrey
CMS von Erlach Poncet	Olivier Carrard, Philipp Dickenmann, Pierre Ducret
Homburger	Georg Rauber, Gregor Bühler, Balz Gross
Levy Kaufmann Kohler	Antonio Rigozzi, Sébastien Besson
Quinn Emanuel Urquart & Sullivan	Thomas Werlen
Schellenberg Wittmer	Philippe Baërttsch, Christopher Boog
HIGHLY RECOMMENDED	
Bratschi Wiederkehr & Buob	Reto Arpagaus, Mirco Ceregato, Claudio Bazzi.
Froriep	Lucien W. Valloni, Jean Marguerat
Times Attorneys	Andrea Mondini, Stephan Netzle
Vischer	Robert Bernet

NIEDERER KRAFT & FREY: SPORTS LAW CHAMPIONS



András Gurovits

Key figures: Daniel, Eisele, Tamir Livschitz and András Gurovits
Established: 1936

Track record: As a recognized leader in sports arbitration, sports tax and other sports law related matters, NKF has established a long-standing relationship with international and national sports associations, sports clubs and professional athletes in international and cross-disciplinary cases. The firm frequently represents clients at the Court of Arbitration for Sports in Lausanne.

Team & differentiation: The team takes a comprehensive approach to all sports law matters. Partner András Gurovits has established himself as a leading expert in all sports-related issues, including commercialization of sports rights and management of sports organizations. Partner Tamir Livschitz recently acted as counsel for FIFA in its internal investigation and ancillary proceedings.



TURKEY

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Ankara Patent Bureau	Gonca Adalı Başmıkcı
Deriş Patents & Trademarks Agency	Mehmet Nazım Aydın Deriş, Serra Coral
Gün + Partners	Uğur Aktekin
Moroğlu Arseven	Işık Özdoğan
Stock Industrial Property Services A.S.	Kazım Dündar
EXCELLENT	
ATG Law Firm	Ahmet Akgüloğlu, Gizem Akgüloğlu
Cahit Suluk IP Law Firm	Cahit Suluk
Esin	Mine Guner
Kenaroğlu	Yasemin Kenaroglu
NSN Law Firm	Selma Ünlü
HIGHLY RECOMMENDED	
Destek Patent	Kemal Yamankaradeniz
Erdem Kaya Patent	Ahu Güneyle
Grup Ofis Marka Patent	Gürşen Sevinç
Istanbul Patent & Trademark Consultancy	Güven Çalik
OFO Ventura	Özlem Futman



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Gün + Partners	Ugur Aktekin, Mehmet Gün, Barış Kalaycı, Hande Hancer
Moroğlu Arseven	Işık Özdoğan, Gökçe Izgi
EXCELLENT	
Deriş	Okan Can, Nükhet Serra Coral, Mehmet Nazım Aydın Deris, Emre Kerim Yardımcı
Kenaroğlu	Yasemin Kenaroglu
NSN Law Firm	Selma Ünlü
HIGHLY RECOMMENDED	
ATG Law Firm	Ahmet Akgüloğlu
Cahit Suluk IP Law Firm	Cahit Suluk
Esin	Mine Güner
OFO Ventura	Özlem Futman, Yasemin Aktaş
RECOMMENDED	
Ankara Patent Bureau	Ekin Dericioglu Kurt
Ictem Legal	Serkan Ictem
Kahveci Law Office	Vehbi Kahveci
Özdirekcan Dündar Attorney Partnership	Esra Dündar-Loiseau
Tellioglu Kasioglu	Ihsan Tellioglu

DERİŞ ATTORNEYS AT LAW PARTNERSHIP: INTERNATIONALLY WELL-REGARDED ONE-STOP SHOP FOR IP



Serra Coral

Key Figures : Serra Coral,
Aydın Deriş, Kerim
Yardımcı, Okan Çan
Established: 1912

Track record: The firm handled over 2,000 IP applications over the past year and is handling hundreds of ongoing IP cases. It represents longstanding clients in pharmaceuticals, new technologies such as 3D printing, textiles, luxury goods and the automobile industry. Recent cases include a multi-jurisdictional conflict concerning the breach of a licence agreement.

Team & differentiation: This IP boutique offers high-quality services in IP prosecution and litigation for large multinationals, which comprise over 95% of its client portfolio. Kerim Yardımcı is known for his innovative approach to litigation and his astute strategic counsel; he heads the team jointly with Serra Coral, Aydın Deri , Kerim Yardımcı and Okan Çan.



UNITED KINGDOM

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURES
LEADING	
Boulton Wade Tennant	Tony Pluckrose, Catherine Wolfe, Felicity Hide, Emma Pitcher, John Wallace
D Young & Co	Jeremy Pennant, Helen Cawley, Gemma Kirkland
Stobbs IP	Julius Stobbs, Emma Pettipher
EXCELLENT	
Barker Brettell	Catherine Wiseman, Tracy Arch
Dehns	Elaine Deyes, Clare Mann
Gill Jennings & Every	Alasdair MacQuarrie, Edward Carstairs
HGF	David Potter, Lee Curtis
J A Kemp	James Fish, Aaron Newell
Kilburn & Strode	Carrollanne Lindley, Iain Stewart
Marks & Clerk	Tom Farrand, John Ferdinand, Esther Gottschalk
Potter Clarkson	Emmy Hunt, Sanjay Kapur
HIGHLY RECOMMENDED	
Appleyard Lees	Robert Cumming
Carpmaels & Ransford	Roger Lush, Jonathan Day
Cleveland Scott York	Jonathan Clegg, Lorna Hobbs
EIP	Paula Flutter
Keltie	Alistair Gay, Rosemary Cardas
Mathys & Squire	Gary Johnston
Reddie & Grose	Helen Wakerley, Alice Findlay
Venner Shipley	David Birchall
Withers & Rogers	Tania Clark
RECOMMENDED	
AA Thornton & Co	Ian Stephen Gill, Vanessa Lawrence
Abel & Imray	Simon Bentley
Baker McKenzie	Jessica Le Gros
Beck Greener	Ian Bartlett, Duncan Morgan
Bristows	Paul Walsh
Fieldfisher	Leighton Cassidy
Lane	Steve Lane
Locke Lord	Paolo Andreottola
Maucher Jenkins	Katie Cameron
Mewburn Ellis	Sofia Arenal
Murgitroyd Group	Mark Hickey
Sipara	Robert Furneaux
Swindell & Pearson	Nick Womsley
Wilson Gunn	Michael Douglas



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Baker McKenzie	Hiroshi Sheraton, Michael Hart
Bird & Bird	Patricia Collis
Bristows	Ian Gruselle, Simon Clark, Paul Walsh, Paul Jordan
Wiggin	Sara Ashby, Simon Baggs, Anna Carboni
EXCELLENT	
Allen & Overy	Neville Cordell, David Stone
CMS Cameron McKenna Nabarro Olswang	David Parrish
Fieldfisher	John Linneker, Nick Rose, Leighton Cassidy
Gowling WLG	Alexandra Brodie, Kate Swaine
Mishcon de Reya	Jeremy Hertzog
Simmons & Simmons	Adrian Smith, Darren Meale
Taylor Wessing	Mark Owen, Roland Mallinson
HIGHLY RECOMMENDED	
Browne Jacobson	Bonita Trimmer
Cooley	Nick Bolter, Charlie Winckworth
DLA Piper	Ruth Hoy, John Wilks
Hogan Lovells	Sahira Khwaja
Lewis Silkin	Simon Chapman
RPC	Jeremy Drew
Stephenson Harwood	Eifion Morris, Alexandra Pygall
RECOMMENDED	
Bear & Wolf	Simon Tracey
Blake Morgan	Jill Bainbridge
Brandsmiths	Andrew Lee
Burges Salmon	Jeremy Dickerson
Carpmaels & Ransford	Jonathan Day
Charles Russell Speechlys	Mary Bagnall
Clifford Chance	Vanessa Marsland
D Young & Co	Tamsin Holman
Dentons	Anna Copeman
Fox Williams	Simon Bennett
Herbert Smith Freehills	Joel Smith
Howard Kennedy	Robert Lands
Marks & Clerk	Kirsten Gilbert
Norton Rose Fulbright	Clare Jackman
Osborne Clarke	Robert Guthrie
Pinsent Masons	Iain Connor
Powell Gilbert	Simon Ayrton
Reed Smith	Michael Skrein, Carolyn Pepper
Squire Patton Boggs	Kerry Lee
Stevens & Bolton	Tom Lingard
Waterfront Solicitors	Piers Strickland



DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Bird & Bird	Ruth Boardman, James Mullock, Gabriel Voisin
Bristows	Mark Watts, Robert Bond, Marc Dautlich
Hogan Lovells	Eduardo Ustaran, Nicola Fulford, Quentin Archer
EXCELLENT	
Allen & Overy	Nigel Parker, Jane Finlayson-Brown
Covington & Burling	Daniel Cooper, Mark Young
Dentons	Nick Graham
Eversheds Sutherland	Paula Barrett, Liz Fitzsimons
Fieldfisher	Hazel Grant, Phil Lee
Hunton Andrews Kurth	Aaron Simpson, Bridget Treacy, Rosemary Jay
Linklaters	Richard Cumbley, Peter Church, Julian Cunningham-Day
HIGHLY RECOMMENDED	
CMS	Emma Burnett
DLA Piper	Ross McKean
Pinsent Masons	David Barker, Ian Birdsey
PwC Legal	Polly Ralph
Sidley Austin	William Long
Taylor Wessing	Vinod Bange
RECOMMENDED	
Bates Wells	Hannah Lyons, Melanie Carter
Brodies	Grant Campbell, Christine O'Neill
Bryan Cave Leighton Paisner	Kate Brimsted
Clifford Chance	Jonathan Kewley
Farrer & Co	Henry Sainty, Ian De Freitas
Herbert Smith Freehills	Miriam Everett, Andrew Moir, Nick Pantlin
Kemp Little	Anita Bapat
Latham & Watkins	Gail Crawford
Mills & Reeve	Peter Wainman, Gary Attle
Norton Rose Fulbright	Marcus Evans
Osborne Clarke	Mark Taylor
Reed Smith	Cynthia O'Donoghue
White & Case	Tim Hickman
Womble Bond Dickinson	Andrew Kimble



ADVERTISING & MARKETING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Lewis Silkin	Giles Crown, Brinsley Dresden, Jo Farmer
Osborne Clarke	Nick Johnson
EXCELLENT	
Bates Wells	Rupert Earle
Bristows	Paul Jordan
CMS	Susan Barty
DLA Piper	Duncan Calow, Siân Croxon
RPC	Oliver Bray
Squire Patton Boggs	Carlton Daniel, Robert Wegenek
Swan Turton	Charles Swan
HIGHLY RECOMMENDED	
Fieldfisher	David Bond
Gowling WLG	Dan Smith
Harbottle & Lewis	Andy Millmore
Hogan Lovells	Richard Welfare
Pillsbury Winthrop Shaw Pittman	Rafi Azim-Khan
Taylor Wessing	Niri Shanmuganathan
Womble Bond Dickinson	Patrick Cantrill



ASIA



CHINA

TRADEMARK LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Fangda Partners	Alexandra (Pu) Yang, Dixon Zhang, Gordon Gao
King & Wood Mallesons	Xiaoli Yang, Yusheng Shi
Wan Hui Da - Peksung IP Group	Gang Bai, Hui Huang
EXCELLENT	
Chang Tsi & Partners	Simon Tsi, Spring Chang
JunHe	Jessica Xu, Qiang Ma
Lawjay Partners	James Luo
Zhong Lun Law Firm	Dongxiao Ma, Helen Cheng, Yonghong Wang, Ping Gu
ZY Partners	Jingbing Li, Xiaohong Li
HIGHLY RECOMMENDED	
AnJie Law Firm	Steve Zhao
Beijing East IP	Yan Zhang
CCPIT Patent & Trademark Law Office	Hao Ma, Chuanhong Long
Lexfield Law Offices	Jan Liu
Unitalen Attorneys at Law	Ray Zhao, Ying Huang
Watson & Band	Yizhou Liu
RECOMMENDED	
Advance China IP Law Office	Steven Li
Beijing Sanyou Intellectual Property Agency Ltd	Yakai Shi
Ferrante Intellectual Property	James Wang
HongFangLaw	Zhang Xu
IntellecPro	Qi Hu, Tian-ying Zhao
Lifang & Partners	Guanbin Xie
NTD Intellectual Property Attorneys	Christopher Shen



TRADEMARK PROSECUTION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
CCPIT Patent & Trademark Law Office	Aimin Huo, Hao Ma
King & Wood Mallesons	Xiaoli Yang, Fei Liao, Jiuchu Lin
Wan Hui Da - Peksung IP Group	Gang Bai
EXCELLENT	
Chang Tsi & Partners	Simon Tsi, Spring Chang
Kangxin Partners	Samson Yu, Gloria Wu
Lexfield Law Offices	Jan Liu
Liu Shen & Associates	Lily Changxin Lei
NTD Intellectual Property Attorneys	Aidi Ge
Unitalen Attorneys at Law	Ying Huang
HIGHLY RECOMMENDED	
1 Beijing Sanyou Intellectual Property Agency	Lena Shen
China Patent Agent	Hong Luo
China Sinda	Sherrie An
Shanghai Patent & Trademark Law Office	Zhenglong Jiang
Zhongzi Law Office	Li Na
2 Beijing East IP	Jason Wang
Beijing Janlea Trademark Agency	Joanne Jiao
IntellecPro	Qi Hu
RECOMMENDED	
AFD China Intellectual Property Law Office	Xia Zheng
GoldenGate Lawyers	Tim Meng
JunHe LLP	Jessica Xu, Qiang Ma
Linda Liu & Partners	Sophia Xiao
Zhong Lun Law Firm	Jimmy Huang
ZY Partners	Yanling Zheng



INDIA

TRADEMARK PROSECUTION & LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Anand and Anand Advocates	Safir Anand, Pravin Anand
K&S Partners	Ashish Marbaniang
Remfry & Sagar	Ashwin Julka
EXCELLENT	
AZB & Partners	Akhilesh Rai
Fidus Law Chambers	Shwetaree Majumder
Int'l Advocare	Hemant Singh, Mamta Rani Jha, Preetika Singh
R.K. Dewan & Co	Mohan Dewan, Disha Dewan
Rahul Chaudhry & Partners	Anuradha Salhotra, Rahul Chaudhry
Saikrishna & Associates	Saikrishna Rajagopal
W.S. Kane & Co	Himanshu Kane
HIGHLY RECOMMENDED	
Ajay Sahni & Associates	Ajay Sahni
Chadha & Chadha	Sonal Madan
Khaitan & Co	Adheesh Nargolkar
Krishna & Saurastri Associates	Manish Saurastri, Sunil Krishna
Lall & Sethi	Raghav Malik, Jyoti Kaur
LexOrbis	Manisha Singh
RNA Technology & IP Attorneys	Ranjan Narula, Rajiv Suri
S.S. Rana & Co	Vikrant Rana
Sim & San	Mohit Goel
Singh & Singh	Sudeep Chatterjee
ZeusIP Advocates	Gunjan Paharia
RECOMMENDED	
ALG India Law Offices	Sheja Ehtesham, Aparna Sreedhar
Amarjit & Associates	Amarjit Singh
Archer & Angel	Sanjay Chhabra
Cyril Amarchand Mangaldas	Ranjan Negi
De Penning & De Penning	David Solomon
Groverlaw	Vikram Grover
IndusLaw	Aditi Verma Thakur
Ira Law	Binny Kalra
Khurana & Khurana	Mohinder Vig
Lakshmi Kumaran & Sridharan	Damodar Vaidya



JAPAN

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TRADEMARK PROSECUTION & LITIGATION

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Nakamura & Partners	Hiroyuki Itaki, Daisaku Fujikura, Koichi Tsujii
TMI Associates	Yoshiyuki Inaba, Katsuro Tanaka
Yuasa & Hara	Toshiaki Iimura, Kozo Yabe
EXCELLENT	
Anderson Mori & Tomotsune	Yoshikazu Iwase, Yasufumi Shiroyama
Mori Hamada & Matsumoto	Hiroki Saito, Yutaka Miyoshi
Nishimura & Asahi	Hitomi Iwase
Shiga International Patent Office	Yasuhiko Murayama, Masato Iida, Shinya Jitsuhiro, Tatsuhiko Abe
Sugimura & Partners	Kenji Sugimura, Kenichi Nakayama
HIGHLY RECOMMENDED	
Aoyama & Partners	Motohiro Katsumi
Asamura Patent Office	Ryoji Mochizuki
Fukami Patent Office	Miki Tomii
Seiwa Patent & Law	Atsushi Aoki, Junichi Tsuruta
RECOMMENDED	
Baker McKenzie (Gaikokuho Joint Enterprise)	Kensaku Takase
Borders IP	Kumpei Kogure
Hogan Lovells Horitsu Jimusho Gaikokuho Kyodo Jigyo	Chikako Hashimoto
Jones Day	Michiru Takahashi
Kubota	Eiichiro Kubota
Kyowa Patent and Law Office	Teruhisa Motomiya
Saegusa & Partners	Tomoko Iwai
Soei Patent & Law	Ai Kato



MIDDLE EAST



ISRAEL

TRADEMARKS AND DESIGN

Best Law Firms

The firms are listed alphabetically within each band

FIRM	KEY FIGURES
LEADING	
Ellen B Shankman & Associates	Ellen B. Shankman
Liad Whatstein & Co	Liad Whatstein, Amira Mangelus, Adi Karton, Uri Furchtman
Reinhold Cohn Group	Ronit Barzik-Soffer, Einat Zemach Rodman, Shelly Zohar, Sa'ar Alon, David de Vries
EXCELLENT	
Adin Liss Pyernik IP Group	Dan Adin, Moshe Pyernik, Eran Liss
Dr Shlomo Cohen & Co	Shlomo Cohen
Luthi + Webb	Richard Luthi
Luzzatto & Luzzatto	Oren Mandler, Oren Weiner
Pearl Cohen Zedek Latzer Baratz	Dor Cohen Zedek
S Horowitz & Co	A. Ordo, D. Appel, H. Kowarsky, M. Katz, N. Blei, R. Vogel, T.Band, Y. Ziv
Seligsohn Gabrieli & Co	Ehud Gabrieli, Nahum Gabrieli
HIGHLY RECOMMENDED	
Adi Levit	Adi Levit
Dr Yitzhak Hess & Partners	Cila Hess-Milutin
Drori Werzansky Orland (DWO)	Yonatan Drori, Yotam W. Orland
Ehrlich Group	Yehuda Neubauer
Eitan Mehulal Sadot Advocates & Patent Attorneys	Tally Eitan, Yaron Mehulal, Shirley Gal
G&A Glazberg, Applebaum & Co Advocates & Patent Attorneys	Ziv Glazberg, Nadav Applebaum
Herzog Fox & Neeman	Adar Bengom
JMB Davis Ben David	Jeremy M. Ben-David, Dr. Michael D. Hammer
Korakh & Co	Eliav Korakh
Meitar Liquornik Geva Leshem Tal Law Offices	David Mirchin, Dr. Yoav Oestreicher
Price Plinner Law Offices	Eyal Price, Sa'ar Plinner,
Sanford T Colb & Co	Sanford T. Colb, Eitan Shaulsky, Dr. Daniel Goldstein, David Colb
Seligsohn Gabrieli & Co	Ehud Gabrieli, Nahum Gabrieli
Soroker Agmon Nordman	Eran Soroker, Jonathan Agmon, Ady Nordman
S. Friedman & Co	Gavriel Disegni, Oded Rehan, Oren Sharon, Liron Koren, Karen Leanne Inchy
Wolff Bregman & Goller	Z. Bregman, G. Goller, Y. Bregman, J. Topper, R. Teitelbaum
Yaacov Salomon, Lipschutz & Co	Narda Ben Zvi, David Schottenfels, Ori Kasir

EXPERT

INSIGHTS



Interview with

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“Expiring patents are damaging pharma companies’ revenues”



Interview with

KIKO CARRIÓN
partner,
**EVERSHEDS SUTHERLAND
NICEA**

Eversheds Sutherland Nicea’s Madrid-based partner Kiko Carrión says maintaining revenue levels in the face of patent expiration and cheaper competition is an ongoing problem for innovative companies in the pharmaceutical industry

LEADERS LEAGUE. What are the main opportunities for law firms in the area of life sciences and pharmaceuticals?

Kiko Carrión. The life sciences sector encompasses many practice areas and needs advice with an international dimension and therefore experts in each of the different practice areas are required to work together. This created opportunities for different departments within firms.

Law firms that are able to join forces with qualified consultants that share a culture, sector knowledge and client-focussed ‘soft skills’ will be the firms that lead the market. The opportunities we are currently seeing relate to the defence of intellectual property, the implementation of rigorous policies regarding health data, patient privacy, and codes of good practice, as well as advice on innovative public procurement. Clients also seek our advice on market access, internal investigations, complex antitrust issues, joint-ventures (including co-marketing and co-promotion agreements), and corporate mergers and acquisitions.

Finally, there are also opportunities to advise clients on obtaining authorisations related to their manufacturing activities, importing and distributing medicines and medical devices, and obtaining GMP (Good Manufacturing Practices) certificates.

What are the biggest challenges life sciences and pharmaceuticals clients face in relation to intellectual property?

The big challenge for health companies is the creation, exploitation and protection of intellectual property throughout its life cycle. This includes all forms of intellectual property and associated rights including patents, industrial designs, trademarks, trade secrets, and copyrights.

One of the permanent challenges in the innovative health industry is the ability to maintain revenues in the face of patent

expiration and cheaper generic and not so cheap biosimilar competition. Another major challenge for the industry is combatting a tendency to reduce protection for intellectual property related to innovations on the basis of arguments including those related to public interest and patient access to medicines and medical devices. Finally, we must mention the need to strengthen the protection of what has been called incremental innovation, which is consistent in the creation of medicines that are highly effective from a preventive and curative perspective due to an unprecedented combination of various active pharmaceutical ingredients.

“Law firms that are able to join forces with qualified consultants that share a culture, sector knowledge and client-focussed ‘soft skills’ will be the firms that lead the market”

What impact has the coronavirus pandemic had on your practice?

During the coronavirus pandemic our legal and consulting service for healthcare companies has been greatly strengthened. Firstly, because, during a pandemic, our clients (hospitals, pharmaceutical and healthcare laboratories and medical devices producers) have channelled all their efforts into remedying or at least alleviating the healthcare crisis.

Secondly, companies that have never been involved in the health sector before have developed manufacturing processes for products such as personal protective equipment, mechanical ventilation devices, uninterruptable power supplies for use with emergency assisted breath-

ing machines and ventilators and thermal cameras for body temperature detection systems. The arrival of such companies in the market has required our advice on regulatory issues and in-depth analysis of the legal risks. Raising product liability shields has always been a major concern for clients.

“Client have initiated clinical trials and studies related to medicines in the context of Covid-19 – all these situations and initiatives have required urgent legal advice”

During the pandemic, the health authorities established many rules applicable to our clients' activity including:

- the promotion of their products
- the occupation of their facilities
- their manufacturing activity and the marketing of medicines and medical devices, as well as the safety and hygiene of their workers
- continuity in the supply of products
- the prevention of shortages.

Finally, our innovative customers have initiated clinical trials and studies related to the application of their medicines, medical devices and medical technologies in the context of Covid-19 – all these situations and initiatives have required urgent legal advice, which has triggered a lot of work for different teams across the firm.

What do you think will be the emerging trends in life sciences and pharmaceuticals over the course of the coming year?

In our daily professional practice we are observing the following trends in the life science and pharmaceutical industry at this time:

- a) a notable increase in investment in gene therapies and personalized medicine through advancements in genetics
- b) the integration of artificial intelligence (AI) and machine-learning approaches within life sciences is making drug discovery and development more innovative, time-effective, and cost-effective
- c) an increasing change in the public procurement process, which requires pharma companies to focus on added value, risk sharing, portfolio agreements and performance and outcome measurement
- d) an increase in R&D investment related to infectious diseases and rare diseases
- e) collaboration between academic science-driven institutions and pharma, biotech and medical devices companies
- f) a significant improvement in digitized medicine, that is, healthcare insurers, healthcare professionals and healthcare organizations will digitalize the prescription of drugs and the assessment, diagnosis and treatment of patients. ♦



“Covid-19 creating compulsory licence and expropriation issues”



Interview with
ANA RITA PAÍNHO
partner, **SÉRVULO**

The rush to create a coronavirus vaccine is raising intellectual property issues concerning the relationship between the state and private individuals with respect to compulsory licence and expropriation for public utility, says SÉRVULO partner Ana Rita Paíño

LEADERS LEAGUE. What are currently the biggest opportunities for law firms in the area of intellectual property (IP)?

Ana Rita Paíño. With regard to IP, law firms are facing a turning point at this moment, mainly because of coronavirus. This specific condition has meant lawyers have to be permanently up-to-date with developments. The fact is that the pandemic crisis will be the cause of a lot of issues in relation to patents and trademarks. At this moment, in terms of litigation, deadlines have been suspended due to the pandemic, which means that law firms have been providing more consulting services related to intellectual works in the context of Covid-19 – for example, apps used for monitoring biological data. In the meantime, law firms have studied to be prepared for answering all questions related to patents and copyrights, such as compulsory licence and expropriation for public utility, which can reverse the whole dynamic of granting patents. It is fair to say that technology is helping law firms to maintain their activity, but, on the other hand, lawyers are having to face challenges, such as negotiating agreements via platforms such as Teams or Zoom.

What are currently the biggest IP challenges clients face?

As already mentioned, in the context of litigation, deadlines were suspended, which means that clients have less of a chance to speed up procedures. Although the deadlines with regard to the INPI [Portugal's national industrial property institute] are not suspended, there is no face-to-face service and the communication channel made available suffers from some congestion, which makes it difficult to clarify issues and doubts. Additionally, IP clients have,

naturally, experienced a drop in revenues, which can make difficult to hire lawyers and to pay a fee for the protection of your rights. In that context, clients will face financial obstacles to launching their products – however, the exception is clients in the pharmaceutical sector.

What impact has the coronavirus pandemic had on IP?

At the moment, the whole world is joining forces to discover a vaccine and create products such as ventilators. In pursuit of this goal, an increase in the filing of patents related to Covid-19 has been observed.

“Clients will face financial obstacles to launching their products, though the exception is clients in the pharmaceutical sector”

Another phenomenon affecting IP relates to companies that decide to grant access to their patents and other intellectual property rights for the fast development of medicines and equipment in the fight against the coronavirus. This goal is also raising questions about the relationship between the state and private individuals with respect to compulsory licence and expropriation for public utility, as already mentioned.

What will be the biggest trends in IP in the coming year?

The biggest trend in the coming year will be assignment of intellectual property rights in the name of science. This will involve a notable effort in which law firms will play an important role. ♦

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INFORMATION & REGISTRATION:

IP-related topics

Anney Wong Moi Sang

awongmoisang@leadersleague.com

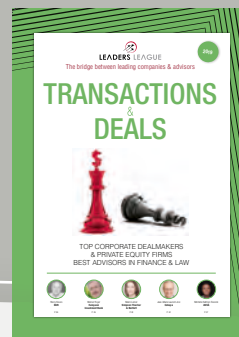
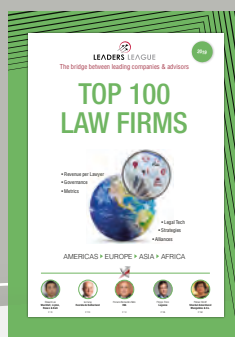
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Corporate-related topics

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“Now a brand’s capital is not just its image but its values”



Interview with

CHARLES TINÉ
CEO, SAFEBRANDS

Charles Tiné, Montréal-based founder and CEO of SafeBrands, discusses how startups that fail to protect their brand in advance will find it is a lot less valuable when they come to sell it, as well as highlighting the brand strategies of Prince Harry and Roger Federer.

LEADERS LEAGUE. SafeBrands was founded in 1997. How have your challenges changed over the years, and how have you overcome them?

Charles Tiné. The main challenge has been to continue to propose intelligent features very specifically targeted to the needs of those clients. That means being able to register domain names anywhere in the world in any alphabet and with any extension. That’s a big challenge: you don’t register a domain name in Kazakhstan as easily as a .com. In Bahrain, you need to have a notarized brand – you go to the consulate and get a stamp. Every country and extension has its own rules. The challenge for us is to be a one-stop shop for domain name registration – providing security across both IP and IT. There are probably around 10 companies in the world that can claim to be doing this.

The second challenge has been to come up with the technology to meet the needs of trademark managers. This has included monitoring products, to alert clients whenever there’s a new domain name that concerns their brand, registered anywhere in the world. It’s a mighty technical challenge: creating algorithms to monitor all the world’s domain names is pretty complicated.

The third challenge for us now is to deal with all the cybersecurity elements of domain names. There have been some attacks on DNS servers, and phishing. Everything to do with domain names is becoming important in the cybersecurity world. Aside from domain name registration and monitoring, we need to provide IP managers with products to secure their domain names.

What are the most notable recent trends and developments in the brand world?

One big evolution was brought about by the ICANN [Internet Corporation for Assigned Names and Numbers], created in 1998. It introduced the possibility of

creating new extensions such as .sport, .health, etc., in contrast with legacy extensions [.com, .org etc.] and country code extensions [.co.uk, .de etc.].

With this programme of new gTLDs [generic Top-Level Domains], corporations have been able to create their own extensions – .nokia, .canon etc. They have written the brand into the level of the .com extension. Probably in 2022-’23, there’ll be a new wave of these. We’ve working very extensively with big brands to create their brand-specific gTLDs. This will allow the corporations to fully integrate the management of their brand into the highest level of the internet globally. It’s a big evolution.

In the last five years, corporations have really had to internalise the importance of proper domain name management strategies. In the past, they were a bit defensive, employing low-risk strategies; more recently, they’ve been putting in place real domain-name strategies to defend their brand and their cybersecurity.

“Corporations have been defending their brand and cybersecurity through real domain-name strategies”

How are the needs of startups different from those of well-established multinationals?

When you create a company, you can say, “OK, I’m going to get my .com, and I’m going to sell my new products there.” That’s fine, and if you export to Canada, you’ll have to set up a .ca domain name. But in five years, do you want to be independent, or do you want to be bought out? When companies are purchased, there’s often due diligence about the quality of the brand. If you haven’t been thinking about protecting their brand in advance,

it'll be much less valuable – there could be cybersquatters, for instance. Large corporations are well-established and have had long-term strategies.

The big brands we serve have all been attacked; they've all been the victims of cybersquatting. Startups, meanwhile, haven't experienced this sort of harm. For them, the first stage of development is usually commercial and technical; they don't pay enough attention to the legal side. Their attention is almost entirely on their products. They don't automatically have the money to invest in protecting the brand, be it offline via the trademark itself or online via the domain name

Let's say I'm a new startup looking to manage, deploy and protect my brand, and register my domain name securely. Can you walk me through the stages of how you would handle this project?

If it's a start-up that's thinking about the product in advance, but has not yet branded it, we would love to get involved at such an early stage. We could then work with the trademark organisation to do an audit on the trademark. We'd look at how the brand is already being used in domain names and social networks. The first step is to not only verify the trademark, but to check if the domains are free. And that's just the .com – it might already exist under other extensions in other countries. The audit would help resolve this.

We might conclude that it'd be worth thinking about another brand altogether – the trademark might be free, but the domain name might be taken in some key countries. The domain name must be taken care of as soon as possible – it's easier for someone to register a domain name than a brand. You should think in this way even for a non-online service.

Who are your biggest competitors, how have they changed over the years, and how do you manage to differentiate your offering from theirs?

It's the big global companies – CSC, MarkMonitor and companies like that. Of course, they are big, have plenty of marketing money, are active everywhere, and have purchased various companies over the years, which have made them prominent in many local markets.

We're more like a boutique. We're less than 40 people; our clients are mostly francophone, in Europe and Canada, though we've also developed good bu-

ness in Asia, particularly Japan. But we operate a different kind of service.

If you look at certain high-level global brands, such as Sofitel, you know that you'll receive the same service in a Sofitel in Japan as in a Sofitel in London or New York. That's the CSC model, and I've got nothing bad to say about this global service. But we are like a boutique hotel: you'll always find the same staff. We know each of our clients well, personally; we have very longstanding relationships with them. Some of our clients have been with us for 15-20 years. Each client manager has a limited number of clients, and knows exactly what to do for them.

So we have the strength of the IT we've been investing in for the last 20 years, but we also have these longstanding personal relationships and flexibility. If a client is not happy, they don't have to call the head office to escalate it. They can just say, "I know the guy (or gal), we'll just discuss it." We just conducted a ten-day client satisfaction survey among our key accounts. The result: 93-96% satisfaction. It was like a Soviet election!

“2022 will see a new wave of top-level domains”

Celebrities, such as tennis player Andy Murray, often invest in brands rather than be sponsored by them. How has the nature of brands changed recently?

Brands have always been powerful, but now they are increasingly [entangled with] people. Take Prince Harry and his wife – they're marketing their brand now. Individuals have become brands; they bring value. Of course, a personal brand is in the service of getting the most lucrative contracts with product brands. Roger Federer makes money from a Rolex sponsorship, which in turn comes from the fact that he's been able to market his name as a brand. So it's a circle. And brands are increasingly investing in the community. The image of the brands is key, but now a brand's capital is not just its image, but its values. Millennials buy into brands for different reasons – because they're eco-responsible or otherwise ethical, for instance. In the past, a brand's value derived largely from the success of the image it conveyed – having a Rolex on your wrist, for instance. Now it's far more manifold. Is the car you're driving built by an environmentally responsible company, for instance? ♦

“FTOs are often forgotten or handled badly”



Interview with

JOÃO JORGE

Member of the Board (COO),

RCF - PROTECTING INNOVATION

There has been significant M&A activity in Portugal and, in this environment, it is vital that proper FTO analyses are carried out, says João Jorge of RCF - Protecting Innovation

LEADERS LEAGUE. What are currently the biggest opportunities for law firms in the area of intellectual property (IP)?

João Jorge. Awareness of the value of intellectual property in Portugal – in terms of it being one of the most important assets for companies – is growing significantly. In terms of trademarks, Portugal has one of the biggest filing rates in the EEA, with more than 21,000 new filings per year in the last three years. With regards to patents the numbers are very small but there is an increase in national filings (not reaching 1,000 new applications but increasing 14 per cent from the previous year). The same is happening with regard to filings of IP rights abroad both at EUIPO (1,916 filings) and EP (272

“Another challenge that may be present in the near future is the effect of unitary patents in the European Union if the system comes into force”

applications), which reveals a growth trend. With these numbers in mind, business internationalization is an area where IP advice plays a decisive role. This is achieved by supporting SMEs (99.9 per cent of all Portuguese companies are SMEs) in defining, prosecuting and advising on the management of IP rights. Another important area often forgotten or in many cases badly handled is FTO [freedom to operate] work, which is sometimes related to due diligence. Due to the small size of Portuguese companies – though they

are filled with innovative entrepreneurs – there is a very dynamic M&A environment. Among all the types of support that is needed, validity of rights analysis and proper FTOs are fundamental for these operations and should be carefully prepared.

What are currently the biggest IP challenges clients face?

There are no IP challenges that I would say are the “biggest” for Portuguese IP filers and owners. IP laws are in general harmonized within the EU and Portugal has transposed the trademark directive early. The need to keep an updated file with possible proofs of use, a practice that is well known abroad, may be the actual biggest challenge for organizations. Another current challenge is awareness of the existence of EUTMs [European Union trademarks] valid in Portugal and of the need to make the proper searches – including in the EUTM databases – before any commercial decision is made on the use of a new trademark.

Another challenge that may be present in the near future is the effect of unitary patents in the European Union if the system comes into force. It will lead to a dramatic increase in the potential for infringement as suddenly instead of having around 5,000 new EPs validated in Portugal, the new system will render a number near to the number of all granted patents, about 95,000. In 10 years (median life of a EP) it will mean the difference between 50,000 to 950,000 valid EPs in Portugal. The risk of infringement litigations will be much higher and proper advice will be needed at all steps of R&D and M&As.

What impact has the coronavirus pandemic had on IP?

In the years preceding the pandemic a rationalization of IP portfolios was already being undertaken by IP owners. The effect of Covid-19 on IP

was minor and was and mainly apparent during April and the beginning of May. It seems that the effect is now over and it is business as usual . Of course, the changes in the 'modus operandi' of society was a big challenge, specifically ensuring that everything in IP kept rolling and that distancing or virtual offices were not a factor. INPI [the Portuguese Institute of Industrial Property] was a source of assurance as it kept the office running via electronic means. From our perspective we are providing private and secured internet access to our clients whereby every document related to their rights – whether it is a filing order, a filing receipt, or any correspondence exchanged, or official documents and invoices – is quickly available. They can also, from anywhere in the world with an internet connection, have access to their IP rights status with information

being updated twice a day. This also contributed to the sense of normality.

What will be the biggest trends in IP in the coming year?

Portugal is a hub for technology companies. Tremendous technological developments are occurring in several areas like automotive and life sciences, as well as the integration of hardware and software in all areas of development, businesses and products. Artificial intelligence is being implemented and is impacting on everyday tasks. Everyone is keeping an eye on these developments. At our level, we will make every effort to be in close alignment with our customers by following the relevant technological developments, the general developments in their sectors of activity and by developing our internal processes to be able to act, help and respond promptly. ♦



“The impact of the coronavirus on IP will be huge”



Interview with

VITOR PALMELA FIDALGO
Legal Director,
INVENTA INTERNATIONAL

“Customers will seek to adapt the protection of intellectual property rights to the ongoing ‘industrial revolution’”

The Covid-19 pandemic has meant the patent system is now facing many challenges with critics claiming it is not fit for purpose in the current environment, says Inventa International’s Vitor Palmela Fidalgo

LEADERS LEAGUE. What do you see as being biggest opportunities for law firms in intellectual property at present? **Vitor Palmela Fidalgo.** I believe the main opportunity is to increasingly provide a value-added service to clients. The touchstone is no longer prosecution services alone. Prior and permanent advice on any strategy or conflict involving intellectual property rights is the most important consideration in this sector and, therefore, whoever manages to give this added value to customers will have more opportunities.

From the perspective of clients, what are currently the biggest IP challenges? I believe the issue concerning the principle of the territoriality of intellectual property rights and the international aspect of these rights remains one of the main challenges. Although the strategy may be global, we must not forget that it requires adaptation to each jurisdiction. The standardization carried out by the various international treaties is not enough to address the peculiarities of each legal system.

On the other hand, customers will seek to adapt the protection of intellectual property rights to the ongoing ‘industrial revolution’. The so-called ‘revolution 4.0’ refers to the technological advances of recent decades that have completely changed the way we live in society. This revolution is driven, substantially, by artificial intelligence and robotics, where several technologies stand out, such as big data, advanced analytics, cloud computing, blockchain and internet of things (IoT). Customers will look to see how to protect the different technologies that emerge in this environment.

What impact has the coronavirus pandemic had on the field of IP?

The impact is enormous and multifaceted. Firstly, this has been the case in terms of the financial availability of customers. With the economic crisis,

there will be fewer customers, and the availability of regular customers may be affected, with an impact on investment in the protection of intellectual property rights. In addition, there are numerous legal challenges. One of the most striking examples concerns challenges to the patent system. Several voices, in political terms, have been raised against the patent model, namely, the inadequacy of the system in the current environment. In addition there have been proposals for limiting patent rights in a variety of ways, whether by asking for public intervention with regard to taking the lead in the development of pharmaceutical products – thus ensuring their subsequent equitable and universal distribution – or by limiting the patent rights themselves. These proposals have come from both non-governmental organizations and from the charter signed by the European Alliance for Responsible Research and Development and Accessible Medicines – signed by 62 organizations – which is addressed to the institutions of the European Union. In addition, proposals have come from politicians, such as the charter – signed by 40 members of the European Parliament – addressed to the president of the European Commission, Ursula von der Leyen, and European Commissioners Mariya Gabriel and Stella Kyriakidou. On the other hand, the application of compulsory licenses has been discussed so that certain medical-pharmaceutical products can be accessible to the public and thus protect public health. So the impact of new Coronavirus will definitely be huge.

What will be the biggest trends in IP in the coming year?

I think the fight against Covid-19 will dominate the intellectual property agenda in the coming year. It is inevitable as it affects all aspects of the intellectual property system. ♦



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Founded in Paris in 1997, Leyton has grown into an international consulting firm dedicated to improving the overall performance of organizations. Thanks to our unique methods and our know-how capitalized over many years, companies can benefit from additional sources of financing while remaining focused on their core business. Contributing to the growth of our customers is our group's commitment on a daily basis.

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POSITIONING

SafeBrands, ICANN registrar established in 1997, is a global leader and one stop shop in corporate domain name services, internet monitoring, DNS security and digital brand threat management.

Active member of the INTA and ICANN community, SafeBrands serves worldwide corporations, as well as law firms through a specific partnership program.

SafeBrands is one of the very rare ICANN registrars that can register and manage domains in all extensions worldwide, gTLDs, ccTLDs or new-gTLDs, without exception.

A global internet monitoring tool, based on algorithms fully developed by SafeBrands R&D teams, collect millions of data every day. This analytic SaaS platform, available in white label, provides monitoring results and dashboards on potential brands' online infringement cases, which an in-house team of IP experts can analyze and resolve.

SafeBrands' strategic consulting team has been accompanying major European corporations since 2008 for the filing and management of their dotbrand/corptld projects, and offers a 360° service for the forthcoming second round due in 2022/23.

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- Montréal

BUSINESS

Domain names

- Registration management in all TLDs
- NewgTLDs
- Portfolio rationalization and optimization
- Domain name audit
- Trademark Clearinghouse

Consultancy

- Domain name strategy
- CorpTLDs/dotBrands consulting
- DNS optimization

Monitoring

- Domain Names
- Social networks
- Web content
- Results analysis
- White label online management portal

Domain recovery and take downs

- UDRP
- Local procedures
- Transactions / Pre-litigation
- Domain purchase negotiations
- Domain appraisal

DNS Security – SSL

- DNS Advanced solutions
- DNS security
- DNS audit
- SSL Certificates

Hosting

- Shared hosting
- Private Cloud
- Public Cloud IaaS, Paas, SaaS
- Mail services
- Colocation
- Managed services
- Application-Based Solutions

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Have you come up with a revolutionary idea for an app, did you develop a groundbreaking method to trace a virus, or are you planning to take over the world with your latest brand?

Whether you're a budding entrepreneur or part of a multinational enterprise, De Clercq & Partners is excited to assist you with strategic, technical and legal advice to optimally protect and monetize your intellectual property. We are also able to handle the practical side of IP, such as drawing up contracts or the prosecution of patents, trademarks and designs.

With our trustworthy team of over 40 experienced professionals, we have built a strong reputation in i.a. life sciences, biotechnology, software and AI, and engineering. On top of that, our colleagues have the necessary know-how to serve the more creative industries as well, such as design, computer animation and marketing.

Interested in working together? Contact us for more information!

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

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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

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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 aworking 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

- Munich
- London
- Düsseldorf
- Hamburg
- Milan
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- Amsterdam
- Barcelona

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“Regarding the UPCA, we keep preparing for the new system, for which we have just the right structure, i.e. with our growing number of offices across Europe.”



Interview with

THOMAS BECHER,
German and European Patent Attorney
Partner, **HOFFMANN EITLÉ**

Leaders League. What for you were the main events in IP this year?

T. B. If we focus on “my” jurisdictions, I would like to highlight developments at the EPO which I find notable and touch upon pending legislation intending to revise the German Patent Act, before turning to the event which has probably received most of the media attention, the German Federal Constitutional Court (FCC) issuing its long-awaited opinion on the compliance of the UPCA with the German constitution.

At the EPO, computer implemented inventions were again in focus as the wave of artificial intelligence has arrived in practice. Two patent applications, not handled by our firm, with “DABUS, an invention autonomously generated by an

artificial intelligence” as the designated inventor, were refused by the EPO because the applications designated a machine as the inventor. Appeals are pending, we are waiting to see how this will unfold.

Something that has unfolded already is the succession of “Tomatoes” “Broccoli” and “Pepper”. In G3/19 “Pepper”, the enlarged board has set aside precedence (G2/12, G3/12) and found that the non-eligibility of essentially biological processes for the production of plants or animals impacts the allowability of product and product-by-process claims directed to plants, plant material or animals. If the claimed product is exclusively obtained by means of an essentially biological process or if the claimed process features define an essentially biological process, these will no longer be eligible. Meanwhile, the German automotive industry, fearing to be enjoined from selling cars because of their smartphone-like connectivity infringing IP, is pushing for a revision of the German Patent Act which would do away with the statutory right to an injunction. Corresponding drafts have issued.

Turning now to the most prominent event, the FCC decided that the act of approving Germany’s accession to the UPCA violates constitutional right for democratic participation because it was not approved by a (constitutionally required) majority of two thirds of the MPs. The immediate effect of the ruling may be limited – the UPC agreement would in its current form most probably not have taken effect anyhow after the UK has indicated that it will not participate. However, the substantive issues not (yet)

decided by the FCC cause a significant uncertainty for the future success of the project. In particular, the FCC explicitly left it open whether the primacy of EU law over national law is reconcilable with the constitution. Consequently, a new complaint can be expected and may block Germany’s accession even if the UPCA is, as planned, re-negotiated and re-ratified.

How do you assess the impact these developments have on your business?

The EPO developments I find to be a normal evolution of the law that we need to help shape and keep up-to-date with. This is part of our daily business. Conversely, the proposed legislation revising our Patent Act causes me more concerns in the medium to long term perspective. I am afraid that Germany will become less attractive for litigants if they can no longer be certain to win the leverage of an injunction, so that patent litigation in Germany would no longer be as frequent. If this were indeed become reality, I would expect that practice in patent firms will shift towards the prosecution and opposition side. Fortunately, these parts have traditionally been strengths of Hoffmann Eitle.

Regarding the UPCA, we keep preparing for the new system, for which we have just the right structure, i.e. with our growing number of offices across Europe. We just opened in Barcelona, for example. We are cautiously optimistic that the UPC will be put into operation in the foreseeable future in spite of all the hurdles. ♦

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PATENT AGENCIES

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POSITIONING

Established in 1879, STUDIO TORTA is a leading European IP firm now operating as a joint-stock company with 56 practitioners, 37 of whom are partners.

The long-standing legal experience of our senior partners is complemented by the expertise of talented junior partners on emerging technologies, with a view to meeting the needs of a constantly evolving market with exceptional standards of efficiency and competence.

First we listen and then we propose solutions, for the construction of true value.

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BUSINESS

Patents

- Drafting, filing and prosecution of patent applications worldwide
- Designs and utility models
- Validity and freedom-to-operate opinions
- Patent searches
- Patent surveillance
- Patent enforcement

Trademarks

- Availability searches and opinions
- Filing and prosecution of trademarks worldwide
- Trademark enforcement
- Trademark surveillance

Other services

- Software protection and enforcement
- Copyright protection and enforcement
- Domain names protection and enforcement
- Contracts
- Evaluation of IP rights
- Education and Training



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Technology, team organization and resiliency are our tools for constant improvement and growth



Interview with

LUIGI FRANZOLIN
partner, **STUDIO TORTA**

Leaders League. How is Studio Torta positioned in the market?

Luigi Franzolin. We are leaders in the Italian market in patent and design filing and prosecution.

In 2019 we had 714 EP applications published (versus less than 600 by the second Italian IP firm), and 690 EP patents granted (versus 450 of the second Italian IP firm). This tells a lot not only in terms of competitive positioning on the market, but also in terms of success rate: while there is obviously no direct correlation between the number of patent applications published and granted in the same year, the ratio between these two figures can be considered a significant performance index.

While our business model is solidly based on domestic clients, we are working hard to expand our market share in representing overseas clients before the EPO and the EUIPO. 2019 was our best year ever for incoming work from overseas clients.

Times have never been so difficult worldwide for many decades. But technology, team organization and resiliency are our tools for constant improvement

and growth.

Can artificial intelligence be protected by patents?

Referring to the EPO, the short answer is yes, but certain limitations apply.

The EPO explicitly states that AI is patentable, and specifically that it will examine AI applications under the EPO's existing approach to computer-implemented inventions (CIIs). The existing approach for CIIs is stable and predictable, and we can conclude that claims directed to a specific technical implementation are patentable as long as the AI algorithm is specifically adapted for that implementation, or the AI design is motivated by technical considerations of the internal functioning of a computer.

For the AI algorithm to contribute to the technical character of the invention, only those features in the claim that serve a technical purpose contribute to the inventive step; the non-technical features (such as purely abstract mathematical methods) do not.

Therefore, to be patentable under the current approach, the claims need to be functionally limited to the technical purpose, for example by linking AI method steps to the purpose via inputs and outputs, or by obtaining results that are of a technical relevance.

What changes in patent law in Italy have recently been introduced?

An important change in the Italian patent law is that direct national entry for the grant of an Italian patent or utility model will be possible for International (PCT) applications filed as of 1st July 2020. The term for entry will be 30 months as of the international filing date or priority date.

IT national entry requires filing a request and an Italian translation of the full text of the international application as published, including the description, claims,

abstract and drawings, along with possible art. 19 or art. 34 amendments, or new amendments at national entry according to art. 41 PCT.

Filing documents in a language other than Italian is not admitted. However, the Italian translation can be filed within a non-extendable term of two months as of the date of filing of the request for entry.

Excess claims fees are due for the number of the claims on which national entry is based exceeding 10.

What are the latest developments regarding the unitary patent court? Will 2020 finally be the year we see its doors open?

Two important recent events have changed the existing scenario.

Firstly, Brexit finally happened, and the UK Government expressed the view that it no longer intends that the UK participates in the UPC system. Should this actually be the final outcome, it would inevitably bring about a substantial delay in the start of the system, at least because an alternative seat to London shall be established.

Secondly, a long-awaited decision by the German Constitutional Court declared the UPC approval law void since it was not voted by the German Federal Parliament with the prescribed quorum. While this decision rejected all other grounds of the complaint, and the route to overcome the present decision appears to be quite clear, this is another reason for delay.

If we add to these issues the major impact that the Covid-19 emergency is having on the economy and the government priorities, I would be very surprised to see the UPC opening its doors this year. ♦

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**Federico Augusto
Aulmann**



**Juan Martin
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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

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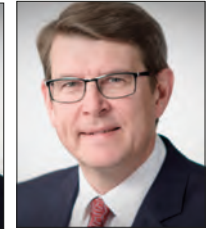
Jan Ravelingien



Philippe Laurent



Klaus Heinemann



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. The firm is member of several specialized international networks and we are used to assist clients from abroad. All our lawyers are fluent in English, French and Dutch, and the firm also works in German and Spanish.

Intellectual Property and Information Technology

Our IP and IT lawyers are active in all matters related to the protection of creative works. We have extensive experience regarding all IP rights (copyright, trademark and patent, databases, models and de-signs) as well as trade secrets, and we act for clients in all sectors of activities. We also advise clients on all kinds of IT agreements, including outsourcing and technology licensing. MVVP deals on a regular basis with cloud computing, artificial intelligence, open source matters, as well as gaming and gambling. We have different partnerships with regional IT clusters gathering avant-garde SMEs, which keeps us fresh and at the cutting edge of innovation. We have recently assisted various clients in the health sector for various IT-outsourcing agreements, as well in a case of cryptoblock ransomware and subsequent liability issues.

Our team is also very active in data protection since many years; we advise clients on all issues related to data processing, and assist them in all regulatory and contractual matters.

Entertainment, Media and Marketing

We are recognized for our extensive experience and our outstanding practice in the entertainment sector, in the media sector and in the advertising sector.

In the entertainment and media sectors, we assist broadcasters, online publishers, authors and journalists, (film and other types of TV-shows) production companies, (film) streaming platforms, as well as music publishers, record companies, artists and celebrities, comic strips publishers and authors, collecting societies, and various professional associations in these sectors and their members. We assist our clients on all matters regarding their activities, including co-production agreements, agreements with talents, tax-shelter questions, etc.

In the advertising and marketing sector, our firm acts for advertising agencies and service providers, but also for brand owners. We assist our clients in all matters, including negotiations of agency agreements, clearing of campaigns and competitions, copyright clearances discussions, trademark discussions, GDPR related questions, as well as corporate and employment law matters.

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

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Martha Landívar

POSITIONING

Established by Gaston Landívar 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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**Ramiro Moreno
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**Rodrigo Moreno
Gutiérrez**

POSITIONING

Gabriel Patent & Trademark Office is the Intellectual Property office of **Moreno Baldivieso Estudio de Abogados**, a full-service law firm located in Bolivia with more than 87 years of experience in Intellectual Property. Today, our firm is considered the largest law firm in the country, having offices in 4 major cities in Bolivia.

Knowledge is frequently the difference between success and failure in the Bolivian market, understanding the local market and local legal procedures is one of the core elements of our firm. Nonetheless, our work involves actively examining and adapting to the ever-changing provisions that govern IP rights globally. Having an understanding of the global and local legal norms and regulations is paramount, our team centers on having GLOCAL mindset.

Our team is trusted with acquiring and maintaining intellectual property rights for our clients, their compliance and defending them in the event of oppositions and infringement. Our team specializes in providing legal advice, strategic branding approaches, portfolio management, trademark enforcement and providing a mechanism for handling infringement, piracy, and unauthorized use.

Our firm's platform is designed around a cross-functional group of attorneys, patent agents, and other professionals, aimed to care for all of our clients' intellectual property needs. Our attorneys handle the most complex Intellectual Property issues facing a large array of companies in a variety of industries; food and beverage, sports and entertainment, mining, medical devices, pharmaceutical, chemical, software, and a variety of other high tech industries. We specialize in providing strategic intellectual property and technology solutions for clients from more than 70 countries worldwide.

We're a cutting edge practice with home grown values. At our firm, we get to know each and every one of the persons we work with. We practice full disclosure and price transparency; when prices become clearer to everyone involved, the value of our service also comes into sharper focus. We still believe in the bond created by a hand shake and the commitment we forge with the people we work with.

BUSINESS

Founded in 1931, MORENO BALDIVIESO is the Bolivian law firm that has received the most international recognition, attributable to the quality of the specialized counsel it provides to national and foreign clients in the different areas of corporate law.

We boast a multidisciplinary team of 41 lawyers, recognized in Bolivia, holding national and international degrees, with post graduate studies from some of the most prestigious universities around the world. Our team of professionals is fluent in Spanish, English, French, German and Portuguese.

Our expertise has provided us with the opportunity to take part in the most important and complex business operations conducted in the Bolivian market. We are proud to represent multinational companies, international organizations as well as local companies, in the successful development of their projects. A diverse range of legal rankings support our professional trajectory and have widely recognized our leading position in the legal sector of the country.

- Arbitration
- Administrative and Regulatory
- Agro-Industry
- Banking and Finance
- International Trade
- Construction and Engineering
- Corporate and M&A
- Energy
- Labor and Social Security
- Environmental
- Capital Market
- Mining
- Insurance
- Telecommunications
- Tax

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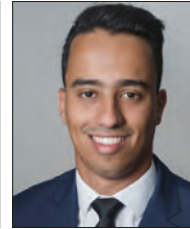
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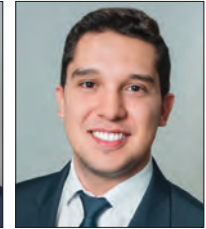
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Gabriel Moreira

POSITIONING

We are a Law office working paperless for 10 years. We believe in the efficient use of technology to enhance our services and deliver the best experience to our customers efficiently and quickly. Our team is trained to optimize our work, improve our communication and coordination, so that together we evolve in the best way possible.

Our work is absolutely collaborative and focused on the demands of Information Technology, subdivided into several types of demands and consulting, such as legal incidents online, like reputational crisis, cybercrimes, data protection, intellectual property, compliance and electoral law, among others. These areas, although related to others from traditional law, need specialized attention from those who know technology and know how to work with it, which is the service we provide.

All of our employees are trained in Information Technology Law with a broad knowledge of the legal implications of this issues and are continuously trained to deliver an innovative, efficient and grounded service that is aligned with the latest technological and legislative innovations.

The professional experience of our founding partner, Alexandre Atheniense, who has studied the field for over 30 years, is the key to achieving this dynamism. Our firm was one of the pioneers in the area and has thus established a robust presence in Brazil. We focus our efforts on making a difference with regards to legal practice, productivity and providing excellence in the services that have always set us apart.

BUSINESS

- Data Protection and Cybersecurity
- Liability of Internet Service Providers
- Information Security
- Corporate Consulting
- E-commerce
- Digital Reputation
- Arbitration
- Banks and Cryptocoins
- Training in Information Technology Law
- Technology contracts
- Cybercrimes
- Digital Electoral Law
- Digital Documents and signatures
- Digital Corporate Governance
- Digital Marketing – Compliance
- Online Business and Startups
- Digital forensics
- Intellectual Property

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Alexandre Chwartzmann

POSITIONING

Baptista Luz has built a solid track record performing strategic work alongside with companies that lead innovative markets. We excel in providing legal solutions to the challenging business models of our clients, being on a cutting-edge position when it comes to strategic technology transactions, combining our deep understanding of the sector and our accredited status in the techlaw field. We deliver intelligent business-oriented solutions gathering our wide knowledge in collateral practices such as corporate and tax law.

With one of the most experienced teams in Data Protection in Brazil, Baptista Luz has proved its excellence in this area for a dozen of public and large multinational companies that trusted our expertise in the challenges related with the GDPR and the new Brazilian Data Protection Law. We have also been acknowledged as trailblazers by the International Association of Privacy Professionals (IAPP).

As law practitioners for some of the most prominent Brazilian “unicorns”, we also support forefront accelerators and business associations. Moreover, we share our entrepreneurial spirit by enabling new solutions to thrive with our in-house Innovation Team, and developing “Espaço Startup”, a free online portal aiming to help with legal challenges. Furthermore, our associate partners hold influential roles in innovation and technological related associations, such as the federal government’s Interministerial Committee for Digital Transformation and the the International Association of Privacy Professionals.

Finally, Baptista Luz is a prominent influence in the media & entertainment sector. We are legal advisors to the Interactive Advertising Bureau in Brazil, working with some of the digital media giants. This expertise allows us to combine our intellectual property, contracts, data protection and regulatory experience in a wide array of issues, including programmatic media buying, mobile marketing, social media, search engine marketing, in-app and in-gaming advertising and user generated content platforms, among others.

BUSINESS

- Tech & IP Transactions
- Data Protection
- Startups, Innovation & Venture Capital
- Media & Advertising

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Marcelo Camargo

POSITIONING

Bhering Advogados was founded in 1978 and operates in all fields of Intellectual Property and related matters, including trademarks, patents, industrial designs, copyright and neighboring rights, information technology law, enforcement against counterfeiting and unfair competition, licensing, transfer of technology and IP litigation.

Our firm mainly represents multinational corporations, particularly companies based in the U.S.A, Europe and Asia, and their Brazilian subsidiaries, belonging to a variety of industry segments. We are among the very few IP firms in Brazil with branch offices and a strategic presence in the Brazilian territory. Our main office is located in Rio de Janeiro, close to the INPI national headquarters, and our branch offices are in São Paulo (a major financial and industrial region) and in Curitiba (southern region with heavy concentration of large companies and industries in general). Thus, we represent a large number of national large and medium-sized companies as well.

Since its establishment, the firm has been engaged in the constant evolution of intellectual property in the international arena. Its policy of providing personalised assistance to its clients has been important to the growth of the firm.

Additionally, the firm encourages and finances the education and technical improvement of its professionals abroad. Foreign academic background and the annual participation in national and international congresses contribute to keeping the professionals updated with international law and practice.

BUSINESS

- Patents and industrial designs
- Trademarks
- Copyright and neighbouring rights
- Geographical indications
- Licensing and technology transfer
- Enforcement against unfair competition and counterfeiting
- Information technology
- Software
- Entertainment and advertising
- IP Litigation

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Danniell Barbosa Rodrigues



Gustavo Que devez



Leonardo Carvalho



José Artur Storani Gilurzo



Fernando Rosas



Beatriz Cloud



Christian Domenico de Luca



Otávio Carvalho de Barros



Karina Gagliardi

POSITIONING

BVA - Barreto Veiga e Advogados is a Brazilian law firm specialized in Corporate Law, Intellectual Property and Information Technology, with straight ties with the technology, internet and digital services industry.

The clients list includes foreign and national companies listed in Fortune's 500, NYSE, Nasdaq and iBovespa (the Brazilian stock exchange), as well many others companies from over 50 countries.

BVA also assists associate law firms doing business for their clients in Brazil, as well national companies doing business abroad, mostly in Europe, Americas and Asia.

The firm is well-known by its **legal services that provides clear and objective solutions, focused in 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's team comprised by **experienced, talented, creative and diligent** professionals (lawyers, consultants, attorneys and engineers) distributed between their offices in São Paulo and Rio de Janeiro.

BUSINESS

- Corporate Law
- Contracts
- Intellectual Property
- M&A
- Labor and Employment
- Tax
- Startups and Digital Services
- IT & New Technologies
- Data Protection
- Advertising, Entertainment and Gaming Law

OFFICES

• **São Paulo Office**
Rua Fidêncio Ramos,
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• **Rio de Janeiro Office**
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LAW FIRMS

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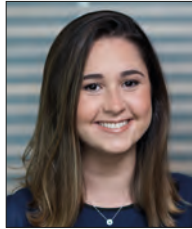
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Paula Mena Barreto



**Manoela Quintas
Esteves**



Thaissa Lencastre

POSITIONING

Our office has a specialized team in intellectual property and data protection subject matters, including: (i) trademarks, patents and industrial design prosecution and litigation; (ii) copyrights and software protection, enforcement and related agreements; (iii) life science; (iv) data protection and privacy, as well as; (v) digital and entertainment law. We are able to provide effective legal support to meet the needs of our clients who want to invest - both in Brazil and abroad.

We are always working on the protection and exclusivity rights of intellectual property assets, as well as on the adoption of measures against infringements and transactional matters.

In regard to the transaction practice, we provide assistance related the negotiation, drafting and registration of transfer of technology, trademarks, copyrights, trade secrets, software, franchise, patent and industrial design related agreements, offering our clients a broad view and adoption of effective measures in other related areas such as tax, corporate and regulatory.

Also, due to the current development of the data protection scenario in Brazil and growing commercial value of personal data collected by businesses, we assist clients to adopt compliance policies regarding the collection, storage, sharing and import/export of data based on the new Brazilian law.

Our team also has extensive experience conducting due diligence procedures and valuation of assets on mergers and acquisitions transactions.

BUSINESS

We offer a broad range of business legal services, with emphasis on the following practice areas:

- Antidumping and Antitrust
- Banking, Finance and Infrastructure
- Commercial Contracts
- White Collar, Compliance and Investigation
- Corporate, M&A and Capital Markets
- Employment, Pensions and Benefits
- Energy and Natural Resources
- Environmental
- Intellectual Property and Data Protection
- Insurance and Reinsurance
- Litigation
- Life Science
- Arbitration
- Private Wealth
- Real Estate
- Regulatory and
- Public Law
- Insolvency and Restructuring
- Sports and Entertainment
- Tax

OFFICES

- Rio de Janeiro
- São Paulo
- New York

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André Oliveira



Carina Rodrigues



Isabella Cardozo



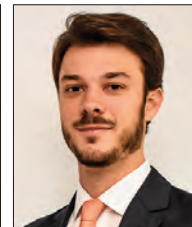
Luis Fernando Prado



Rana Gosain



Ricardo Nunes



Robert Daniel-Shores

POSITIONING

Tradition and Innovation in Intellectual Property

At Daniel Law, the commitment to our clients is the cornerstone of everything we do, especially when it comes to helping to protect one of their most powerful business tools — their intellectual property.

For 60 years, we have built relationships based on strong ethical values, legal expertise and the insight needed to anticipate and proactively act on opportunities for our clients. Recognized as one of the top Intellectual Property law firms in Brazil, we are an exciting, forward-thinking organization that understands how innovation and creativity influence businesses today.

We have trusted relationships with some of the world's most dynamic companies, serving as an extension of their legal and R&D departments to help them build, leverage and protect their intellectual property assets. With a deep understanding of Brazil's complex legal and regulatory environment, we work closely with our clients to design tailor-made and proactive legal solutions that fit their unique goals, business considerations and resources.

We speak the language of Innovation

We are a collaborative team of nearly 200 partners, attorneys, engineers and other professionals. Our attorneys and engineers are technical experts who combine advanced degrees with years of industry experience in disciplines such as engineering, physics, computer science, biology, materials science and chemistry.

This enables us to provide strategic guidance on the development, use and enforcement of our clients IP portfolios, advise them on critical risks, recommend strategies for asserting their IP rights, and even provide analysis related to the IP assets of your key competitors. It also allows us to explain complex science and technology should we need to present their case before the Brazilian Patent and Trademark Office (BPTO) or a judge on their behalf.

Our Commitment to Diversity and Inclusion

We are proud to be the largest woman-owned and woman-led law firm in Latin America and to be certified as a Women-Owned Business by WEConnect International, guaranteeing that our firm meets the universal standards for Women's Business Enterprises (WBEs).

At Daniel Law we support inclusion and diversity in our workplace and beyond. Daniel Plural came to put into practice the whole concept of equality that we want to see in the world, applied to our corporate environment. Our inclusion program is designed to recruit and retain the best candidates, seeking talented individuals from a variety of backgrounds, worldviews, and life circumstances. In addition to creating a corporate culture of inclusion, we are trying to expand these opportunities for others by working locally to close the educational gaps that prevent diverse candidates from reaching our organization in the first place. Our diversity program is designed to enhance the level of diversity in our supply chain, ensuring that Daniel Law is an active participant in and contributor to this important movement. Both of these initiatives have visibility at the highest level of our leadership. Our aim with these programs is not only to create a mosaic of perspectives for our firm and our clients, but also to have an impact that goes beyond our organization.

BUSINESS

- Strategic prosecution and protection of trademarks
- Licensing & Commercial Transactions
- Brand Protection & Anticounterfeiting
- Enforcement programs
- Digital Law, Privacy and Data Protection
- Patent Prosecution and Litigation
- Industrial Design
- Engineering
- Software, Telecom & Electronics
- Oil & Gas
- Life Sciences & Chemical
- Pharmaceuticals
- Consumer Goods

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David do Nascimento



Marcello do Nascimento



Ricardo do Nascimento

POSITIONING

The philosophy of work within the principles of ethics, transparency and the search for the best results for the client have always been part of the office routine, since its foundation in January 1970.

Its structure is formed by a team of 90 professionals, including lawyers, patent engineers and industrial property agents, as well as a staff specializing in anti-counterfeiting measures. Prosecution and litigation matters are also our specialty.

In order to keep ourselves updated with our clients' evolution and meet new requirements and demands in the Intellectual Property area, the office constantly invests in internal development through constant participation in seminars, courses and conferences in Brazil and abroad.

The international operations of David do Nascimento office began in the 80's, after opening of the Brazilian market, which resulted in expansion of IP rights protection in our country by multinational clients. It is also very important to highlight the active participation of the office in the main international events in the IP Associations from various countries and in global rankings, such as Chambers, Legal 500, IP Stars, and the Brazilian Law Directory, among others.

The outlook is for consistent and continuous growth and, in this scenario, we are ready to meet the new demands of the market with a focused work on the client and recognized competence in national and international level.

BUSINESS

- Trademarks
- Patents and Industrial Designs
- Franchising and Technology Transfer
- Copyrights
- Digital Law
- Litigation
- Enforcement
- Fashion Law



DN David do Nascimento



Daviddonascimentooficial



DN David do Nascimento



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Gabriel Di Blasi



**Paulo Parente Marques
Mendes**

POSITIONING

Di Blasi, Parente & Associados is a Brazilian intellectual property business law firm headed by partners Gabriel Di Blasi and Paulo Parente Marques Mendes. They have been providing legal services together to both domestic and foreign clients since 1987.

They have built a team of lawyers and professionals – experts in their fields, serving clients in an array of industries, with specialized experience in all segments, such as aerospace, pharmaceutical, energy, chemical, mechanics, food & beverage, biotechnology, steel, automotive, electronics, electrical, oil and gas, sports & entertainment, telecommunications and information technology, among others.

The Firm operates in all areas of intellectual property in Brazil and provides related legal services in business law, contracts, regulatory law, antitrust law, unfair competition, technology transfer, franchising, consumer rights and corporate law, including their implications on tax and foreign exchange control laws.

With solid patent and trade mark prosecution teams and a proven legal department to defend and protect clients' intellectual property rights, including litigation solutions, Di Blasi, Parente & Associados is committed to exceeding client expectations and delivering world class service.

PRACTICE AREAS

- Industrial Property
- trademark
- Patent
- Software
- Competition Law
- Franchising
- Dispute Resolution
- Government Relations & Public Affairs
- Digital Law & Data Privacy
- Entertainment, Media & Sports
- Fashion Law
- Business Contracts
- Compliance
- Regulatory

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Thomas Felsberg



Clarissa Luz



Claudia Maniaci



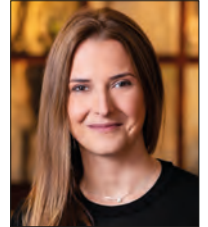
Diego Vieira



Evy Marques



João Carlos Mendonça



Maria Carolina Guazzelli

POSITIONING

Both eyes on the present with the future in sight

Felsberg Advogados is a full-service law firm with experience in sophisticated and complex business transactions. In addition to our market leading restructuring and insolvency practice, we advise both national and international clients in the principal areas of corporate and M&A, dispute resolution, tax, banking and finance, and labor and employment.

Founded in 1970, we are considered one of the most prominent and innovative Brazilian law firms. Our partners developed the Bankruptcy/Restructuring & Insolvency, Project Finance, Aviation Finance and Venture Capital practices in Brazil.

In addition to continually improving the firm's core practices, we have expanded our capabilities to meet new demands of the market, particularly in compliance, white-collar crime, data protection and technology, intellectual property, gaming law, and environment and sustainability.

PRO BONO: We are committed to encouraging social, cultural and educational projects. Among those we support are Vaga Lume (creating and maintaining libraries in the Amazon), Americas Amigas (fighting breast cancer among lower-income women in Brazil), APAQ (treatment of burns victims), and Fashion Revolution (global movement for transparency in the fashion industry's supply chain). Over the last two years, our legal professionals provided more than 500 pro bono hours.

INCLUSION & DIVERSITY: We focus on selecting and rewarding the best minds, regardless of gender, color, social class, sexual or religious orientation. Respect for diversity is reflected in our values. Among our partners, 50% are women, and within our office as a whole, 57% are women.

Transformation is our business.

International work

The firm's international profile is reinforced by its membership in two of the world's leading law firm networks – Meritas and Legalink. Our regional desks provide dedicated support to regional companies – especially European and Asian. Within our team are professionals fluent in English, German, French, Italian, Mandarin and Spanish.



Miriam Machado



BUSINESS

- Agribusiness
- Antitrust
- Aviation
- Banking and Finance
- Commercial
- Compliance
- Consumer Relations
- Corporate & M&A
- Data Protection & Technology
- Dispute Resolution
- Environment, Sustainability & Waste
- Fashion
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor & Employment
- Life Sciences
- Maritime
- Privatization
- Public & Regulatory
- Publicity, Propaganda & Media
- Real Estate
- Restructuring & Insolvency
- Sanitation
- Sports and Entertainment
- Tax
- Telecommunications
- White-Collar Crime & Corporate Investigations
- Telecommunications
- White-Collar Crime & Corporate Investigations
- Telecommunications
- White-Collar Crime & Corporate Investigations



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José Roberto Gusmão



Jacques Labrunie



**Laetitia Maria Alice
Pablo d'Hanens**



João Vieira da Cunha

POSITIONING

Gusmão & Labrunie is one of Brazil's leading IP Firms, providing legal and technical services of the highest quality in a wide range of issues regarding Intellectual Property and related areas, such as patents, trademarks, domain names, designs, copyright, unfair competition, trade secrets, sports, media & entertainment, privacy & data protection, information technology, advertising and legal marketing, among others.

A multidisciplinary team of 120 talented professionals deals with all these matters, not only providing consultancy, but also representing national and international clients in relevant litigation disputes and arbitration cases. The Firm also has a strong prosecution team, serving clients from all industry segments, such as oil and gas, energy, chemical, food & beverages, pharmaceutical, biotechnology, consumer goods, automotive, electronics, telecommunications and information technology.

BUSINESS

- Brazilian Biodiversity
- Litigation, Mediation and Arbitration
- Agreements: Technology transfer, licenses and assignments
- Plant Varieties – Cultivars
- Industrial Design
- Copyright
- Law and Technology
- Franchises
- Entertainment, Media and Sport
- Fashion Law
- Legal Marketing
- Innovation Law
- Trademarks
- Patents
- Trade Secrets and Confidential Information
- Software

SECTEURS

- Agribusiness
- Automotive
- Biosimilars
- Biotechnology
- Pharmaceuticals
- Energy
- Electrics / Electronics
- Sports and Fitness
- Luxury
- Fashion
- Oil and Gas
- Consumer Products
- Chemistry
- Telecom

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Elisabeth Kasznar
Patent and Trademark
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**Claudio Roberto
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Nancy Caigawa
Trademark and
Copyright SP



Gabriel Leonardos
Patent and Trademark
Litigation SP



Rafael Lacaz Amaral
Patent and Trademark
Litigation RJ



Anderson Ribeiro
Regulatory and Patent
Litigation SP



Fernanda Magalhães
Media, Sports &
Entertainment RJ



João Luis Vianna
Patent Prosecution for
Life Sciences RJ



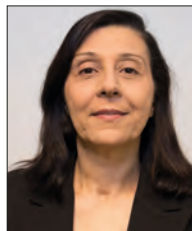
Tatiana Silveira
Patent Prosecution RJ



Gustavo Barbosa
Patent Prosecution RJ



Eduardo Rosman
Patent Prosecution RJ



Liz Starling
Trademark Prosecution RJ



Filipe Leonardos
Trademark Prosecution RJ

POSITIONING

Specialised in the management of intellectual assets, we are 22 partners, more than 250 employees and have correspondents in every state in Brazil, as well as having a broad network of international partners. Our team is made up of highly-qualified practitioners to serve our clients, among them multinational companies from all industry segments, such as oil and gas, energy, chemical, food, pharmaceutical, biotechnology, steel, aerospace, automotive, electronics, telecommunications and information technology.

Our firm is recognised for experience and excellence in the provision of services in all areas of Intellectual Property (IP). We act as legal advisors on contractual matters, as industrial property agents with BPTO and as lawyers, arbitrators and mediators in litigation and extrajudicial dispute resolution.

We offer Brazilian and foreign companies services in all areas related to IP, such as trademarks, domain names, patents, copyright, geographical indications, digital law, unfair competition, trade secrets and confidential information, litigation and dispute resolution, advertising law, combating piracy, industrial designs, technology transfer, franchising and licensing, regulatory law in the area of health [and hygiene] and protection of plant varieties.

With almost a century of experience we accompany the growth of Intellectual Property activities in our country, which gives our expertise an advantage in the practice of this area of Law.

BUSINESS

- Trademarks
- Patents
- Industrial Design
- Marketing & Entertainment
- Copyrights
- Geographical Indications
- Unfair Competition
- Plant Varieties
- Regulatory Law in the Health Area
- Biodiversity
- License compliance & Anti-piracy
- Digital Law and Personal Information
- Sport Law
- Life Sciences
- Technology Transfer, Licensing and Franchising
- Trade Secrets and Protection of Confidential Information
- Data Protection

OFFICES

- **Rio de Janeiro:** Rua Teófilo Otoni, 63, 5th to 7th floors, 20090-080, T. +55(21) 2113.1919, F. +55(21)2113.1920
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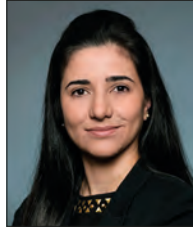
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**Renata Castro
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Cascione**



**André Mendes Espírito
Santo**



**Fabrício Bertini Pasquot
Polido**

POSITIONING

For many decades, L. O. Baptista Advogados has been acting in the main areas of Business Law, always based on values that became the firm's brand: technical excellence combined with strategic view. Our team is comprised by 70 lawyers who focus on the goals and businesses of each client. We believe that offering solutions to an ever-changing society and legal environment is a core mission to the firm's success and crucial to clients' businesses.

Our team is prepared to offer safe, creative and sophisticated solutions to clients in dealing with complex legal aspects of the development and dissemination of new technologies and their applications in Industry 4.0, such as in data protection and cybersecurity, cloud computing, Internet of Things (IoT) and artificial intelligence. We also advise our clients on the compliance with the Brazilian General Data Protection Law (LGPD), helping implement training, policies and rules and to respond to major challenges raised by the impacts of data protection laws and regulations (EU GDPR, the UE-US Privacy Shield, OCDE and OAS standards) within Brazilian market.

Aware of the specific needs of startup companies and investors, the firm reorganized its practices to assist these clients in a multidisciplinary way. This customized organization around the client has proven to be effective for the legal structuring of new businesses and investments, ranging from the assistance with all issues concerning digital banks and financial institutions, creation of contracts and documents to tax and labor aspects, intellectual property issues, technology transactions and dispute resolution matters.

Following the massive expansion of internet, IT, computer and digital entertainment industries in past years, our team has been assisting major clients in legal issues, technology transactions and complex litigation such as in data privacy, intellectual property and licensing, communication rights, cybersecurity, encryption, e-evidence, data interception, and interoperability of IA applications with social media platforms, digital networks and cloud environments.

In view of the existing digital challenges for technology-driven business models and markets, the firm also has been guiding clients in various policy strategies so to offer them legal and technical support in connection with regulatory and legislative processes in field of innovation, law and emerging technologies. Our team brings together legal practitioners with large experience in academia, government and third sector in order to advise companies in their informed and active participation in technical meetings, public consultations and hearings in Brazil and abroad.

We are also proud to have established one of the first Fashion Law practices in Brazil with a full-time dedicated team who focus on the mechanisms for protecting the copyrights and intellectual property of stylists and companies, as well as labor, tax and competition issues deriving from the activities developed by the textile and accessory industries.

BUSINESS

- Arbitration
- Asia | China
- Civil and Commercial Litigation
- Competition
- Compliance
- Construction and Infrastructure
- Consumer
- Corporate
- Data Protection
- Energy and Renewable Sources
- Fashion Law
- Finance
- Health Care and Life Sciences
- Innovation and Technology
- Intellectual Property
- International Trade
- Labor and Employment
- M&A
- Private Client
- Private Equity, Venture and Seed Capital
- Public, Administrative and Regulatory
- Real Estate
- Startups
- Tax

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Flavia Mansur Murad Schaal



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Adriano Palaoro Mesquita Carneiro



Natalia Eleutério Garcia



Isadora Schumacher Schindwein



Michele Cristina Severino

POSITIONING

Mansur Murad is a young and modern boutique specialized in Intellectual Property. Based in São Paulo, Brazil's largest city, we count on a vast network of corresponding attorneys to render cross-jurisdiction services to national and foreign clients.

The world is constantly changing. We migrate day by day to a digitized reality, where business relations are increasingly being operated on platforms. We believe the future is built today, based on innovation. We understand that this reality is as new as it is challenging and nothing motivates us more than collaborating with our clients to create strategies that incorporate new business: electronic contracts, disruptive technologies, data protection, technical solutions implemented by software and apps.

We seek to foster the scalability, structuring and development of innovation to its full exploitation, focusing on strategic intangible values, legal-technological analysis and market mapping. Our core activities include the active management of intangible assets portfolios (prosecution), the legal exploitation of such rights (transactional) and their protection against infringing acts (litigation). In addition to its landmark Intellectual Property services, Mansur Murad has also established practices related to Data Protection and General Litigation (focused on consumers' lawsuits).

We have three desks for international matters, handled by professionals with experience in foreign universities, capable of speaking and discussing important matters in foreign languages. They represent three international groups: French, Spanish and English desks, with unique cultures and work methods.

A diverse base of clients and entrepreneurs helped us develop substantial expertise connected with several industry sectors, including food and beverage, fashion, retail, real state, financial, entertainment and technology. Aiming to understand and assist new business models, our team is studying all new financial arrangements, such as Fintechs, Agritechs, IoT and 5G technologies.

Led by partners Flavia Mansur Murad (PhD, University of Lorraine) and Pedro Vilhena (LLM, University of Strasbourg), our team is highly experienced and qualified, having been acknowledged by rankings such as Análise 500, Leaders League, WTR and WIPR. We are members of AIPPI, ASIPI, APRAM, INTA, CITMA and IAPP.

BUSINESS

- Trademarks
- Patents and Industrial Designs
- Copyright
- Domain Names
- Software
- Anti-Counterfeiting Measures
- Data Protection
- Consumer's demands
- Fashion Law
- Startups & Innovation
- IP Transactions

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BRAZIL

Montaury Pimenta Machado & Vieira de Mello

LAW FIRM • INTELLECTUAL PROPERTY

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Roberto Vieira de Mello



**Marianna Furtado de
Mendonça**

POSITIONING

Montaury Pimenta, Machado & Vieira de Mello is a Brazilian IP law firm, which was the result of a 2010 merger between two leading firms in this field: Montaury Pimenta, founded in 1939 and Vieira de Mello, founded in 1929.

With its head office in Rio de Janeiro, close to the Brazilian Patent and Trademark Office and only a few blocks away from the IP specialized federal and state courts, our firm provides advice across all aspects of IP practice. We also have a satellite office in São Paulo. The firm's services include strategic advice, legal analysis, IP litigation, patent and trademark filings & prosecution, FTO's, searches, oppositions, invalidation actions, domain names, franchise, licensing, technology transfer and administrative/judicial disputes.

The firm also assists in the process of negotiating settlements and taking actions before both national and international arbitration chambers.

In order to provide the highest level of service for our clients, who frequently require fast and reliable coverage in other Brazilian states and worldwide, the firm has forged alliances with carefully selected partners to support their needs. Today we count on a team of nearly 150 professionals, among these 35 partners.

Montaury Pimenta, Machado & Vieira de Mello is dedicated to establishing high quality relationships with each client, providing individualized and cost-effective services to a diversified portfolio of companies including small and medium-sized enterprises, multinationals, research institutes and other public entities.

Our clients have regular contact with the professional in charge of the case and we always seek to put forward useful suggestions and constructive solutions. Our reputation was built on expertise, availability and pro-activeness in defending our client's IP rights, as well as our multidisciplinary approach in all areas of IP practice.



Ana Paula Brito

BUSINESS

- Trademarks
- Patents and Utility Models
- Industrial Designs
- Management of Intellectual Property Rights
- Freedom to Operate
- Plant Varieties
- Litigation/ Invalidity Actions
- Geographical Indications
- Copyrights
- Software
- Anti-Piracy Programs
- Internet Domain Name disputes
- Digital Law
- Fashion Law
- Contracts
- Trade Dress
- Advertising and Marketing Law
- Life Sciences

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Felipe Palhares

POSITIONING

Facing novel legal challenges in a global and interconnected world requires a high level of expertise and a deep knowledge of the market. We believe that lawyers should be business partners, providing legal advice not only through the lens of the applicable laws but also taking into consideration the specificities of each business.

We are a law firm focused entirely on privacy and data protection. We assist multinationals and local companies in complying with data protection laws such as the LGPD either by leveraging their existing privacy programs, reviewing and adapting it to Brazil's privacy framework or by structuring a privacy program from scratch.

We assist organizations with a full spectrum of services related to privacy and data protection: from providing support in all phases of the implementation of a privacy program to representing clients before authorities, regulators and courts in all sort of matters. We also advise clients in M&A deals where privacy and data protection issues are a concern, conducting due diligence and reviewing the agreements to ensure a better protection in connection with these issues.

Our team is one of the most qualified in the country in matters of data protection. Our founding partner was the first Brazilian national to have been recognized as a Fellow of Information Privacy by the IAPP, is the only Brazilian national to have earned all current certifications issued by the IAPP and has extensive international experience in the field.

BUSINESS

- Privacy & Data Protection

CONTACTS

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José Carlos Vaz e Dias



Marina Castro



Savana Castilho



Thiago Lombardi

POSITIONING

The Law firm VAZ E DIAS ADVOGADOS & ASSOCIADOS is specialized on intellectual property Law and Innovation Law. It has the focus on assisting businessmen, public and private companies, research centers and institutes in the protection of intangibles and providing legal support for transactions that explore intellectual knowledge and innovation.

Its activities encompass aspects to the protection of inventions by patents and utility models, to the registration of industrial design, plant varieties, semiconductors, trademarks, domain names, copyright and their efficacy in the Brazilian territory and overseas. Yet, our activities relate to the implementation of confidentiality policies for the protection of secret information, commercial pledge of intellectual rights, patent and trademark assignment, technology transfer and licensing, franchising, copyright and entertainment Law.

One of the competitive edges of the firm is the high professional capacity and academic preparation of its professionals, that make possible to increase its services within the intellectual property field and permit a comprehensive intersection between different Law fields and the use of legal developments that are supported by court actions for securing the intangible or finding legal solutions for the conflicts.

Therefore, the Law firm VAZ E DIAS ADVOGADOS & ASSOCIADOS holds in its professional team engineers, pharmacists, biotechnologist and attorneys holding postgraduate studies, masters, doctorate, besides the acknowledged experience for over 15 years.

BUSINESS

- Protection of technological invention and industrial design, including filing of patents, utility models, industrial design, topographies and software
- Freedom to Operate (FTO), Patent Infringement Search and patent availability search and report
- Plant variety protection and patent protection of biotechnology inventions
- Protection of trademarks, distinctive signs and non-traditional trademarks
- Protection of trade names
- Protection of intellectual works by copyright at the National Library, School of Arts and other agencies that assist to reinforce proprietary rights
- Negotiations and elaboration of technology alliance strategies by means of Research and Development Agreement, partnership agreements between companies and universities for the promotion of innovation, technology transfer agreements and others contracts that permit the development of new technologies and the exploitation of intellectual property right
- Elaboration of commercial agreements applicable to start-ups, such as Vesting Agreements, Cliff Agreements and crowdfunding/crowdsourcing
- Elaboration of franchising agreements, distribution and agency contracts
- Court action procedures for the enforcement of intellectual property rights
- Assist our clients on complying with Biodiversity Law (13.123/15) and access to genetic heritage, on the protection and access to associated traditional knowledge and on the sharing of benefits for the conservation and sustainable use of biodiversity

CONTACTS

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Enrique Dellafiori



Mauro Dellafiori



Daniel de Santiago



Cristian Carril



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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 30 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

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

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Bernardo Serrano



Max Villaseca



Eduardo Molina



Felipe Pavez



Loreto Vera



Álvaro Arévalo



Claudia Varas

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 Societes and Companies
- Investment Development
- Free Competition and Antitrust Law

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Danilo Romero Raad

POSITIONING

Holland & Knight's Bogotá office provides first-rate counsel to companies doing inbound and outbound business in the region and abroad in all aspects of their business operations.

Our office regularly works with the firm's Intellectual Property Group to provide a full range of legal services designed to help protect our clients' innovations and stand out in a competitive global market. With extensive experience in all intellectual property issues faced by our clients, we are well positioned to develop, manage and protect their interests in an efficient and effective manner. Whether it is a Colombian company operating in worldwide markets, an international organization or an entrepreneur with an innovative idea, we provide the guidance necessary to ensure long-term success.

Our team seeks to replicate the structure of the Superintendency of Industry and Commerce (SIC), to offer personalized and comprehensive legal services in all areas and issues that concern our clients, including intellectual property, data protection, competition law and consumer protection. With more than 20 years of experience and legal know-how in the intellectual property arena, our attorneys have established themselves as leaders in managing and counseling IP-related issues faced by a variety of companies on a daily basis.

BUSINESS

- Competition Law
- Consumer Law
- Copyright
- Data Protection
- Patent Litigation
- Regulatory Issues
- Trademarks
- Patents
- Unfair Competition and Trade Secrets


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Santiago Márquez



**María Alejandra
Ahumada**



Felipe Ortega

POSITIONING

Márquez Robledo has been, for over ten years, the reference law office in South American in the Entertainment, Media & Advertisement industry.

Centered in the major hubs of the industry (Colombia and Miami), Márquez Robledo's practice provides clients in copyrights and entertainment markets across several jurisdictions with multidisciplinary, business-oriented, and innovative legal counsel. Our approach is multifaceted, as our lawyers are skilled in transactional and litigation entertainment matters; media financing; intellectual property; M&A, and information technology. We employ our knowledge depth, industry relationships, and business acumen to create practical strategies for our clients to help them thrive in today's multimedia entertainment marketplace. Our team includes professionals with a deep understanding of both specialized technology and the complex dynamics of worldwide entertainment distribution.

We represent clients on the corporate aspects in intellectual property matters and competition law for the advertisement, music, motion picture, television, sports, internet, digital media, media and cable. We also focus our practice within the entertainment and leisure sector, negotiating complex international artist management agreements, recording and publishing agreements for companies with artists and composers; actor, director, and producer agreements in film and television, as well as complex acquisitions and sales of entertainment, communication, TMT and advertisement companies.

BUSINESS

- Entertainment Law
- Advertisement Law
- Media Law
- Privacy
- Free Speech
- Intellectual Property
- Copyright Law
- Corporate Intellectual Property Matters
- Strategic Communications
- Telecommunications, Media and Technology

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Partner



Alexander Agudelo
Partner, Patents Area
Director



Carlos A. Parra
Partner, IP&T Area
Director



Juan Felipe Acosta
Litigation and ADR Area
Director

POSITIONING

THE FIRM: Founded in 2003, OlarteMoure is a highly specialized intellectual property, regulatory and competition law firm formed by recognised leaders in their fields and academic circles. OlarteMoure 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 professional development and excellence in client 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.

More recently, 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. In addition to its Bogotá office, the firm has offices in Medellín, Barranquilla, Bucaramanga and since August 2019 in Cali. OlarteMoure also has a representative office in Tokyo, Japan.

An important percentage of the firm's client base is represented by Global 100 companies in the R&D pharmaceutical industry. Another important category includes local universities and R&D centres. Rounding off the representative clients are local Colombian and regional companies in the banking, industrial manufacturing, transportation, retail and consumer goods industries.

LANGUAGES: Spanish, English, French.

BUSINESS

- Patents
- Trademarks
- Anticounterfeiting
- Innovation Protection & Technology Transfer
- LegalDesign
- Health Regulatory Law
- Antitrust & Restrictive Trade Practices
- Corporate & Transaction
- Publicity & Consumer Protection
- Copyright
- Plant Variety Protection
- Lobbying
- Data Privacy
- Unfair Competition
- Compliance
- Translation

OFFICES

- Bogotá
- Medellín
- Barranquilla
- Bucaramanga
- Cali
- Tokyo

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Carolina Vera Matiz



Natalia Vera Matiz



Mauricio Cheyne Tenorio



Gustavo Blanco Pinto

POSITIONING

Vera Abogados was founded in 1972, to attend the legal needs of the business sector in the area of Intellectual Property. Now 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 work-spaces 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.

The firm offers of equal way a service of integral consultancy in foreign commerce, business administration, finance and accountancy.

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

OFFICES

- Bogotá D.C, Colombia
- Quito, Ecuador

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international standards, local vanguard



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POSITIONING

CorralRosales is a leading firm in Ecuador with over 40 years of experience advising national and international clients in all matters related to their specific needs. We have built one of the most successful trademark and patent prosecution and enforcement practices in Latin America. In fact, we are the number one patent and trademark filer in Ecuador.

Maria Cecilia Romoleroux and Francisco Gallegos co-head the IP department with decades of experience in intellectual property. Their passion and knowledge in all matters related to IP is exemplified in the relentless commitment to our clients and the industry at large. Clients can rest assured that their matters are handled with the utmost competence.

We are entrusted by Ecuadorian firms and multinationals of all sizes to provide them with comprehensive portfolio management, strategies and solutions to all of their intellectual property challenges in Ecuador and throughout Latin America.

Our firm is also committed to anti-counterfeiting and takes extra measures to monitor and enforce exclusive trademark and patent rights, even going so far as to create robust anti-counterfeiting plans customized for our clients.

We have the largest and most comprehensive regulatory practice in Ecuador, led by partner Felipe Samaniego. The regulatory group advises clients not only in legal matters but in the technical aspects as well, with a team of in-house technicians to meet all our clients needs. When it comes to being able to successfully maneuver your way through the bureaucracy necessary to actually operate, advertise, market and sell in Ecuador, we do that. Our regulatory practice works hand in hand with our IP department making certain that all requirements are met and communicated timely.

The firm, with Xavier Rosales as head, also offers expertise in the Media & Entertainment fields. The media industry is of great importance for CorralRosales, that is why we offer knowledgeable advice on securing permits and authorizations before the relevant entities; CorralRosales also represents clients in administrative procedures, relationship and regulatory management, and contract negotiation.

Data protection is another key area at the firm. The firm has advised national and international companies on the effects of implementing national and international data protection legislation and is continuously training clients regarding the application of data protection laws. This is a new area in Ecuador and CorralRosales is at the forefront!

The key to our firm's achievements stem from our ability to promptly deliver the highest quality results that clients can depend on. We do it with guaranteed response times, accuracy and precision.

BUSINESS

- Trademarks
- Patents & Utility Models
- Industrial Designs
- Copyright
- Anti-counterfeiting
- Regulatory
- Technology
- Media
- Data Protection

OFFICES

- Quito
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María Rosa Fabara Vera



Pablo Fabara Vera



Mónica Jarrin Naranjo

POSITIONING

Fabara & Cia. Abogados is a prominent Law Firm in Ecuador, with a full-service practice, providing legal services and counsel throughout Ecuador to local and foreign investors and corporations.

Its Intellectual Property boutique practice, **Fabara & Cia. Intellectual Property**, is recognized both nationally and internationally for its profound knowledge, efficiency and effectiveness and renowned for the breadth and depth of its legal expertise, its professionalism, personalized service and accessibility; it is also frequently sought after in cases related to trademarks, patents, copyright, and unfair competition, for its litigation prowess.

The Firm is also acknowledged for having a very active and professional multidisciplinary team specialized in life science matters and patents preparation and litigation, including engineering fields such as bio-chemical, chemical, pharmaceutical among other specialized areas; and, for its relevant experience in technology transfer, negotiation and execution of license and franchising agreements, patents protection, utility models, plant breeders rights, trademarks management and worldwide trademarks protection, e-commerce and data protection.

It relies on its very own proprietary private trademark database, which is the most comprehensive and updated database of local trademark registrations in Ecuador, to monitor potential.

In January, 2019, **Fabara & Cia. Abogados** opened the Sports and Entertainment Law Department that works jointly with the Intellectual Property Area, guaranteeing our clients the security and legal protection that their trademarks, patents and copyrights need; and, thus generating an economic value.

BUSINESS

- Industrial property
- Copyright and Related rights
- New technologies
- Litigation and Conflict resolution
- Plant breeding rights

OFFICES

- Quito
- Guayaquil

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Gonzalo Luzuriaga

POSITIONING

Luzuriaga & Castro Abogados was founded during a moment in Ecuador when Intellectual Property protection was an incipient reality and a pressing need. Luzuriaga & Castro Abogados is a pioneer firm in IP enforcement in Ecuador: the first criminal action in defense of IP rights; the first border action; the first judgment against an IP lawbreaker; the first destruction of illegal goods.

Luzuriaga & Castro Abogados experience translates into a broad development of legal strategies for protection and defense of Intellectual Property Rights, based on an in-depth knowledge of local, Andean and International legislation, and a close relationship with State Institutions, to which Luzuriaga & Castro Abogados permanently trains.

Luzuriaga & Castro Abogados has high-level professionals, forged in Luzuriaga & Castro Abogados, experts in Intellectual Property enforcement. Heirs of the innovation and vanguard tradition that characterizes the firm, they form an efficient and effective team that develops and implement appropriate strategies for each client and each case, providing legal advice and defense that meet the most stringent quality standards and allows its clients to maintain an efficient management and protection of their IP rights.

Specialists in Criminal Protection and Border Actions, Luzuriaga & Castro Abogados provides comprehensive advice on Intellectual Property matters, which includes trademarks registration, patents, protection of copyrights, contracts, licenses, administrative appeals, annulment, cancellation, and related administrative actions. With a comprehensive approach, it complements the practice of IP in response to other corporate matters required by its clients, such as Business Law, Energy Law and Government Contracting and Acquisition.

BUSINESS

- Intellectual Property Law
- Competition
- Data Protection
- Copyright
- Trademark
- Industrial Design
- Patents

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Margarita Zambrano



Karina Loza

POSITIONING

Meythaler & Zambrano Law Firm was founded in 1995 and is considered nationally and internationally as one of the most innovative and recognized Ecuadorian law firms.

In the interest of our clients, we have around 35 legal professionals specialized in Intellectual Property, Litigation, Antitrust, Tax, Labor, Corporative, Public Procurement, Investigation, and Regulatory Affairs & Lifescience, with offices in the main cities of Ecuador: Quito and Guayaquil, belonging to a wide network of correspondents in America, Asia and Europe. We provide comprehensive advice according to the current situation, which allows us to provide our customers with a huge competitive advantage.

The scope of professional resources we have, translates into professional, comprehensive, effective and top quality care, which are part of the policy we profess, which is summarized in: efficient communication with the client; strict compliance with Law and ethics; and, the effective defense of the individual and corporate rights of our clients.

Throughout our accredited trajectory, we have advised clients of great international and national prestige who have placed their trust in us. We are also part of the most reputable and relevant professional circles, providing our expertise both in Ecuador and abroad.

BUSINESS

- Arbitration & Mediation
- Litigation
- Civil & Commercial Law
- Antitrust & Unfair Competition
- M&A
- Corporate
- Tax & Customs
- IP
- Labor
- Energy
- Real Estate
- Environmental Law
- Regulatory Affairs & Lifescience

OFFICES

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www.pazhorowitz.com



Byron Robayo



Bruce Horowitz



Lorena Sandoval



Monica Cortez



Sofía Cárdenas

POSITIONING

Founded in 1991, Paz Horowitz Abogados delivers practical, ethical and cost-effective legal services. The firm delivers the legal power and understanding needed to fulfill clients' goals; for Paz Horowitz and its clients, this means, 'doing well by doing it right'.

The IP team produces creative and cutting-edge legal and consulting work, principally focused on innovation, patents, technology transfer, recognizing, protecting and negotiating IP assets, and trademark applications and trademark rights. Byron Robayo, who leads the IP team, has advised the World Intellectual Property Organization (WIPO) and the Ecuadorian IP Office.

Paz Horowitz is the first legal firm in the region that created an area specialized in innovation and technology transfer, (PH Innovations) to help companies, universities, and entrepreneurs to add value to their researches and products.

PH Innovations advises and supports organizations to develop products with high added value using cutting edge technology. As it is an innovative service, the advice requires a clear and detailed explanation of the patent system and technology transfer locally and internationally.

In this regard, in recent years the experts in the matter of the IP team have given conferences and training for entrepreneurs, SMEs, universities and various sectors related, to help them understand the value of intangible assets and how to monetize them.

BUSINESS

Among the services:

- Due Diligence, Audits, and management of intellectual property assets.
- 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 on intellectual property issues.
- Feasibility Analysis of Innovations.

Competitive advantages:

- The first legal firm in the region that created an area specialized in innovation and technology transfer.
- Innovation accelerators in market calls.
- Analysis and improvement management of procedures and formulations according to technological trends.

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Ximena Moreno



Pablo Solines



Andrea Muñoz



Santiago Solines



Sofía Román



Diego Beltrán

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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POSITIONING

Altana is an independent business law firm, with a strong industry and international approach, founded in 2009 and based in Paris. With almost 80 lawyers, including 22 partners, Altana accompanies French and foreign companies and their executives in the treatment of complex and multi-disciplinary matters in a highly regulated environment.

The IP & digital team has extensive transactional and litigation experience in complex strategic matters centered on innovation. The team's dozen dedicated practitioners work in close cooperation with the firms' other teams.

The team assists French and international clients in all aspects of the protection, appreciation, implementation and defense of their IP assets. It handles all questions related to the management and defense of patents, trademarks, designs and domain names and copyright and assists clients in their digital transformation projects (machine learning, IoT, web platforms, connected houses, smart neighborhoods).

The team advises and accompanies IT solution providers and software companies as well as user companies in a large range of transactional (integration, development, software contracts) and dispute resolution (litigation, expertise, arbitration) matters. It also acts closely with the CNIL (data privacy authority) in all personal data protection issues, particularly the application of GDPR.

BUSINESS

New technologies

- Personal data
- Software
- Internet / Right to information

Media

Life sciences / Biotechnology

Protection of innovation

- Patents and employee inventions
- Supplementary protection certificates (SPC)

Protection of digital creations

- Copyright
- IT and software rights
- Databases

Trademarks law

- Trademarks
- Domain names

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Stéphane Leriche



Ariane Mole



Alexandre Vuchot

POSITIONING

IP Practice

With the largest IP Group in Europe, numbering over 300 dedicated practitioners, Bird & Bird has established an unsurpassed international reputation for its intellectual property expertise and is consistently rated as a leader in the field.

Bird & Bird's French IP team is itself one of the largest IP teams in France with 3 partners and 13 lawyers dedicated to IP, 3 counsels and 1 paralegal. With two offices in Paris and Lyon, the team's practice covers the full spectrum of IP services from prosecution (with the exception of patent prosecution) to litigation and transactional work. The team's client base encompasses leading multinationals as well as SMEs and start-ups in numerous sectors such as Telecoms, electronics, food & beverage, media, sports, or the pharmaceutical industry.

Tech & Comms & Data Protection Practice

Led by 6 partners, our Tech & Comms Team is organised around key areas, including IT, Data Management, Data protection, Internet, e-commerce, Telecoms, payment services and electronic currency which makes our offering one of the most attractive on the French market.

Bird & Bird also has one of the largest teams of dedicated experts to the personal data protection, which assists its clients in the definition and implementation of their compliance program with European regulation (GDPR), advises on innovative projects in France and abroad and assists its clients in case of complaints, or investigation procedures and litigation before the French Authority ("CNIL").

BUSINESS

IP Practice

- Patents, Trade secrets, Trademarks, Designs, Copyright, Domain names, unfair competition
- Actions before IP Offices
- Brand management
- Transfer of technology and Licensing
- Transfer pricing policy
- Media and online content policy

Tech & Comms Practice

- IT & Telecoms contracts (including SaaS, PaaS, IaaS, agile and cloud computing issues)
- IT and Tech project management (outsourcing, offshoring, near shoring)
- Data management (database, open data, big data)
- E-commerce, electronic signature and cryptography
- Cyber security
- IT disputes
- Payment Services and electronic currency

Data Protection

- Compliance and risk management
- GDPR implementation
- Actions before data protection authorities
- Audits, Policies, Procedures, DP schemes
- Binding corporate rules

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Yves Bismuth



Mathieu Martin

POSITIONING

For more than 40 years, Bismuth has been offering advice and assistance across a spectrum of legal disciplines to businesses, public and private sector in all types of transactions or disputes.

The Firm has in particular developed a highly experienced practice in legal issues raised by communication technologies: information technology, including new technologies, as well as telecommunications law. The Firm has also extensive experience in all areas of intellectual property.

Precursor in these legal issues, Bismuth puts its knowledge and expertise to the services of its clients in order to help them choose the adequate legal strategy.

The Firm advises national and international actors in the world of software publishing and digital inclusion. Bismuth has also set up a recognized cross-disciplinary competence relevant to the public and private actors in the area of Telehealth.

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BUSINESS

Computer law, IT Law

- Drafting and negotiating contracts
- IT expertise
- Public Procurement
- Litigation
- Contract manager
- Software asset management

Information and Communication Technologies (ICT)

- Internet
- E-commerce
- Cyber Monitoring / Cyber-crime
- ehealth
- Data protection
- Cross media / Transmedia
- Open data / Big data
- Networks

Intellectual Property Rights

- Legal council – Branding – Litigation
- Copyright – Databases
- Designs and models, Patent, Semi-conductor product, Trademarks

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POSITIONING

Exclusively dedicated to economic law, Renaudier law firm is one of the most active French law firms in its main practice areas: distribution, competition and merger control. Renaudier law firm provides its clients with advice, litigation and pre-litigation services, for their strategic and day-to-day projects, in all their relations with their upstream and downstream partners, as well as with the French and European competition authorities.

The experience acquired by Renaudier's lawyers, their perfect knowledge of the economic and legislative environment of their clients' business sectors, their constraints, needs and expectations, enables Renaudier law firm to respond in a specific and targeted manner, with responsiveness, flexibility and creativity. Renaudier law firm responds to the needs of its clients' various operational departments.

Renaudier law firm is particularly recognised for its work with major food and specialist retailers, consumer goods manufacturers and operators in the agricultural sector.

For cases with an international aspect, Renaudier works closely with foreign firms selected for the high quality of their skills in distribution and competition law. For matters relating to other areas of law (employment, tax, corporate, mergers and acquisitions, etc.), Renaudier law firm works closely with firms specialising in these areas in order to offer its clients a high level of service.

Renaudier law firm is a member of the French Association of Competition Lawyers (AFEC), the French Association of Competition Lawyers (APDC) and the French Arbitration Committee (Comité Français de l'Arbitrage).

BUSINESS

Distribution Law

- Suppliers-retailers relationships
- Buying alliances, purchasing optimisation
- Exclusive and selective distribution, franchising, agents
- e-commerce
- Pricing policy and trade negotiation
- Restrictive practices / significant imbalance
- Termination of commercial relationships and delisting
- Commercial contracts and settlement agreements
- Unfair competition and free riding
- Promotion, advertising, consumer law

Competition Law

- Anticompetitive agreements
- Abuse of dominant position and economic dependency
- Provisional measures
- Compliance Programs
- French, EU and multi-jurisdictional merger control
- Pre-acquisition audit on competition law issues and contracts
- Supervision of the exchange of confidential pre-acquisition information
- Monitoring of remedies
- Assistance during French and EU competition authorities' investigations
- Litigation against dawn raids



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Julie Jacob



Audrey Decima



Valentin Boullier

POSITIONING

The Firm Jacob Avocats offers tailored legal solutions to its customers, but beyond the consulting dimension, the firm also offers strategy and personalized support over time.

Jacob Avocats acts as a true partner for companies and personalities that represents their brand and image. A new type of law firm was born in this world that experience profound and quick changes.

Julie Jacob is a regular contributor on all e-commerce issues, computer law, online games, pre paid cards, litigation regarding computers and networks, media in the digital environment, brands etc.

Internet & e-business

- E-business websites and market-places (B2B and B2C)
- Blogs / podcasts
- E-marketing and E-advertisement
- Personal data protection
- Consumer protection legislation
- User generated contents

Computer Law

- Sales and services contracts
- Web Affiliation, Web-hosting, outsourcing
- High-tech plate-form
- High-tech storage, data security
- High tech services
- Software

Media / Communication / Telecoms

- Telecommunication networks and services
- Music / Radio
- Video / Television / Cinema (VOD)
- Advertising
- Press
- Access providers

BUSINESS

- New technologies
- Media
- Online gaming
- IP/IT
- E-commerce
- Copyrights & Trademarks
- Litigation
- Data protection & data privacy
- Media entertainment, media, advertising



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POSITIONING

Founded in 1959, Preu Bohligh is a leading IP boutique in Germany. We have offices in Munich, Düsseldorf, Berlin, Hamburg and Paris.

In intellectual property law, our work spreads over all relevant areas, from patents to trademarks and further to competition law, including trade secrecy and design law. Pharmaceutical law and Life Science is also one of our core competencies. Besides IP, our work in the field of IT law are constantly growing, which completes our services as a true IP/IT law firm.

We have been advising and representing clients in infringement disputes, product piracy, border seizure proceedings and validity proceedings before German IP courts, the Federal Patent Court and patent offices, such as the EPO on behalf of companies acting in the energy, medical technology, engineering, chemistry, pharmaceuticals, telecommunications and semiconductor technology sectors. With more than 30 attorneys in the field of intellectual property law, we are one of the largest German law firms for IP litigation. With our office in Paris, we were able to make a footprint in the French market.

Our regular customers include both blue chips and large private companies. We traditionally maintain close contacts with German industry. In recent years, our customers include DAX-30, including Germany's largest companies. Our customer base is balanced between German and international customers. While we have gained a number of US-based companies as new clients in recent years, we have now also been able to strengthen our customer base in Asia.

Preu Bohligh has a very good standing in pharmaceutical and life science law with team members of our Munich office. We thus advise in German and European pharma law, medical product law and food supplements. This includes product launches, product design and product advertising as well as regulatory affairs.

Our professional expertise is evidenced by extensive trial practice and distinguished record as lecturers and instructors, as well as by numerous publications.

BUSINESS

- Patents and Utility Models
- Trademarks and Designs
- Pharmaceutical Law
- Competition Law
- Copyright
- Employees' Inventions Act
- Information Technology and E-Business

OFFICES

- Munich
- Düsseldorf
- Berlin
- Hamburg
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C R Jacob

POSITIONING

LexOrbis is a premier and amongst the fastest growing IP firms in India having offices at 3 strategic locations i.e. Delhi, Mumbai and Bengaluru. With a team of over 80 highly reputed lawyers, engineers and scientists we act as a one stop shop and provide practical solutions and services on all Intellectual Property and legal issues faced by technology companies, research institutions, universities, broadcasters, content developers and brand owners. Our services include Indian and global IP (patents/designs/trademark/copyright/GI/plant varieties) portfolio development and management, advisory and documentation services on IP transactions/technology-content transfers and IP enforcement and dispute resolutions at all forums across India. We have a Global reach with trusted partners and associate firms.

Our team of highly accomplished legal professionals is adept at handling all business needs and addressing complex legal and techno-legal issues. We also employ cutting-edge technology systems to improve our processes and efficiency. Our professionals work in the best interests of clients and are known for their clear communication, responsiveness, quick turnaround time and out-of-the-box thinking and solutions.

The firm is widely recognised for its best-in-class IP and legal services and solutions among leading domestic and international companies, governments, members of the judiciary and legal media. We have been repeatedly ranked among the top Indian law firms. Our eminent thought leaders are active speakers and participants in national and international forums and associations. The attorneys at the firm play an important role in India's regulatory policy development with frequent interactions with members of the judiciary, policy makers, industry associations, media and other stakeholders in the regulatory space.

LexOrbis and its Team over the past years have been ranked amongst the top ranked Firms and lawyers by IAM Patent 1000, World Trademark Review 1000, AsiaLaw Leading Lawyer, India Business Law Journal, Managing IP, Chambers Asia Pacific, Asian Patent Lawyers Annual, Corporate INTL.

Associations:

INTA, AIPPI, AIPLA, FICPI, LES, APAA, ECTA, MARQUES, CPHI, Global IP Convention, Confederation of Indian Industries, Federation of Indian Chambers of Commerce & Industry, ASSOCHAM (Associated Chambers of Indian Commerce and Industry)

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BUSINESS

- Patents
- Designs
- Trademarks
- Copyright
- Plant Varieties
- Geographical Indications
- Competition
- Sports
- Media & Entertainment
- Trade Secrets
- Unfair Competition
- E-commerce
- Domain Names
- Data Privacy

OFFICES

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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 2020 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
- Appellation of origin
- Unfair Competition
- Copyright
- Restricted information
- Web forgery
- Advertising & Marketing
- Life Sciences
- New Plant Variety
- Antitrust Law
- Contracts
- Business Law

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Monica Riva

POSITIONING

Legance is an independent law firm with offices in Milan, Rome, London and New York.

Founded in 2007 by a group of acclaimed partners, Legance distinguishes itself in the legal market as a point of reference for both clients and institutions.

It is no coincidence that the name Legance recalls unity and excellence, principles that were at the forefront in the foundation of the firm.

Independent, dynamic, international and institutional are the qualities that most characterise the strength of the firm and have contributed to it becoming a leader in the legal market.

In 2007 there were 84 lawyers at Legance, currently there are over 270.

The value of the group is regarded as a characteristic that amplifies each individual's qualities and skills, the constant attention to clients, the careful evaluation of business objectives and an unconventional approach capable of anticipating legal requirements, 24 hour availability have helped to establish Legance as a recognised leader in domestic and international markets.

BUSINESS

The advice on intellectual property matters that Legance's lawyers provide includes the following:

- Advice in the preliminary stages regarding the most suitable registration strategy, based on the client's needs
- Drafting of contractual agreements required for the exploitation of intellectual and industrial property rights of any kind
- Drafting of legal opinions on any aspect of intellectual and industrial property
- Advice on bringing and defending legal proceedings in Italy and abroad, in relation to any intellectual or industrial property right
- Assistance in litigation cases before all of the competent judicial and administrative authorities, or independent authorities, in proceedings ranging from interim to full-blown proceedings
- Drafting and negotiation of joint venture agreements, technology transfer agreements, contracts with employees inventors or external researchers/ developers, ad hoc confidentiality agreements in the case of experiments to be patented
- Drafting of contracts for the supply, licensing and development of management and customised software, Apps, IT platforms, including those that provide artificial intelligence solutions, as well as the use and profiling of data, including Big Data
- Assistance to IT migration projects to enable the interoperability of IT systems and the processing of data following extraordinary transactions (for example the sale of a company or branch of business)
- Advice and judicial assistance in the management of pharmaceutical patent litigation and strategic advice and coordination between patent litigation and regulatory and tender issues for the supply of medicine.

CONTACTS

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“ Big Data and Intellectual Property Rights: a difficult match? ”



Interview with

MONICA RIVA

Senior Counsel, **LEGANCE – AVVOCATI ASSOCIATI**

Leaders League. The relationship between big data and IP is extremely complex. What is your view?

M. R. Big data have features that are not fully compatible with the traditional IP rights of common legal systems. Notwithstanding the legal difficulties, the principle of “technological neutrality” requires that the same rules of IP rights – e.g. copyright, patents, trade secrets – should be applicable to new technologies, regardless of the format in which a piece of work is incorporated and the technical methods with which it is reproduced. The protection, and consequent remuneration, of big data in terms of proprietary rights is an important goal to reach.

This is far from a cut and dried issue though, isn't it?

You are right, the absence of human creativity is the reason why it is often difficult to identify the extremes of copyright protection. However,

it could be argued, that the precise data disposition carried out by technological programs should be considered an “intellectual creation” of software capabilities, since it catalog and correlate data in an original way, different from the one that would ordinarily be made by humans. On the other side, big data collections could be inferred to fall within the scope of art. 102bis of Italian Copyright Law, concerning the “non-creative databases”, providing for sui generis rights, not subject to the creativity/originality requirement. Indeed, this provision reserves to the «maker» of the database, to be understood as «who makes significant investments for the establishment of a database or for its verification or presentation, committing for this purpose financial means, time or work», the right to «preventing the unauthorized extraction and/or re-utilization of all or a substantial part of the contents of that database.»

What about trade secrets?

A different kind of protection could be applied following the provisions of articles 98 and 99 of the Italian Industrial Property Code governing the industrial property right covered by secrecy. Art. 98 IPC provides that those pieces of information (which also includes commercial information) shall be:

- a) secret, in the sense that they are not, as a whole or in the precise configuration and combination of their elements, generally known or easily accessible to experts and operators in their sector;
- b) with an economic value due to their secrecy;
- c) reasonably protected as the state of the art require by those who

supervise their control and management (usually the owner).

With particular reference to the requirement mentioned under letter b), it could be inferred that the economic value exists not only when it is generally known that the data allows, for example, to obtain a profiling of users amounting to an economic interest or to reliably give information on the correlation between different facts, but also when it can be assumed that an economic operator would be interested in purchasing them in the prospect of processing them, having a reasonable expectation of obtaining useful information for his business.

Secrecy with respect to big data could impede the growth of business, could it not?

Data are more significant and rich with higher sharing. It is important to underline that this sharing must always be protected by some sort of confidentiality obligation, which tip the balance towards distinction between protected areas of business and unprotected ones. Nonetheless, what allows for the creation of value around big data is outside IP protection. I make reference to the instrument of contract. Contracts do not provide for a direct proprietary protection as the one granted by IP rights, but only for a protection based on obligations of counterparties. However, they are the favored mechanisms to create constraints and obtain consent from which significant economic revenue can derive. The intelligent use of this instrument must be coordinated with IP Law, shaping the future of a new intellectual property landscape that embraces big data. ♦

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POSITIONING

Founded in 2003 LGV Avvocati has established itself as a leading Italian law boutique, in particular in the 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, USA and Asian countries, offering a department dealing with Germany and other German-speaking countries. In litigation LGV offers an unrivalled competence, acquired over the years in relation to enforcement programs concerning both national and international profiles. When it comes to intangible asset protection the multiplicity of services guarantees innovative companies a 360-degree assistance, ranging from the creation and filing of trademarks to the development of brand-building strategies.

Clients appreciate:

"The lawyers are always available, very committed and able to handle complex matters."

"knowledgeable and impressive"

"A very well-run practice. The lawyers know so much about our business that I rarely have to brief them in detail."

BUSINESS

- Patents
- Copyright
- Trademarks
- Know-How
- Design
- Media and Entertainment
- IT, Internet and E-commerce
- Privacy & Cybersecurity
- Corporate and Business
- Advertising
- Competition and Antitrust
- Litigation and Arbitration
- German Desk

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Massimo Maggiore



Aurelio Assenza

POSITIONING

While digital economy is essentially based on binary logics, lawyers are here to add a third dimension to that thinking: the business strategy within the law framework.

MMLEX, Maggiore Maschietto Besseghini law firm was established in 2007 as a boutique with the ambition of covering a vast array of practice areas of interest for business clients.

The approach was both multidisciplinary and specialized, in a world: holistic.

The intention of the founding partners is mirrored in the choice of following companies on markets and projects that mainly require a modern, passionate and shared approach, such as software developing, cloud computing, blockchain solutions, software integration, e-commerce, communication, health and biotech, fashion, food, environment, smart economy, sustainable development and protection of industrial design and artistic assets.

We believe lawyers' added value lays in the ability to look at matters from as many visual angles as possible. The time of Chinese walls between legal issues seems to be fading away.

The Internet has dissolved the idea of boundaries and dramatized the concept of interdependence and knowledge sharing.

This holds very true for legal issues. Massimo Maggiore is head of the IP/IT Department that currently counts two partners and six associates and regularly advises on matters that constantly intersect IP and IT, and namely competition law, data protection, contract law, consumer law, both on deal negotiation and on litigation and arbitration side.

Our professionals are well established litigators in their fields of practice and assist companies both before courts of law and independent administrative bodies, such as the competition authority, the data protection authority or the telecommunication authority on domestic and international matters.

BUSINESS

- Litigation & arbitration
- Personality rights
- Personal data protection
- Environmental energy
- Natural resources
- Administrative law
- Antitrust & competition law
- Commercial contracts
- Insolvency law
- Mergers & acquisitions private equity
- IT & new media
- Intellectual property
- Real estate
- Health & Safety



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Matteo Orsingher



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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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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.

Previously known as Siblegal, our group has chosen a new name and image to better communicate our vision and corporate identity.

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.

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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POSITIONING

NautaDutilh is an international law firm specialising in Luxembourg, Belgian and Dutch law. The firm was founded in 1724 and is one of the largest in the Benelux. More than 400 lawyers, notaries and tax advisors work at the firm's offices in Luxembourg, Brussels, Amsterdam, Rotterdam, London and New York.

NautaDutilh Avocats Luxembourg is a key player on the Luxembourg legal market, providing high-quality advice and services in the areas of banking and finance, corporate, capital markets, investment funds, taxation, insurance and reinsurance, litigation and arbitration, intellectual property and ICT and labour law. Recommended by the world's leading legal directories, the firm's team of 65 lawyers serves a range of national and international clients, from key local players to global market leaders.

Technology Law & Data Protection team

Our Technology Law & Data Protection team combines in-depth knowledge and understanding of its clients, their technology, and the sectors in which they operate, with a pragmatic approach to resolving legal issues. We offer a full range of legal services in the area of technology law. This includes preparing, negotiating, and handling legal proceedings involving ICT contracts for software development, licensing, maintenance and support through to outsourcing, cloud, apps and e-commerce. In recent years, our team has been involved in many corporate deals involving ICT and telecoms companies as well as in many outsourcing arrangements in the financial and insurance sectors.

We also have extensive experience in advising clients on the widest range of data protection and information security issues. These include issues relating to the financial sector (combined with regulatory advice on banking secrecy and internal organisation requirements), the life sciences sector (e.g. clinical trials), privacy statements, international transfers of data, data protection provisions in contracts (IT, cloud...), the monitoring of employee e-mail and internet use, payroll and personnel administration, the recording of telephone calls, notifications to data protection authorities and (direct) marketing activities.

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BUSINESS

- Banking & Finance
- Capital Markets
- Corporate
- Insurance & Reinsurance
- Intellectual Property & ICT
- Investment Funds
- Litigation & Arbitration
- Labour Law
- Taxation

OFFICES

- Luxembourg
- Brussels
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- Rotterdam
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POSITIONING

It has been four years since the partners of AXKATI decided to embark on a new direction and establish a boutique law firm aiming to offer excellent legal services, without neglecting the human and competitive side of them.

AXKATI is based in Mexico City, specialized in intellectual property, privacy and data protection. We are honored to have some of the most experienced professionals in their respective subject matters, who clearly understand the client's needs in a complex and fast moving business world.

Our partners, associates and staff are committed to provide top-notch legal services, being aware of not compromising cost-effectiveness. Our team is hands-on, proactive and responsive; in AXKATI, clients will find a real business partner who will look after their matters as if they were their own, assured that our advice will be based on solid legal knowledge but practical and applicable to their particular needs.

In AXKATI we will always be committed to our clients and our people, permanently thankful for their trust and compromise.

With the purpose of reinforcing the trademarks and copyrights prosecution and litigation practices, including enforcement and border measures actions, Axkati invited Alfredo Pineda as partner to the firm.

Before joining Axkati, Alfredo lead the intellectual property litigation and enforcement practice of Hogan Lovells in Mexico City.

BUSINESS

- Intellectual Property
- Privacy and Data Protection
- Trademarks
- Patents
- Copyrights
- Anti-Counterfeit and Enforcement
- Personal Data Protection
- Corporate
- Regulatory
- Foreign Trade and Customs
- Franchises
- Licensing
- Plant Breeder's Rights
- Sports Law
- Regulatory
- Domain Names
- Consumer Protection
- Health Law
- Media & Entertainment Law

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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 100 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 Móvil, 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

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- Querétaro
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POSITIONING

We are BC&B, an international law firm specialized on legal and business consultancy. With more than 50 years of experience and going through a series of transformations, both technological and organizational, we unified the way in which we offer our services, thus positioning ourselves as the first “Law & Business” firm in Mexico.

By upholding ourselves as specialized leaders on Intellectual Property, we have been looking to increase our solutions range in a novel way by developing our abilities and infrastructure, aiming to satisfy our client's needs thanks to the development of unique services which result from our specialists' abilities, knowledge, talent and vision on different legal and business areas.

Within our solutions portfolio, we count with a group of experts on litigation, which covers a great variety of legal services, including corporate, civil, business, family, and commercial arbitration law, in order to provide legal solutions in these areas. We also count with a Business Transformation area, where our specialists are in charge of creating and providing necessary solutions for strategic and business transformation, and systematic innovation of any business, regardless its dimension and/or industry.

Our Technology Transfer office is the result of the knowledge and abilities synergy, focused on supporting entrepreneurs, business men, and emergent and well established companies in creating and implementing business strategies that create economic benefits through their intangible resources, by providing them with the necessary tools to innovate and protect their Intellectual Property rights by means of our philosophy of integrally taking care of their technological creations and developments.

As a result of the continuous quest to strengthen our solutions and scope, as of 2019 we are part of Velae Legal Group, an Ibero-American legal firm of multinational firms with representation in many countries, committed to our clients in offering diverse services and solutions with the highest quality standards and professionalism.

We are sure that the solutions and services that help our clients to protect, transform and lever their business, are found in BC&B.

BUSINESS

- Commercial Litigation
- Corporate Finance/M&A
- Intellectual Property (Patents, Trademarks, Copyrights)
- Litigation
- Media
- Marketing
- Sports & Entertainment
- Technical & Legal Translation
- Internet & Information Technology
- Enforcement of IP Rights
- IP Rights Maintenance
- Licensing & Technology Transfer
- IP Value Extraction

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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

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POSITIONING

BIP LEGAL specializes in Industrial and Intellectual Property affairs. We are fully committed to provide comprehensive, effective, efficient and valuable counseling to our clients.

Our team has broad experience acquired over more than 25 years of practicing IP Law, representing leading players in each industrial and commercial sector. It is one of our main strengths to translate this experience in providing strategic counseling in all areas of Intellectual Property: Patents, Trademarks, and Copyright; throughout all stages, from the creative process, prosecution and maintenance of IP rights, to licensing, monetization and enforcement, under both Mexican and international regulations.

In response to the need for a comprehensive consultancy, we also extend our practice to other legal areas closely related to IP, including entertainment, advertising, fashion, health, regulatory, antitrust and corporate law.

With a clear vision on business, our goal is to advise on adding value to the technological, industrial, commercial and artistic innovations of our clients, preventing risks and enhancing opportunities.

At all times, we pursue to make alliances with our clients on the basis of our personalized and dedicated attention, continuous support, solutions design based on their specific needs, a great deal of commitment to our client objectives, professional excellence and business trustability.

BUSINESS

- Patents
- Utility Models
- Industrial Designs
- Plant Varieties
- Industrial Secrets
- Technology Transfer
- Trademarks
- Copyright
- Licensing
- Franchising
- Domain Names
- Apellations of Origin
- Geographical Indications
- Entertainment Law
- Advertising Law
- Fashion Law
- Health Law
- Regulatory
- Corporate
- IP Litigation

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POSITIONING

Our Firm is established by a practical and results-focused team of experts ready to cover the needs of our clients and to meet all their expectations. As a result of our full and tailored services, we are always able to strongly protect and enforce all their IP rights in Mexico and abroad. We have a long-term experience, qualified people and reliable resources to guarantee our clients a full legal service in all industry sectors.

What makes us different from any other IP firm in our country, is that we have set out our Firm with a clear and unique purpose: to provide our clients with a full legal experience, in which long-term relationships and a unique personal attention to our clients are our priority.

We do not provide our services on a standard basis. We have innovated the way in which legal services are to be rendered: always further and under one clear concept: to make our clients' IP portfolio a well-aimed way to increase their businesses. We have understood that IP rights should not be limited to registration and protection strategies, but to maximize the business potential of our clients, establishing and maintaining a profitable and beneficial portfolio.

We are fully aware of the challenges that nowadays the consumers and industries require and, therefore, our team is well-prepared to advise any kind of client and companies of all sizes. We provide services to clients across a wide range of industries and at all stages of operation.

Our services include enforcement and contentious (expert opinion, pre-litigation and litigation), licensing, franchising, strategic IP portfolio review and advice, and branding. Moreover, our team have extended its services to other fields, such as trade secret, corporate, information technology, data protection, regulatory, and entertainment law.

BUSINESS

- Patents
- Trade Secrets
- Design Patents
- Trademarks
- IP Litigation
- Copyright
- IP Transactions
- Entertainment
- Franchising & Licensing

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**Cirse Paola
Cruz Patiño**



**María del Mar
Manríquez Martínez**



Arelí Méndez Martínez



**Gustavo Alejandro
Miranda Valdez**

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, fullfill 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.

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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Joel Gómez



Omar Soto

POSITIONING

Lex Informática Abogados is recognized as a leading boutique law firm specialized in IT law, e-business and data protection. His founding partner is devoted to the fields of intellectual property and information technology law since 1996. Across time, our members have served as country counsels, legal managers and CPO's of American and British companies in Mexico.

We provide services to quite large national and international companies in the following sectors: manufacture, pharmaceutical, public health system, real estate and tourism development, aviation, automotive, banking and finance, insurance, cybersecurity, software and information technology. Also, we have amongst our clients entrepreneurs and industry associations.

As one of the Mexican most prominent digital intellectual property law firms, we have earned a reputation for recovering several domain names through the UDRP and other dispute resolution mechanisms. Lex Informática provides strategic counseling and legal support to clients facing complex legal challenges posed by the rapid pace of technological progress and changes in the regulation environment.

We are known for crafting innovative legal solutions and developing precedent-setting legal strategies to protect our clients' interests. We consistently deliver the highest standards of quality legal services for the best possible outcomes.

Under the leadership of Mr. Joel Gómez, this law firm rapidly became a driving force in internet and data privacy law. Throughout our history, we have played a central role in developing IT and data privacy law in the country. Our lawyers are also law professors, international speakers and key opinion leaders in their fields.

BUSINESS

- Intellectual Property
- Data Protection
- Internet law
- IT Law

CONTACTS

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José-Juan Méndez



Emmanuel G. Cortés

POSITIONING

Mendez + Cortes is an Intellectual Property Firm that initiated its activities in 2014, but with a solid experience and well known reputation gained for more than 25 years of practice of its members, emerging from the law firm Alegría, Méndez & Fernandez Wong, and before that, from the Intellectual Property practice group of Baker & McKenzie Mexico.

Mendez + Cortes is composed by a team of 30 members, including lawyers, engineers, translators and professionals in different areas of knowledge, such as communication, art and design, representing more than 1000 domestic and international companies.

The services provided include all aspects of Intellectual Property, such as: trademarks, patents, industrial designs, domain names, investigations, litigation, mediation, piracy, contracts, licensing, copyright, image rights, information technologies and data protection as well as all commercial and legal activities that are naturally involved with the Intellectual Property area.

Mendez + Cortes has been recognized by clients and pairs for its high-quality levels of service, fast response times and 'reasonable prices.

BUSINESS

- Trademarks
- Patents
- Copyrights
- Litigation
- Corporate
- Migratory

CONTACTS

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**Alejandro Hernández
Ramírez**



**Emilio Torres
Medina**

POSITIONING

At Nerubay we have a secure intellectual property infrastructure that allows us to protect and conserve the most important tangible and intangible assets of any person or company.

Likewise, our firm offers a comprehensive service to obtain, preserve and defend any intellectual property right in Mexico and in any part of the world. The services offered are distinctive signs registration, patents, industrial designs, unfair competition, anti-counterfeiting, copyrights, media and entertainment, image rights, litigation and domain names recovery, as well as the negotiation of technology transfer, technical assistance, license and franchise agreements.

The Intellectual Property practice area has attorneys who are experts in litigation in this field, through requests and responses to administrative declarations of nullity, expiration and infringement, as well as resources for review, nullity trials before the Specialized Chamber on Intellectual Property Matters of Federal Court of Administrative Justice as well as amparo trials before Collegiate Courts.

BUSINESS

- Trademarks
- Patents
- Utility Models
- Industrial Designs
- Copyright
- Domain Names
- Anti-Counterfeiting
- IP Litigation
- Media & Entertainment
- Image Rights
- Unfair Competition
- Distinctive Signs Registration

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Agustín Ríos



Fátima Cambroneró

POSITIONING

RIOS Abogados is a Boutique law firm specialized in IT Law, privacy and data protection, intellectual property, corporate law, industrial property, copyright and litigation; committed to fully satisfy the legal needs of its customers.

We have managed to consolidate ourselves as one of the leading boutique law firms in the Mexican market, providing a quick and effective response to solve our client's needs, offering current, effective and practical solutions for the development of their business.

BUSINESS

- IT Law
- Internet
- Data Protection
- Privacy
- Industrial Property 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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Arturo O. Díaz



Giovanna Yllanes

POSITIONING

Arturo Díaz & Asociados starts in 2007 of the hand of its founder Arturo O. Díaz specialized in matters of Industrial Property, the same one that has consolidated his prestige across the academic rigor in Peru and other Countries of Latin America, and from 2010, as experience and in response to the need to extend the services to our traditional clients of Intellectual Property from Peru to other countries in Latin America from a regional vision, along with our partners and partners we reinvent the practice to regional level and today we can affirm that our experience have turned us into experts into the region into its set, which today allows us to achieve the total satisfaction of our top-level clients of service in all the areas of practice of Industrial Property of national and foreign clients, besides the Corporate and Commercial Law.

In the firm, the experience has allowed us to know 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 on advertising and entertainment, copyright, consumer protection is a versatile practice in our firm, but especially the protection, monitoring and evaluation of disputes and litigation in matters of trademarks, patents, plant breeder right, copyrights, border measures, unfair competition, advertising, investigation and criminal actions against anti-counterfeiting and reproduction and, how you can make use of the legal instruments to protect your organization, makes us capable today of building, preventing and fighting, to be the case, with effective protection of your Intellectual Property.

Our firm with our own team conducting anti-counterfeiting investigations involves identifying and locating suspected violators. Obtaining the evidence necessary to secure confiscation orders for counterfeit products and other court orders to support compliance with our actions.

BUSINESS

- 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

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Adriana Barrera



María Inés Herrera



Medalith Albarracín



Andrea Chunga

POSITIONING

BARLAW – Barrera & Asociados 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 over 20 years. This experience is embodied in a broad knowledge of protection and defense of IP in Peru, and also of the legal procedures that this specialty requires before different public entities.

Professionals in BARLAW provide legal advice and defense that meet the highest quality standards, with a personalized approach in an opportune and efficient manner, acting coordinately with the design, implementation, and execution of strategies that allow our clients to maintain efficient management of issues related to IP in business. Currently, our practice includes a wide spectrum of services such as:

- Clearance, registration, maintenance/monitoring of trademarks in Peru and other countries.
- Legal advice and proceedings: Patents, utility models, industrial designs and plant varieties matters.
- Software and copyright protection.
- Trademark and other IP rights surveillance.
- Legal advice and recordal of licenses, assignments, mergers, demergers and acquisitions.
- Defense of IP rights, as oppositions, appeals, infringement actions, cancellations, nullities.
- Integral brand protection strategies against piracy and counterfeiting including IP rights recordal before Customs, investigations, market surveys, test purchases, raids, trainings, online monitoring.
- Dissuasive strategies to cease illicit activities such as cease and desist letters, negotiations, settlement agreements and undertakings.
- Litigation and dispute resolution in civil and criminal cases related to IP matters.
- Franchising and licensing agreements, technology transfer and all IP related contracts.
- Legal advice in e-commerce and internet issues. Domain name registration and disputes.
- Defense and legal advice in unfair competition, legal advice in marketing and advertising.
- Defense in consumer protection matters.
- Regulatory affairs; sanitary registrations: food & beverages, drugs/pharmaceutical products, cosmetics, veterinary products, agricultural products (pesticides, herbicides).
- Data privacy

IP practice is performed altogether with corporate affairs required by our clients, which include commercial contracts, incorporation of companies and its internal and legal management and other related affairs that are connected to corporate matters, and therefore, take part in the permanent practice of BARLAW.

BARLAW has been recognized as a leader IP firm by different international rankings as The Global IP Awards – Peruvian trademark firm of the year 2020, Managing IP – Peruvian IP firm of the year 2020, Legal 500, Chambers & Partners, WTR 1000, MIP Latin America Firm to watch 2019, Latin Lawyer – Specialist firm leader, IP Stars, Leaders League, Managing IP- Top 250 Women in IP 2019, Women in Business Law, Global Law Experts, WIPR – Influential Women in IP 2019 and Women in Business Law Expert Guide.

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BUSINESS

- Trademarks
- Copyrights
- Patents
- Anti Piracy
- Anti Counterfeiting
- Enforcement
- E-commerce and domain names
- Data protection
- Life sciences regulatory
- Media and entertainment law
- Fashion and design law
- Advertising law

SOCIAL MEDIA

- Facebook: <https://www.facebook.com/BarlawPeru>
- Twitter: <https://twitter.com/BARLAWIP>
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Alfredo Barreda



Fernando Barreda



Micaela Mujica



Marcela Escobar



Carlos Auza

POSITIONING

Barreda Moller is a first class law firm in Latin America. Our organization has consolidated solid prestige exercising law with ethics and academic rigor. We assure total satisfaction to our clients and the highest level possible in our law practice. We can fulfill all kinds of legal needs for Peruvian and foreign clients. Our firm has reached an outstanding level due to the professional efficiency of its members, making us highly competitive in the market.

Our business partners and associates participate actively in Peruvian and international institutions of Intellectual Property such as INTA, AIPPI, AIPLA, IACC, ECTA, PTMG, MARQUES, FICPI, APPA and ASIPI.

Two of our partners were appointed presidents of ASIPI, as well as of the Peruvian chapter of AIPPI and LES. Our associates have also held positions of secretaries and treasurers in national and international associations.

Our firm was established in 1940 and has grown over the last eight decades into the leading Peruvian IP law firm. We remain committed to a philosophy of professional, cost-effective representation and quality service. We provide personalized, partner-level attention to our clients with resources, expertise and staff support to advice on a wide range of intellectual property matters. The Firm's partners are veteran practitioners in the region.

BUSINESS

- Trademarks, trade names and slogans
- Patents, utility models and industrial designs
- Copyright
- Litigation
- Unfair competition and violations
- Licenses
- Consumer rights
- Sanitary regulation
- Personal Data Protection
- Brand Protection, Anticounteifiting, Customs and Border Enforcement
- Fashion Law

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Alexander Trujillo

POSITIONING

Carolina Ore Gomez & Asociados is an Intellectual Property strategist firm with an efficient way to render qualified services on the procedures and suitable management. Our team is comprised of multi-disciplinary professionals which use innovation and technology on the building of solid and cutting-edge companies.

Likewise, our team aims to revolutionize society and industry by focusing and betting on the development of startups, industrial parks, smart cities, technological cities and others. Thus, we do dare to design the way for our clients in the public and private sectors. In addition, we also take part of events of entrepreneurs, challenges, lecturers and exhibitions of inventions.

The capitalization of our clients' needs is the perfect input to find suitable solutions that allow us to discover the most convenient strategy. In a dynamic fast-changing industry, we transform your problems into knowledge that can be protected and valued.

BUSINESS

- Patents, Utility Models and Industrial Designs.
- Plant Varieties
- Know-how and Trade Secrets
- Trademarks
- Copyright
- IP Litigation
- Unfair Competition
- Internet & E-commerce
- Licensing & Technology Transfer
- Strategic portfolio management
- IT contract
- Data protection
- IP Strategy

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Javier Duany



Jessica Ortiz



Gloria Cadillo

POSITIONING

At 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, in order 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, such as anti-piracy actions, registration, administration and protection of a portfolio of trademarks, patents, copyrights and new technologies at the national and international level, and the different litigations in the area of Intellectual Property.

In addition, our Firm has advised clients from different industry sectors on the proper implementation of the legal framework for 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.

Finally, our Firm develops its practice with the objective of providing services aimed not only to the defense of the general interests of the commercial activity in such aspects, but also to the anticipation of undesired contingencies generated by the development of individuals and collective relations.

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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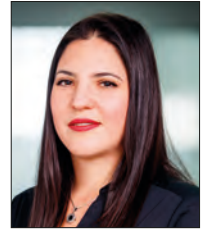
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José Marquis



Gheira Mori



Jimena Ugarte

POSITIONING

ClarkeModet is the largest group specialized in Intellectual Property in Spanish and Portuguese speaking countries, founded in Spain in 1879.

It was created as a company to manage patents and perform Intellectual Property services. Since the 1960s, the company has made a bid for expanding internationally by opening subsidiaries in Venezuela, Brazil, Argentina, Portugal and Mexico. Thirty years later, we continued our deployment with the incorporation of the companies in Colombia, Chile, Peru and Uruguay.

Today we have a unique structure that combines direct presence through our own companies in the 10 main Spanish and Portuguese speaking countries with more than 500 professional experts and an international network of experts serving the whole world.

ClarkeModet Peru is operating in Lima since 2002 and relies on a highly qualified and multidisciplinary team composed of lawyers, chemists, engineers and expert industrial property agents working together to offer a wide range of Intellectual Property services.

We also render comprehensive innovation consultancy to provide tailor-made services to our clients. We have implemented a quality management system based on ISO 9001:2015 standard, and our processes are annually certified through an external audit carried out by an independent firm.

Our methodology includes the constant adaptation and anticipation of market needs to become a strategic ally for our customers, anticipating their needs through our own innovative solutions placing us at the avant-garde of Intellectual Property.

BUSINESS

- Innovation, Technology & Intellectual Property practice
- Trademarks and Copyright
- Patents and utility models
- Industrial designs
- Plant Varieties
- Know-how and trade secrets
- Litigation
- Enforcement and Anti-Counterfeiting
- IP Contracts and Negotiation
- Unfair competition
- Domain names disputes
- Technology and Strategic Consultancy


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Francisco Espinosa Bellido



Francisco Espinosa Reboa



Carolina Martinez Hoepelman



Ana Cecilia Sotelo



Alessandra Caballero

POSITIONING

With an experience of more than 75 years providing IP counseling to local and international clients, the main assets of our legal practice are our deep specialization as a key for our competitive development, and the personal dedication of all partners and attorneys to each of our clients and cases, no matter its size. We pride in our direct and personal involvement in our client's matters, and in that sense we relate more to a law "workshop" than to a law "factory".

The added value provided by partners getting personally and effectively involved in clients issues is complemented by the experience, professionalism and expertise of the team, which is composed of professionals with youth but also with years of experience and expertise in the areas they manage.

We have seen an increase in the needs of our clients whom initially needed assistance in the trademark filings and representation in litigation in the early 1940s to the new conditions required by the current status of the protection of inventions, new technologies and digital culture, taking into account the complex dynamics of global business and high end technology that currently exist and determine the needs of our customers.

We specialize in strategy and counseling, registration and litigation of trademarks, trade names and slogans, appellations of origin, domain names, patents, utility models, industrial designs, copyrights, unfair competition, consumer protection, advertising and other areas relevant or related to IP.

BUSINESS

- Trademarks
- Patents
- Copyrights
- Modifications to the registry and licenses
- Unfair Competition
- Litigation
- Advertising
- Consumers Law

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Nazareth Carigga

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.

Although our services are offered in Peru, we have arrangements with colleagues in other Latin American countries (Colombia, Ecuador, Argentina, Brazil, Uruguay and Chile) allowing us to offer very competitive costs in those countries.

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 in 2017, 2018 and 2019. We also have been 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

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Pierino Stucchi



José Antonio Bezada

POSITIONING

Muñiz, Olaya, Meléndez, Castro, Ono & Herrera Abogados was founded in 1981. Our team is composed of highly specialized experts in the different fields of the law who are thoroughly familiar with the economic sectors in which they work, thus making our legal services fit perfectly our clients' interests and business strategies.

Mission

Offer high quality, timely services at competitive prices. Due to the combination of these three factors, our clients are greatly satisfied with the counseling we provide, which in turn allows us to build a long-lasting relationship.

Vision

Continue playing a leading role in the legal market, both in Peru and Latin America, by taking preventive action and thoroughly understanding the business of each client, which allows us to provide added value services.

Our firm's Telecommunications, Media and Privacy, headed by Pierino Stucchi, a senior partner, is composed of lawyers with sound knowledge of and extensive experience in telecommunications, information technology, communications, mass media (TV, radio, movies, etc.), e-commerce, Internet and personal data protection (privacy). Our counseling focuses on obtaining the regulatory authorizations required to operate (if required) and providing strategic advice to prevent and mitigate regulatory risks related to the media, information technology, communications, including the digital field. We also provide comprehensive advice on privacy law compliance, including due diligence reports and advice during the authority's enforcement procedures.

BUSINESS

- IT, Internet and E-commerce
- Data Protection
- Start-ups
- Fintech
- Crowdfunding
- TMT
- Media (Radio y TV)

CONTACTS

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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 45 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

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Oscar Montezuma

POSITIONING

Niubox was born inspired around the principles of “New Law” with a strong commitment to continuous innovation (“NIU”). On the other hand it aims to become a place to think outside the box, change paradigms and test new methodologies and services similar to a sandbox environment (“BOX”). Niubox aims to disrupt the way legal services are provided through a purpose driven mindset that challenges the traditional organizational structure and delivery of legal services through a client centric approach that has placed them as a leading technology, media and communications law company.

Oscar Montezuma, Director and founder, has been recognized as top practitioner in technology law for his local and international track record and experience in this field. Niubox’s privacy and cybersecurity practice has been acknowledged as the leading practice in the market including gap-analysis and implementation of data protection legal framework, privacy by design assessments, data breach advice, support in data governance and big data and compliance audits.

The firm provides support to its clients achieving regulatory 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.

Niubox has developed strong expertise in addressing the legal challenges imposed by digital platforms, e-commerce and sharing economy in the fields of consumer protection, competition and intellectual property law as well as providing legal advice to clients in different industries in their digital transformation projects. The firm’s clients range from multinational technology companies to emerging start-ups developing cutting edge technologies.

More recently Niubox launched its innovation and design practice aimed to train Legal Departments in the use of design thinking methodologies and teamwork strategies that would lead them to generate disruptive business oriented solutions them to generate disruptive business oriented solutions and strengthen soft skills aligned with their organization’s purpose.

BUSINESS

- Privacy and cybersecurity
- Public policy and regulation in technology
- Consumer protection, competition and intellectual property.
- Digital transformation
- Innovation and legal design
- Telecommunications

CONTACTS

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José Miguel Porto

POSITIONING

Porto Legal is a leading telecommunications, technology and media boutique law firm. The firm's outstanding practitioners have subject matter expertise and in-depth knowledge in regulatory, corporate and commercial matters. The Porto Legal staff collaborates with their clients to jointly achieve their goals and objectives by combining corporate, commercial and regulatory advice with a personalized client experience. The firm's clients range from multinational companies to emerging startups developing industry-leading technologies.

The firm has extensive experience with national and cross-border dealings with major and complex telecom and technology transactions; including (a) in the telecommunications industry; mergers, acquisitions, financings, built to suit, tower sale-leaseback, collocation, sharing, roaming, and outsourcing arrangements, among others; and (b) in the technology industry; IT and technology related transactions; advice in the procurement of infrastructure, hardware, software, devices and services; for the development, integration, testing, implementation and training of new systems; software customizations, configurations and installation; hosting and portal agreements, among others.

Porto Legal has a robust and unique startup and venture capital practice, supporting startups, from incorporation through investments rounds, growth and exit, and investor, including venture capital funds and corporate clients in pursuing corporate venturing strategies and investments.

José Miguel Porto leads the firm, he is a seasoned attorney and recognized industry practitioner. Having worked as in-house counsel (reporting to the General Counsel of a Fortune 500), he is focused in providing a first class service through sound legal advice and achieving customer's objectives and key results.

BUSINESS

- Telecommunications
- Technology Transactions & Regulations
- Startups and Venture Capital
- Entertainment and Media

CONTACT

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Gustavo Rodríguez

POSITIONING

In Rodríguez García we specialize in market and intellectual property issues. We are a boutique firm dedicated to serving your needs in all competition, market controversies and intellectual property matters.

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 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
- Compliance - Market Regulation
- Fashion Law and Entertainment

CONTACTS

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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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Diego Zegarra Valdivia

POSITIONING

Peruvian law firm Zegarra & Schipper specializes in administrative law issues.

In 2015, led by its founding partner, Diego Zegarra Valdivia, began the provision of its legal services to public and private entities, mainly in the area of personal data protection.

Throughout the years, thanks to the efficiency and excellence of their team, they have a broad portfolio of clients in the private sector (in banking and finance, public service providers, security companies, department stores, fishing, construction, bureaus risk centers, call centers) as well as entities of the Public Administration (Ministries, Regulatory Agencies, state saving banks) .

What distinguishes the professionals that make up the Zegarra & Schipper team is their solid academic background and their knowledge of economic activities in which legal advice is provided and the activity of the Public Administration.

BUSINESS

- Protection of Personal Data.
- Administrative Law.
- Arbitration.
- Public Employment.
- Training.
- Regulated Sector.
- Consulting for the State.

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Daniel Reis Nobre



Tiago Reis Nobre



Vitor Palmela Fidalgo



Vera Albino



Inês Monteiro Alves



João Pereira Cabral



João Francisco Sá

POSITIONING

Inventa International is an Intellectual Property Law Firm, specializing in the protection and internationalization of trademarks, patents, industrial designs, copyright and domain names. With almost 50 years of experience in Portugal, the European Union and all the African jurisdictions, International has served thousands of clients holding large trademark and patent portfolios, and other entities dealing with R&D on a daily basis. Furthermore, our experience allows us to understand the caveats of the different industries since we maintain relationships with clients from different sectors, including food and beverages companies, communications, IT, pharmaceuticals, manufacturers, oil & gas companies, financial institutions, business services companies and more.

Our head offices are based in Lisbon, Portugal, and we also have offices in Angola, Mozambique, Nigeria, Cape Verde, São Tomé and a large network of representatives all across the African region, including representation before the ARIPO and OAPI regional organizations committed to delivering global coverage with local experience. Inventa International also has representatives in East Timor and Macau.

Due to our large network of contacts and associate level, we offer our clients a vast team of highly specialized professionals in the Intellectual Property field and related strategic sectors. Our professionals guarantee highly personalized and efficient accompaniment of all our services.

BUSINESS

- Strategic advice
- Trademarks
- Patents
- Domain names
- Copyright
- Anti-Counterfeiting
- IP Assets Valuation
- IP Contracts & Licenses
- IP Due Diligence
- IP Litigation
- Plant Variety Protection
- Trade Secrets

OFFICES

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MOZAMBIQUE

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Patricia Rodrigues



Pedro Alves Moreira



Cláudia Amorim



Elsa Canhao



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 40 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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Ana Rita Paíño

POSITIONING

SÉRVULO is a Portuguese full-service law firm with 20 years of existence, which occupies a leading position in the Portuguese legal market. Recognized for the quality of its legal services in all relevant areas of law and strategic sectors, SÉRVULO has a highly competent multidisciplinary team of more than 100 lawyers, motivated by a single purpose: to transform academic research and accumulated knowledge in the design of sound legal solutions, thus creating added-value for its clients. SÉRVULO is trusted by a vast number of the main private and public entities, both domestic and international, in the Portuguese-speaking legal markets and in all the most significant economic sectors. It houses a roster of lawyers that are fully capable of facing all of the challenges that may arise at any time and in any field of the Law.

At the global level, SÉRVULO is a member of three international networks of law firms (Legalink, Cathay Associates and Roxin Alliance) and it has a presence in Brazil, Angola, Mozambique, Guinea-Bissau, Cape Verde, São Tomé and Príncipe, Macao, East-Timor, Madeira and Azores through its own multilateral network of leading law firms in Portuguese-speaking jurisdictions (SÉRVULO LATITUDE).

INDUSTRIAL PROPERTY

SÉRVULO regularly provides legal assistance in trademarks, patents, industrial models and unfair competition, including evaluation of trademarks and patents (national and European) in order to assess its validity and / or infringement and the strategy to be carried out before a possible lawsuit.

The firm advises several international clients holding reference brands in the automotive, catering and clothing sectors, providing legal assistance in the preparation, analysis and follow-up of negotiations regarding agency, distribution and franchise contracts.

TMT

SÉRVULO provides legal and strategic advice on all types of contracts from the software industry, e-commerce, internet and all matters related to new technologies, as well as in regulatory issues in the telecommunications sector. We also provide advisory services in media, publicity and image rights. In data protection, SÉRVULO's TMT team has extensive experience, including legal advice under the GDPR, comprising the preparation of risk reports and corrective measures (DPIAS), comprehensive review of corporate privacy policies, organization and internal records in compliance with the GDPR obligations. We also provide GDPR training for companies.

BUSINESS

- Public Law
- Corporate, Commercial and M&A
- Finance and Governance
- Restructuring and Insolvency
- Employment Law
- Tax
- Corporate Crime and Regulatory Compliance
- European and Competition Law
- Real Estate, Tourism and Urban Planning
- Litigation
- Arbitration
- Intellectual Property
- Life Sciences
- TMT
- Privacy and Personal Data Protection
- Sports Law


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Dmitry Markanov



Mikhail Shurshilin



Evgenia Levina

POSITIONING

Founded in Moscow in 2006, PATENTUS has established itself as a Russian full-service intellectual property firm. It provides clients with advice in all areas of IP law, including trademarks, patents, utility models, designs, domain names and geographic indications.

Mission

Effective protection of our clients' investments in marketing and innovation.

One stop IP boutique with global IP network

PATENTUS experts have established longstanding relationships with reputable law firms across Europe, Asia and the USA. Such partnerships allow PATENTUS provide to its clients both a unique global perspective and comprehensive local knowledge.

Clients

PATENTUS experts work with clients ranging from small and mid-size firms to the most ambitious international corporations from all over the world and all over Russia. The company's professionals represent clients in a wide variety of industries, such as Automobiles & Parts, Chemicals, Finance, Health Care, Construction & Materials, Food & Drink, Retail, Technology and Telecommunications.

Why we may be useful to your company?

PATENTUS team represents a unique combination of knowledge and experience of the best specialists in the field of intellectual property. It allows the company:

- Hold the **2nd place in Russia by the number of IP litigation matters.**

Being in charge of hundred IP dispute resolution cases every year, PATENTUS lawyers conduct a large number of cases not only in Moscow, but also in other cities and regions of Russia and CIS. From year to year has been growing the number of foreign clients who turn to PATENTUS for solving issues related to intellectual property (the Netherlands, France, Germany, the Republic of Korea, Sweden, etc.). Hold the **2nd place by the number of trademark applications filed.** PATENTUS strong team of professionals comprises ex-PTO attorneys who have an unrivaled hands-on experience. More and more companies have been entrusting us with the filing and prosecution of trademarks applications, conducting IP searches and managing domain names.

- In regards to patents, have **in-depth expertise in chemistry & life sciences**, including biotech where we offer the top-notch quality at both enforcement and nullification proceedings.
- **To be one of the best IP companies in anti-counterfeiting activities.** For the years of work, a clear and effective system of fighting counterfeit products was built up, including monitoring of counterfeit products on the Internet, and strong and reliable relationships with law enforcement agencies were established. This allows PATENTUS lawyers to quickly and effectively achieve the destruction of counterfeit goods.

Recognition

PATENTUS is consistently recognized by authoritative international and Russian legal rankings. We strongly believe that such recognition is the result of our high quality work, unique experience and the experts' dedication.

BUSINESS

- Trademarks
- Patents
- Litigation
- Transactions

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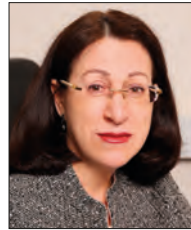
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POSITIONING

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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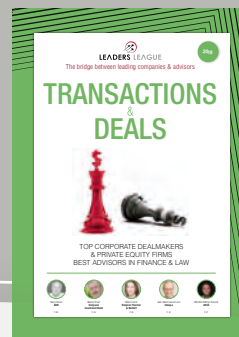
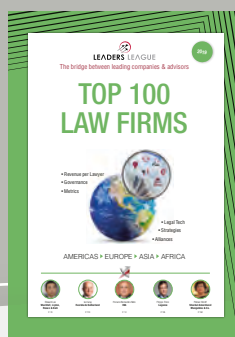
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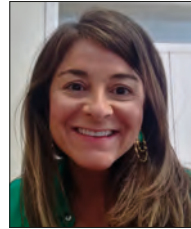
Eleonora Carrillo



**Maria Luisa Arce
Torrecilla**



Pedro Castiñeira



Patricia Revuelta



Carlos González

POSITIONING

Jacobacci & Partners was founded in Turin, in 1872 and today is one of the leading European firms. 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.

Abril Abogados was founded in Madrid, in 2001 and during its almost 20 years of experience become a well-known “ IP boutique” in the Spanish market, working for local and international clients at both prosecution and litigation levels, being recognized by numerous rankings and directories that placed it as First level office in Industrial, Intellectual Property and New Technologies.

On February 12, 2020 Abril Abogados and Jacobacci & Partners agreed to integrate their respective offices in Spain. This alliance will allow both firms to continue growing as a highly qualified firm, having now a European network of sixteen own offices, a team of more than one hundred professionals and more than 400 employees in total. The union will gradually materialize throughout the second half of the year 2020, which will allow a solid and coherent integration of both teams, always prioritizing the needs of the clients and professionals that make up the group.

Specifically, the firm has recently created a specialised desk dedicated to Latin America. 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.

BUSINESS

- Trademarks
- Patents
- Designs
- Online brand protection
- Anti-Counterfeiting
- Litigation
- Advertising
- Copyright
- Data Protection
- New technologies

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- Valencia

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Carlos González, Attorney and Head of Latam Department, Abril Abogados, Spain: cgonzalez@abrilabogados.com

We have major expertise in the management of IP matters in the Latam region



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Interview with

ELEONORA CARRILLO
Managing Partner, **JACOBACCI & PARTNERS**

Jacobacci & Partners, created in 1872, is one of Europe's foremost IP Agencies. We interviewed Eleonora Carrillo, managing partner at Jacobacci Spain and Co-head of Jacobacci & Partners' Latam desk.

Leaders League. When and how did the idea of a Latin America desk emerge?

E. C. The idea of a LATAM desk specifically emerged from the further development of the Spanish practice of Jacobacci in Madrid. I was previously an attorney at Jacobacci Italy, and then joined the Madrid team in 2012, which I started managing in 2017. My new experience in Spain made us realize just how much stronger and closer the relationship with Latin America is with Spain, rather than Italy or, indeed, other European countries. I am also half Latin American, which is extremely helpful when it comes to understanding cultural differences. Since 2012, Pedro

Castiñeira (heading our patent division in Madrid) and I started progressively increasing the flow of work and strengthening the relationships with LATAM clients and firms.

Furthermore, following the merger of Jacobacci with Coralís Harle et Phelip in France, we were able to count on a new and valuable member of our team, María Luisa Arce-Torrecilla (trademark attorney at our office in Paris) who is also Latin American and has a significant network of contacts in the region.

At that point, we believed we had all the necessary pieces in place to create a LATAM desk, which we formally launched in January 2017 with the following advantages: a Spanish office working actively and closely with Latin American clients/firms, major expertise in the management of IP matters in the region and members who are Latin Americans and/or native Spanish-speaking.

How does Jacobacci's long-lasting experience contribute to helping clients with their portfolios in Latin America?

Our project has been made possible and is successful by virtue of the long-lasting practice in the IP sector and outstanding flow of work managed by the Jacobacci group at international level.

Specifically, through this desk, we can handle the filing and prosecution of trademarks, designs and patents in any LATAM jurisdiction, which provides many valuable advantages.

First, assistance is provided through only one European firm instead of various local ones, which would require a separate handling of each file and dealing with different agents that may not result in a beneficial strategy for reciprocity purposes.

We can apply reasonable fees by virtue

of special cost agreements between our firm and our local associates. At the same time, we can offer high-quality services in this region, by working only with a select network of reliable and responsive partners.

Furthermore, we guarantee quick action avoiding any delay in the handling of the files, while our intermediary role is particularly advantageous in the event of office actions, oppositions or complex matters, as communicating in Spanish with the local agents and reporting to the client the translated information accurately, is generally very helpful for an appropriate review of the matter.

Jacobacci already has an office in Madrid but recently merged with Abril Abogados. What is the thinking behind this merger?

Since the opening of Jacobacci's Spanish office in Madrid in 1994, our practice has grown thanks to our clients' trust and support, together with our other offices in Italy, Switzerland and France.

The recent union with Abril Abogados, a Spanish firm of reference in the IP and new technologies areas, will allow us to continue growing as a highly qualified firm and to deliver our clientele the best services in this sector.

We are also enthusiastic about having two new members in our LATAM Desk, Patricia Revuelta and Carlos González, both of whom joined from Abril Abogados. Each has a long history of exemplary IP experience, including in litigation matters, and an extended network of contacts in the region, which in itself will further support and increase the activity of our 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, prosecution 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 and authorities in proceedings relating to intellectual property and matters with a particular focus on technology. Our core competencies include:

- General 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

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IP | IT BUSINESS

Our IP | IT practice focuses on the following areas:

- Patent Litigation and Arbitration
- Technology Transfer and Licensing
- IT-related Litigation and Arbitration
- IT projects, Outsourcing, Software-Distribution
- Privacy and Data Protection
- International Transfer of Data and Access to Databases
- Strategic Advice on Development of IP Value
- IP- and IT-related support of M&A and Capital Market Transactions

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Thierry Calame



Lukas Morscher



Jürg Simon



Daniel Tunik



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).

TMT and Outsourcing

Our TMT 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 Media Telecoms (TMT) and Outsourcing

OFFICES

- Zürich
- Geneva
- Lausanne

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Nicolas Birkhäuser



Clara-Ann Gordon



András Gurovits

POSITIONING

Established in 1936, law firm Niederer Kraft Frey has a proven track record of leading excellence and innovation in Swiss law. With a strong domestic and international client base in Switzerland, together with an established reputation for efficient collaboration with international law firms, NKF continues to build on its history of quality, commercial pragmatism and innovation.

In the legal industry, we are one of the few recognised “solution providers” in the fields of Technology. We do not only provide legal solutions for our clients but, being knowledgeable of the Technology market, we are also a recognised point of contact for business and complex project-related matters during project implementation phases. Years of practical experience and a global network of recognised specialists enable us to offer our clients holistic and comprehensive advice on both domestic and international projects.

We advise numerous companies from various industries concerning the definition and implementation of national and global strategies for the protection and defence of intellectual assets. Our experts on intellectual property law provide advice, conduct due diligence audits and represent Swiss and foreign companies in contentious and non-contentious proceedings. Our extensive experience and long-standing commitment with regard to all aspects and current developments of intellectual property law enable us to prepare efficient and practical solutions that are optimally tailored to the specific requirements and the business strategy of our clients.

BUSINESS

- Antitrust/Competition
- Banking, Finance & Regulatory
- Capital Markets
- Commercial
- Corporate/M&A
- Dispute Resolution
- Employment
- Intellectual Property
- Investigations & Enforcement, White Collar Crime
- Private Clients
- Real Estate
- Social Security and Pensions
- Sports
- Tax
- Technology

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Lorenza Ferrari Hofer



Michèle Burnier



Thomas Legler

POSITIONING

Pestalozzi is a multicultural Swiss business law firm focusing on high-end work for domestic and international clients since 1911. Pestalozzi lawyers are strong and empathic personalities who single-out by a truly independent approach in their advice and representation of their clients' interests.

The firm guides and supports its clients in their strategic business decisions, anticipate their future challenges and help them solve their critical issues. Being fully integrated, Pestalozzi encounters no internal limits in shaping the most adequate and efficient teams for the clients' needs.

With over 100 professionals in Zurich and Geneva, the firm is at home in Switzerland's two main commercial hubs – and have developed a wealth of experience in their key industries of Banking, Life Sciences, Commodity Trading and Insurance. While being locally embedded, Pestalozzi has also developed a sought-after expertise in dealing with multi-jurisdictional transactions and disputes.

BUSINESS

- Corporate/Mergers & Acquisitions
- Litigation & Arbitration
- Banking & Finance
- White Collar Crime
- Capital Markets
- Restructuring & Insolvency
- Life Sciences
- Private Clients
- Intellectual Property & TMT
- Tax
- Blockchain & Crypto Assets
- Competition & Trade
- Employment, Executive Compensation & Pension
- Real Estate & Environment

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Mehmet Nazım Aydın Deris
Founding Partner/Senior Counsel



Nükhet Serra Coral
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Emre Kerim Yardımcı
Managing Partner



Okan Can
Partner

POSITIONING

Deris, since 1912, has been one-stop shop for IP services with one of the largest and internationally regarded IP prosecution and advisory team in Turkey.

The firm has been a pioneer in shaping the IP landscape by obtaining the precedent decisions and participating the preparation of the IP legislation upon the invitation of the legislative bodies. Deris provides a wide spectrum of high-quality services that are essential for securing, maintaining and enforcing IP rights.

The firm's services and counseling are supported by the trademark attorneys and technical experts, who are national and European patent attorneys, under a unique service approach combining long-standing enforcement experience with prosecution-technical expertise. The firm's goal is to secure enforceable IP rights in the market so that they can be transformed into sustainable commercial values.

Today, Deris consists of two legal entities: Deris Patents & Trademarks Agency A.S., which counsels, files, prosecutes, registers and manages IP rights worldwide; and Deris Attorney-At-Law Partnership, which provides legal counseling in contentious and non-contentious matters and representation for litigation before IP, civil and commercial courts.

The Team consists of 20 attorneys at law and 18 registered trademark and patent attorneys, six European Patent attorneys. With the administrative and support staff in the trademark, search, design patent, patent and litigation departments, the firm has more than 70 collaborators.

Areas of practice

Deris Attorney-At-Law Partnership is specialized to exclusively handle IP, IT and media-related cases for contentious or non-contentious matters. The partnership has an agile and cost-conscious approach in pragmatically combining and coordinating a tailor-made solution in complex matters consisting of developing IP awareness and enforcement strategies, conducting investigations on counterfeits and evaluating their results, preparing and organizing the seizure before Customs against counterfeit goods, serving cease and desist letters for prevention of infringing acts, conducting negotiations for settlement agreement and instituting civil and criminal court action.

Deris also has a very strong patent litigation team led by its founding partner Aydın Deris, working in cooperation with the in-house Turkish, European and US patent attorneys of the prosecution firm. Besides being highly active in litigation, the Deris team also implements alternative dispute resolution policies before or during litigation. In this respect, the team is in contact with the World Intellectual Property Organization (WIPO) Alternative Dispute Resolution Centre and actively participates in arbitration and mediation training. Kerim Yardımcı has been appointed as a panelist and arbitrator before WIPO for Uniform Domain Name Dispute Resolution Policy matters. Okan Can and two other members of the team have been appointed as chartered mediators before the Ministry of Justice in Turkey.

Deris provides services such as drafting, preparing, filing and prosecuting of the application of industrial property rights in Turkey and through the firm's top-level worldwide collaborators.

BUSINESS

- Intellectual Property
- Patent Litigation
- Trademark Litigation
- Trademark & Patent Prosecution
- Anti-Counterfeiting
- IP & IT Transactions
- IP Due Diligence
- Technology Licensing
- Copyright and Anti Piracy
- Unfair Competition
- Trade Secrets
- Protection of Plant Breeder's Rights
- Personal Data Protection
- Media & Entertainment Law
- Consumer Law
- IT Law
- Reputation Management

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Diego Cervieri



Andrea Oliva



Lucía Cantera

POSITIONING

CERVIERI MONSUÁREZ 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 and international brands, by Diego Cervieri
- Corporate Law, by Andrea Oliva
- IP trials and commercial agreements, by Lucía Cantera
- Regulatory, by Viviana Cervieri
- Brand Protection in Latin America, by María Laura Perna

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 - Santa Cruz

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