LEADERS LEAGUE

Intelligence Report & Rankings

2022 EDITION

MARKETING, BRANDS, TRADEMARKS & COPYRIGHT

Top law firms, IP agencies & consultancies
Exclusive interviews with leaders
Insights & analysis

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SOPHIE STEVENARD
Managing Editor

FAKE IT 'TIL YOU MAKE IT!

With summer here and Covid on sabbatical, it's tempting to think that all is rosy in the garden, but brand managers and marketing gurus are grappling with an unwanted post-pandemic trend: the rise in consumers buying fake products.

The EU Intellectual Property Office's 2021 Intellectual Property and Youth Scoreboard, made for alarming reading. It confirmed that young people's attitudes to counterfeit goods has shifted – they have less and less compunction about buying fake products. Over half of young people surveyed bought one or several fake products intentionally in 2020, which was a significant increase on 2019 (14 %).

One in 10 respondents mentioned recommendations by influencers or famous people as a reason why they did so. The figures varied by country, with 62% of youths in Greece having knowingly bought a knock-off in the previous year, compared to a quarter of Czechs.

With the rise of online influencers since 2020, coinciding with high youth unemployment and a steep rise in the cost of living, it's not hard to see why image-conscious, cash-shy Gen-Zers have grown comfortable with counterfeit products.

The question is what can brands and marketeers do to reverse this trend? One way to negate the appeal of counterfeit goods is for brands themselves to be more authentic. Twitch's head of sales for France and the Benelux states that, "by interacting with communities and content creators on Twitch, brands can have success reaching the elusive Gen-Z market."

Another issue in the past year has been the rise in disputes between the UK and the EU over trademarks since Brexit. The UK left the EU trademark system in January 2021, which caused a major rush to file trademark applications, resulting in a surge in the number of oppositions being filed. In May, UK-based IP law firm Mathys & Squire revealed that the number of oppositions to UK trademark applications more than doubled to a record high of 8,026 in 2021, up from 3,584 in 2020.

And this is without even getting into the "virtual" intellectual property challenges posed by the Pandora's box of the metaverse.

With increasing globalization and interconnectivity, it is difficult for companies to know where their next IP issue may arise, whether it's a piracy problem in Asia, a licensing headache in the US, or a trademark spat in Europe. For IP-focused law firms, giving multi-jurisdictional, practical and commercial advice to clients makes all the difference.

Featuring exclusive interviews with leaders in the world of brands and intellectual property, we hope the guide you are about to read helps you navigate these issues. ◆

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A publication by: Leaders League SAS - N° RCS Paris: B422 584 532
Main shareholder: P.E. Lorenceau
Printed by Rotimpres – Pol. Ind. Casa Nova – Carrer pla S'Estany s/n 17818 AIGUAVIVA (Girona)

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EXECUTIVE
SUMMARY

THE FUTURE IS NOW: INNOVATIVE MARKETING & BEYOND

The new look of marketing, brands, trademarks and copyright has arrived. Whether it be influencers and their monetization on social media platforms, the implementation of hybrid event management, or the registration of trademarks for virtual goods, the legal landscape is evolving and flourishing.

Leaving traditional marketing behind

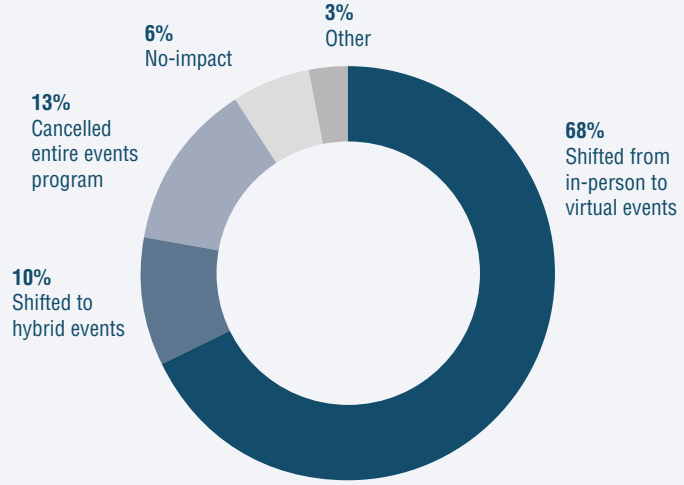
The right environment for marketing strategies is one that includes risk-taking. Since the Covid-19 pandemic, there has been a peak in innovation and creativity as they relate to corporate business, new technologies, and branding. One might arguably say that it is a positive result from the past two years of uncertainty. Globally, the world has persevered through difficult times and this new level of determination has introduced itself in the realm of business. To reflect this, professionals are leaving traditional marketing strategies behind to make room for exciting and innovative ones.

We are all aware of influencers and their power on social media platforms. Businesses have been taking advantage of influencers (and vice versa) for some time now to promote brand awareness and engagement. Customer-driven content marketing naturally stemmed from this. Simply, current customers who support the brand create content and buzz online to promote it to other users in the hopes of generating new clients. Not only is this more affordable for the business, but it requires less manpower. Although this strategy is becoming a new norm for businesses and online users alike, many wonder how legal entities will respond. According to Gina Durham, San Francisco-based partner at global law firm DLA Piper, the FTC will scrutinize the use of influencers more closely and assert its authority where appropriate through the Penalty Offense Authority. Thus, one can assume that there will be more observance of influencer endorsements and their implications. In addition, customer-driven content, although not a new trend, will only continue to grow as polished, traditional marketing is no longer sought after by younger generations who wish to see authentic media created by their peers.

Users can look forward to enjoying unrefined content from their favorite celebrities and influencers. However, one cannot forget that this naturally stimulates false advertising claims. Durham also states, "In today's consumer landscape, brand content and advertising are being woven into consumers' lives in new and imaginative ways. This expansion, unsurprisingly, has triggered a growing volume of false advertising claims." The volume and complexity of these claims will grow due to the tendency of mixing endorsed content with users' social media feeds. As the nature of the internet is infinite, creativity and innovation flourish just as often as mischief, theft, and violence. Users should be aware of data protection and privacy rights as well as consumer targeting while online.

Marketing is intertwined with technology and innovation. One prime example is hybrid event management. Demand Metric shows us that businesses responded to the pandemic by implementing virtual events the past two years. However, traditional, in-person events have not lost neither their importance nor their authenticity. Thus, the hybrid event was born. It is now possible to invite local professionals on-site while also those who work abroad. David Scott, Senior Communications Manager at Envato, a prominent world-leading online community for creative assets, explains: "... organizers have had to think outside of the box to come up with suitable hybrid options. In areas of high vaccination rates – think the USA and parts of Europe – this has led to a dual track approach, where local attendees can still meet IRL [in real life] and experience a socially distant event, while global attendees tune in online for the stream, connecting across virtual chat rooms and visiting virtual booths." Consequently, we can suppose that in-person events will now include more complex and creative virtual features and that 100% online events will certainly decline as people become comfortable reentering into society.

WHICH SCENARIO BEST DESCRIBES WHAT HAPPENED TO YOUR EVENTS PROGRAM WHEN COVID-19 FIRST APPEARED?

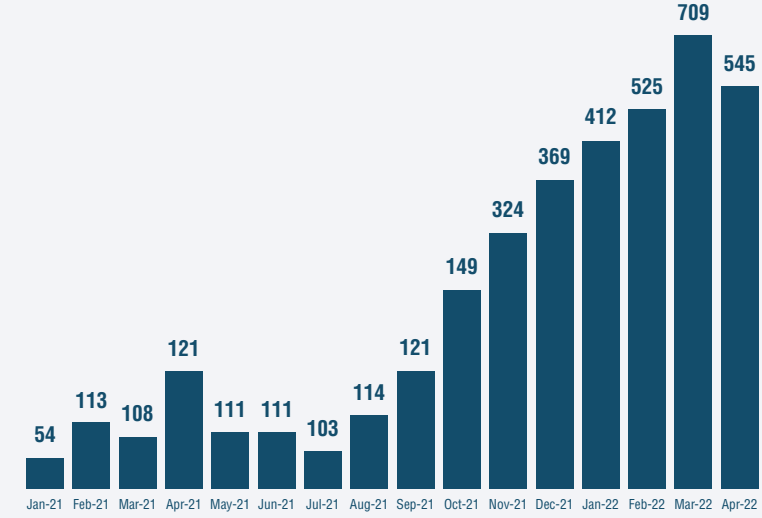


Source: Demand Metric 2021

Brand strategies, protection & storytelling

Brand management strategies have certainly changed in the past two years. A great example is CBD and recreational marijuana use. It is obviously a new product but now it's a question of branding too. Although highly regulated, like many other products in varying industries, CBD and marijuana companies are creating their own brands and establishing target audiences. This is not the only area where we see brands developing and evolving. With the creation of the Metaverse, companies are now asking themselves about trademarks on virtual goods. Some have already registered trademarks on their virtual brands and goods and even filed for trademark infringement. Although we are far from any established legal framework as it relates to the Metaverse, companies still prefer to be proactive rather than reactive.

To build trust, brand storytelling is quite often implemented through communication strategy tactics. The idea of storytelling is not new; however, the way it is being addressed is. Businesses are introducing their company values at the same time as they are addressing their brand story. Take for instance Airbnb and its newest communication campaign. Its tagline is: Belong Anywhere. The Envato blog states, "The campaign has helped to reinforce the company's values and purpose by emphasising local experiences, as well as raise more than $1m for refugees. More recently, Airbnb also provided free accommodation to more than 20,000 refugees from Afghanistan, demonstrating that there's genuine action behind the stories they tell." The importance of brand storytelling as well as company values and corporate responsibility is something that accompanied the growing economic power of millennials. However, Gen Zers, whose buying power is also growing, want to enforce these values and responsibilities. Their interaction with brands will consequently set the stage for the next two or three decades, if not more. In addition, they are looking for original content, and not just from Netflix. Some brands are already taking advantage of this trend. One example is Salesforce with their new product Salesforce+, which is a streaming service aimed at businesses. Authenticity, acceptance, and apprehension have become the new cool, and rightfully so.



Source: The Law Office of Michael E. Kondoudis 2022

The monetization of social media platforms by content creators has also been observed in the past year. Content creators are taking advantage of social media advertising and product creation in order to earn money, sometimes making enough to make it their full-time job. Influencers can take it a step further by offering premium content through subscription. One example can be seen on Twitter. The platform recently released a new feature called Super Follows. It is a subscriber-only content revenue stream that is supposed to facilitate more authentic engagement between users and their followers while also allowing creators to earn money.

Unconventional trademarks take hold

Trade dress is the next big thing. Since the introduction of the Metaverse, unconventional trademarks are only becoming more important. This can include the look of product packaging, unique and creative store layouts, specific arrangements of colors, and even the smell of a product. The future of trademark law is still being guessed at, but professionals can agree that there will be big changes to come. Joe Carrafiello from TCAM Today writes, "Trademarks are almost certain to insert themselves in several scenarios in these immersive environments that are designed to be an extension or replica of the real world." There are many examples of this, one of them being virtual shops selling virtual goods. Another is the possibility of selling virtual services (e.g. fitness classes, concerts, or sporting events). In addition, one cannot forget the use of product placement online or the possibility of combining marketing efforts between the virtual and real world. To illustrate, a user would be able to buy a product in the real world and receive a coupon. Then, through this same coupon, the user could also buy the product in the virtual world (or vice versa). The opportunities are endless, and consequently products and brands will need to protect themselves.

To prove this trend, take for instance the Metaverse and its number of related trademark filings this past year. Compared to previous years, the number of filings has exponentially grown. Professionals agree that this will likely continue as Metaverse makes its footprint in the global market. There are many experts currently studying trademark trends. One in particular, Michael Kondoudis, a USPTO-licensed trademark and patent attorney, published a recent article where he states, "Thus far in 2022, the USPTO has received 2, 191 trademark applications for Metaverse and/or virtual goods or services."

Copyright & the NFT dilemma

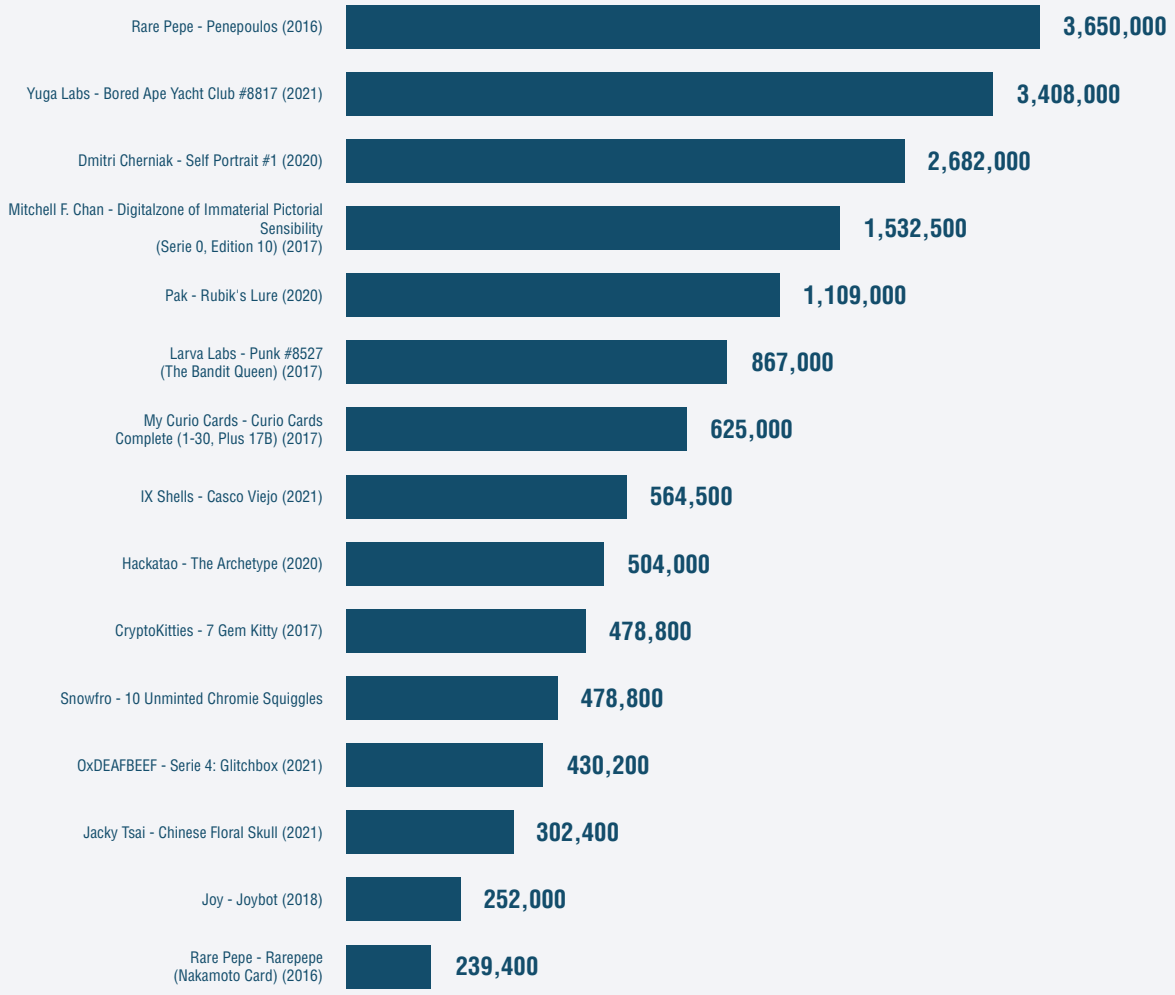
Just as the number of Metaverse trademarks applications has risen, so have NFT (non-fungible token) filings. However, many professionals wonder if NFTs are here to stay or not. There are questions related to investments and future challenges that leave many businesses and individuals feeling uncertain, especially after January 2022's massive cryptocurrency market collapse. To explain a little further, it's important to understand how NFTs function. They are similar to deeds or certificates of authenticity. These "certificates" are not physical. Instead, they exist in the blockchain. This means that once an asset is exchanged, a new record is entered into the data ledger, referring to the record before it and then informing that which follows. In other words, it is impossible to change the blockchain without invalidating all its previous history, thus making it an extremely secure technology. NFTs are already being sold on the Metaverse. This is outlined in the below graph which shows the most expensive NFTs sold to date.

Although the first NFT was minted in May 2014, these commodities are not yet formally regulated. In other words, the influence of NFTs can only be carried out by application of established law. It is important to note, as some major companies and individuals have misunderstood, that NFTs represent the underlying work and not the work itself. This means that the buyer does not own the copyright to the work it signifies.

Whether it be NFTs, unconventional trade dress, or evolving brand storytelling, all these factors play a role in our legal system. To incite innovation and creativity, the right ecosystems must offer a favorable environment. The World Intellectual Property Report 2022 explains that the ecosystems include governments, educational institutions, and entrepreneurial business leaders. This is the difficult coordination between knowledge and economic strategies that can stimulate innovation among inventors and stakeholders; and their mutual support will make all the difference. ◆

BY RACHAEL MARTIN

MOST EXPENSIVE NON-FUNGIBLE TOKENS (NFTs) SOLD ON SOTHEBY'S METAVERSE WORLDWIDE AS OF APRIL 2022, BY PRICE REALIZED (IN U.S. DOLLARS)



Source: Statista 2022

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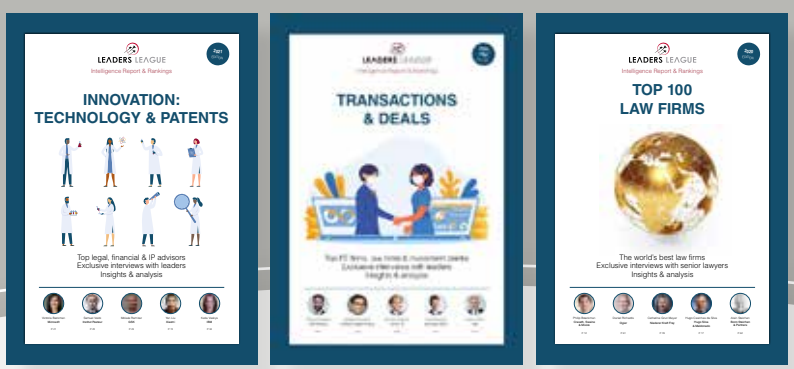

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MARKETING

“Twitch has played a major role in legitimizing live-streaming as an entertainment form”

Interview with

MÉLISSA SIMONI
Sales Director for France & the Benelux, **TWITCH**

Known to the general public as YouTube for gamers, Twitch continues to power up with an ever-wider range of artistic and cultural content. The Amazon subsidiary has become the video-sharing service of choice for millennials and Gen-Zers. Its director of sales for France & the Benelux, Mélissa Simoni, talks about the purple platform’s pulling power.

LEADERS LEAGUE. Created in 2011, Twitch was conceived as a digital content platform dedicated to video games. How has your company evolved over the past decade?

Mélissa Simoni. Twitch is the main live-streaming service for content creators on the internet. Ten years ago, the gaming community came together to support this service. Yet gamers have a host of other interests, therefore expanding the range of content on Twitch to include fashion, music, sport and the arts was a natural step.

Globally, our service has an average of 31 million visits per day, which includes more than 2.5 million users at any one time.

And while gaming content on Twitch has quadrupled in the past three years, we’ve seen exponential growth in sport and music content on the platform too. Certain high-profile members of the French media establishment, such as *Arte*, *BFM*, *L’Équipe* and *Le Figaro*, have made the switch to Twitch to launch channels.

These days, over 8 million content-creators stream on Twitch every month. In 2021, that translated to 1.3 trillion minutes of audience viewing time. We believe that these figures speak for themselves in demonstrating the success of Twitch’s original model, via which communities participate in generating content alongside the content creators themselves.

> “Via Twitch, brands can have success reaching the ellusive Gen-Z market”

Although it features pre-recorded videos, Twitch made its name as a live-streaming platform, a format which has immense potential for interaction and monetization. What services can streamers on your platform avail of to build their user base?

In the space of 10 years, Twitch has not only developed more sophisticated streaming features, but has actually played a major role in legitimizing live streaming as an entertainment form. With Twitch, rather than passively watching, we put the viewers at the heart of the experience.

From the moment they post their first video, we put a range of dynamic tools at the disposal of our streamers, such as Automod, one of our AI-based moderation systems, which polices the chat etc., freeing up content creators to do what they do best, safe in the knowledge that their community during a live stream is interacting in a respectful, good-natured manner.

Twitch has developed a micro payment system called Bits, which allows viewers to reward their favorite content creators in real-time. How does it work?

There are several ways users can support their favorite channels. They can take out monthly paid subscriptions or make micropayments by ‘cheering’ in the chat during streams, which sends an amount of Twitch’s own Bits virtual currency [1 Bit = 1 US cent] to the host of the stream. This is a virtuous model which encourages the production of quality content and builds bonds between the streamer and members of their community.

As for advertisements during streams, these give the opportunity for content creators to take a break during longer programmes. Members of the Twitch community have embraced these monetization features as a way to support their favorite content creators.

During the pandemic, views of videos and streams on platforms such as yours exploded, and there was a massive influx of new content creators. How did Twitch capitalize on this?

Twitch lets you create communities based on shared interests. During the height of the pandemic, when lockdowns and social distancing were the norm, we saw a significant increase in the number of hours watched and amount of content live-strea-

med and games played live on Twitch. We are proud to have been able to play a small role in bringing people together during this period.

From this peak of activity on Twitch, we have been able to retain a number of content creators who launched channels during Covid, many of them celebrities, like the tennis player Gaël Monfils whose channel became very popular thanks his interviews with sports stars such as Teddy Riner and Tony Parker. Then there was Gotaga, Doigby and Squeezes' charity stream featuring Antoine Griezmann, which collected €33,000 for the Red Cross.

These days, more and more brands see the value of live streaming as a way to reach customers. What is your roadmap for corporate Twitch users?

Premium video, made-to-measure formats, carefully selected influencers… Twitch has an elaborate range of solutions that can satisfy the needs of brands, regardless of their industry. We decide on the most appropriate means of presentation in order to ensure that the brand can interact with the Twitch community in an authentic way.

For example, when we started working with Rowenta (SEB Group) to promote their products on Twitch, we launched a video to coincide with Prime Day organized by our Brand Partnership Studio. We brought in the streamer Avamind, precisely because our experts know what Twitch content creators specialize in and that Avamind features SEB group products on her streams.

Over the course of her two-hour stream, Avamind unboxed Rowenta's latest robot vacuum cleaner, explained its features and demonstrated how it worked. Her channel's followers then had the chance to pose their questions, after which they were invited to suggest names for the device and pick the winner.

These types of exchanges are the way forward for brands that want to create communities of potential customers from Twitch regulars favorable to their brand. By interacting with communities and content creators on Twitch, brands can have success reaching the ellusive Gen-Z market. Companies, from banks to fashion houses, have a lot to gain from using our interactive model where communities, content creators and brands come together to participate in a collective digital experience. ◆

"Over 8 million content-creators stream on Twitch every month"

“Diageo’s IP team will play a bigger role in clearing the path for new technology”

Interview with

KATHERINE TSANG
General Counsel - Global IP, Innovation and Marketing, **DIAGEO**

Katherine Tsang speaks to Leaders League about the level of collaboration between the drink-industry giant’s innovation and marketing teams, how the company is offering new leadership opportunities to colleagues, and the importance of building professional relationships with external counsel.

LEADERS LEAGUE. You’ve worked at Diageo for nearly 18 years. How has the role of an in-house IP counsel changed in that time?

Katherine Tsang. I think the fundamentals of the role are the same – to provide legal advice that enables the business to make an informed decision on how to proceed. However, the advice needs to be increasingly commercial and less risk-adverse, and that demands a closer understanding of the business context. In recognition of this, the Diageo Legal function has a newly adopted hashtag - #clearthepath – and an expressly stated purpose which is “to clear the path for profitable and sustainable growth for Diageo, and to help seize the commercial opportunities before us”.

Looking back over the last five years or so, I believe another change has been the speed with which we need to deliver advice. As the business world moves with more pace, so we need to match this. However, the volume of legal work has not decreased so that requires us to apply the 80:20 rule more and more, for example, making recommendations based on adequate information versus seeking out all information.

> “Diageo’s innovation agenda is increasingly looking at breakthrough initiatives, entering or creating new categories such as the alcohol-free spirits”

What does an average day look like for you now?

It is difficult to define an average day as each day is so varied. However, one thing that is consistent is that I rarely find myself doing what I thought I would be doing when I woke up in the morning, but that unpredictability is part of what makes an in-house role so challenging and fulfilling. Notwithstanding this unpredictability, a significant part of any day will involve managing the IP team – be that people management, acting as a sounding board for their legal queries or helping them prioritize high-value, high-risk work so they can use their time as efficiently as possible. I am a member of the broader legal function’s leadership team and also focus on a pan-function agenda, such as our inclusion & diversity or radical liberation agendas. The latter is a drive to simplify ways of working, something that is key as pace increases. I will also always have matters on which I am the primary IP advisor, particularly as they relate to our M&A agenda. So, I would sum up by saying an average day is refreshingly unpredictable and a mix of being a legal advisor, line manager and business partner.

You work closely with Diageo’s global head of innovation and chief marketing officer. Could you give some examples of how you align IP strategy with marketing strategy?

First, we ensure we are well connected with our business stakeholders. To facilitate this, the IP team’s structure intentionally matches that of the marketing and innovation teams. For example, I am a member of the senior innovation leadership team and participate in their monthly meetings, so I hear first-hand the 5–10-year innovation horizon. Each of the IP counsel and paralegals oversee specific countries – grouped into markets – that reflect the market structure of the innovation and marketing teams. Members of the IP team will often also oversee a global priority brand, such as Johnnie Walker, and have regular check-ins with their global brand directors. This enables us to understand the strategy by market and brand as well as the longer-term strategy that sits above market and brand. Armed with this knowledge, we can then align the IP strategy.

A recent example of how we have done this includes a review of our key brands in key markets e.g., where a particular brand delivers high NSV, or a brand is frequently the subject of copycats. We re-

viewed the IP protection and ascertained where we should bolster it. The extra filings were very strategic. We worked with outside counsel to review current registrability and enforcement laws and then hand-crafted a filing strategy for that brand in that market.

In India, we created a strategy to support the launch of our Hipster innovation – a uniquely shaped spirits bottle that fits in a consumer's back pocket. The projected NSV justified a robust enforcement approach, so we put in place a strategy that meant we were ready to seek preliminary injunctions against copycats. Similarly, we know that Tequila is a primary growth driver for our business, especially in North America. However, given the highly regulated nature of Tequila, we often have extended timelines for product launches. We worked to streamline internal processes to prepare the necessary filings and engaged cross-functionally. This enabled us to shave months off our former timelines and get innovations to market faster. Another example is our new alcohol-free spirits pipeline in Europe, such as the recent launches of Gordon's 0.0 and Tanqueray 0.0 alcohol free spirits. We were briefed on these early on, so able to work with industry associations to help shape industry guidelines to support this nascent category.

What role can IP play in supporting future innovation?

I think it will only increase with time. Diageo's innovation agenda is increasingly looking at breakthrough initiatives, entering or creating new categories such as the alcohol-free spirits I mentioned. New sustainability and environmental innovation projects will add to this, as will the digital agenda. There will always be a bedrock of IP support in the form of clearing and protecting brand names, sales descriptors and packaging for innovation launches. However, I think the Diageo IP team will play a bigger role in clearing the path for new technology and supporting new platforms and ways of making our products accessible to consumers.

How, specifically, do you help develop leaders in your team of 25 lawyers?

We are a diverse team, spread across seven time-zones and with a range of qualifications and experience. Everyone in the team has a role to play as a leader, irrespective of where they are located or the nature of their role. Leadership and talent development is a two-way process. Each member of the team is encouraged to think about their development and career progression. We then discuss in informal and formal career conversations, the experience or training they need in order to support their growth, and keep an eye out for those opportunities, say, a short-term move into another part of the legal department.

Also, once every couple of years we'll look to rotate the markets and brands that the paralegals and IP counsel oversee. Someone who has supported developed markets may take on an emerging market or someone who has worked on our gin brands may swap them for Baileys.

Another area of focus is leadership skills. If an IP counsel does not have formal line-management responsibilities, we will look for an opportunity for them to mentor a member of the team. Development initiatives also extend beyond the IP team. We recently launched a leadership program in the Legal function to help grow our talent. The first cohort has just taken place. In the last three months, we have been able to find internal moves and development opportunities for approximately 20% of the IP team.

What do you look for in external counsel?

The timely delivery of good quality advice in a cost-effective manner is essential. Good advice goes beyond flagging the legal risk and should consider reputational risk as well as the chance of risks materializing.

In addition, we actively encourage our counsel to come up with solutions to overcome or mitigate the risk. We also look for counsel who understand our business and keep abreast of developments, for example, some of them subscribe to justdrinks.com, an online bulletin for the beverage industry.

It is also important to us that our relationships with external counsel are a partnership. For example, at the INTA annual meeting this year we took over 50 of our law firms through the #clearthepath messaging and our drive to use our IP more strategically. We like to work with firms who welcome a more connected relationship and share our passion for Diageo's incredible brands. ◆

"In the last three months, we have been able to find internal moves and development opportunities for approximately 20% of the IP team"

BRANDS & E-COMMERCE

IP reporting for brands is a priority area for the Association to work on

Interview with

ZEEGER VINK
President, **INTERNATIONAL TRADEMARK ASSOCIATION (INTA)**

As well as being the director of IP at MF Brands Group, owner of such brands as Lacoste, Tecnifibre and The Kooples, Zeeger Vink is the 2022 president of the International Trademark Association (INTA). He talks to us about how the world of trademarks is rapidly changing, and what INTA – and trademark practitioners – must do about it.

LEADERS LEAGUE. What have been the key trends in the world of trademarks in the last year or two?

Zeeger Vink. We have been dealing with brand restrictions in the form of laws that limit how brands can use their IP in the marketplace. The most common type of brand restriction is plain packaging. This growing trend – a threat to brands and IP – is very concerning for our members and a policy priority for INTA. While it began with tobacco products, it has extended to other product categories in certain countries.

Brand restrictions are predominantly being used by governments to address health issues. We do not think this is the right approach. Consumer information is a key element of trademarks and brands – take this away and consumers are less informed and have less choice. You end up diminishing consumer trust.

Last year, INTA published a report looking at brand restrictions from the perspective of Gen Zers and millennials. We found that brand restrictions may not have the long-term intended public policy outcome of changing consumer behavior – only one in three respondents said that that brand restrictions would help them make healthier choices.

At the same time, we are also seeing an evolving relationship between brands and consumers. This has accelerated the Digital Age. Communication used to be one-way with brands talking to consumers. Mainly using social media, consumers can now determine what brands are and how they interact with them. They can make choices and set the agenda. Brands must listen to consumers and enter into this dialogue.

Another trend we're now following closely is the growth of CSR [corporate social responsibility] and ESG [environmental, social and governance considerations]. This is consumer-oriented: consumers judge companies on track records and commitments. Multiple studies today underscore how CSR underlies brand trust. The 2021 Edelman Trust Barometer, for example, reported that 88% of consumers globally say trust is key in buying or boycotting a brand. IP, and trademarks specifically, are the foundation of trust between brands and consumers. We need to be forward-looking here and ensure that we're helping our members understand their role in their brands' – and their clients' brands' – CSR and ESG initiatives.

Finally, while in the past we were simply trademark practitioners (focused primarily on trademark registration and enforcement), now we are evolving into a more holistic "brand counsel" role. Our advice is not just purely legal, it is also ensuring that we accompany brands in a wider sense. Today, we need not only the substantive skills (in terms of legal knowledge) but also various dynamic skills (such as communications, leadership and technology) to be effective in our roles as brand counsel.

> "88% of consumers globally say trust is key in buying or boycotting a brand"

Has the mass post-pandemic digitalization made the job of trademark experts any easier? And has it posed any challenges for trademark enforcement?

In 2020, we released three think-tank reports looking at the future of IP offices, in-house teams, and law firms, respectively. This work began in 2019 – before the pandemic – and as we were projecting ourselves into the future, we could not have imagined what was ahead and how it could impact things. However, the pandemic allowed us to compare objectively our plans and ideas with reality. All IP stakeholders had to pivot more quickly than anticipated, and tech solutions became more important now than ever.

Our think-tank report on the in-house practice of the future concluded that communication tools have enabled teams to

"Educating younger consumers about the harm done by counterfeits is key. Attacking supply is not enough as long as demand persists"

step out of their sometimes-limited worlds and enter global networks, as well as improve efficiencies. IP offices also embraced technology, many shifting to fully online services. The shift from paper files and in-person meetings represents a big step forward here.

Internally, at INTA, we are looking at tech more broadly, which brings up the question of budgets. IP management has a cost, and IP teams must show technology's added value and demonstrate that it's an investment and not just an expense, which is not always an easy case to make. It requires presentation skills and commercial brand awareness.

As for challenges to trademark enforcement, we've seen consumers moving online at a greater pace during the pandemic and counterfeiters continuing to follow suit. This was identified as a problem area long ago: counterfeiting is part of a global system, hence not always easy to tie down to a particular jurisdiction or legal regime, and the internet is still quite anonymous, with few obligations to verify the identities of online sellers. You remove a seller, and the same person or entity pops up elsewhere, almost immediately. This is a big problem.

In June 2021, we released an updated version of an existing report: Addressing the sale of counterfeits on the internet. It's a document of best practices that collects all our members' experiences. This includes IP owners but also intermediaries: search engines, e-commerce platforms and payment providers.

Tell us more about INTA's 2022-2025 Strategic Plan.

We're very excited about this plan! We updated our mission statement, underscoring our focus on trademarks but also complementary IP rights. Trademarks don't function in an isolated way; other identifiers are used – visual identity, design, domain names – that are core to brands, and we treat that holistically. We also wanted to underline the broader role for trademarks and brands in building a better society.

The plan has three strategic objectives. The first is to promote and reinforce the value of brands. This commitment has existed since INTA's founding and won't change. This includes promoting harmonization and the improvement of IP systems globally. We look at legislation and legislative initiatives to ensure legal frameworks are in our favor and adapted to the commercial reality. This is for businesses of all sizes. The topic of brands' financial value is also relevant here. I'm chairing the presidential taskforce focused on brand value as a part of broader IP reporting – a priority area for brands to work on.

The second strategic objective is to build a better society through brands. DEI [diversity, equality and inclusivity], CSR, trust and transparency are all very important for consumers, and we want to be cutting-edge here. We want to equip our members with tools and knowledge to perform optimally in this area, and to support their brands' CSR-related initiatives.

The third pillar is support for the development of IP professionals. As alluded to earlier, this is focusing not only on members' substantive knowledge of the law but the dynamic skills: how people can function and improve their work. It's about providing value to our community and helping members evolve in their roles as brand counsel.

As INTA president, what do you plan to do differently?

Well, the presidential taskforce is very important for any president – to focus on a specific topic where there's need for improvement or better knowledge of certain domains. This year's topic is IP reporting for brands, specifically in a marketing context and a financial context. If you want a certain level of exchange with management, you need to report on your activities. This isn't always done on a large enough scale, and there's not much information on how this can or should be done. We hope this taskforce will provide a general framework to improve IP reporting.

How can INTA use its size, scope, and significant body of experience to tackle counterfeiting?

We have an anticounterfeiting committee (ACC), which leads our advocacy and policy efforts. This network is truly global: 300 volunteer members across more than 17 countries. It's INTA's largest committee, and we rely on its work to attack the problem of counterfeiting.

The committee scrutinizes legislative developments and sends recommendations to governments. It is involved in policy dialogues and provides education and training to various stakeholders.

The ACC has several priorities in parti-

cular: customs and border measures; sufficient criminal enforcement (since just removing the products from circulation is not enough); and combating online counterfeiting. We work with external stakeholders – industry organizations, police, prosecutors, online intermediaries – to ensure the necessary measures within each party's capacity are taken.

We also want to create awareness among younger consumers of the harm done by counterfeits. Attacking supply is not enough as long as demand persists. This is something we need to look more into than before. No doubt, educating younger consumers is also extremely important. We have the Unreal campaign, which has been around since 2012, and sees many INTA members going to schools and universities to present on the dangers of counterfeiting and value of trademarks. We've already reached 60,000 students across 40 jurisdictions.

How has the role of trademark investigators or "IP gumshoes" changed over the years, and what are the key skills required from investigation firms?

They are a very important supplementary presence to the administrative authorities, most notably the police and the customs authorities. The private side must play its part, and investigators are important partners here. It's another IP profession that is changing: historically, it was focused more on offline work such as finding factories, investigating sellers and eradicating criminal networks, but the mandate has expanded and the job now necessitates complex technology skills and knowledge to do these investigations online.

What are the main challenges ahead for trademark practitioners, and how can they best be overcome?

The broadening of the role from trademark practitioner to brand counsel is perhaps a core challenge. Overcoming it, so to speak, also presents huge opportunities, so the incentive is there. At INTA, we must focus on critical skills our members need to facilitate this transition. As we have discussed, brand counsel must also be able to talk about the financial aspects of IP, not just the legal aspects.

Preparing the future and navigating change have also become priorities. We will continue to facilitate think-tanks – we have two more under way, looking at the judiciary of the future and technology and the service of IP – which provide us with an effective way to raise awareness that the IP landscape is changing fast and for looking into the future with confidence. ◆

"The only way to succeed is to focus on the customer"

Interview with

JOSÉ SALIBI NETO

Author and Management Guru

Author of seven books on the principles of business management, Salibi Neto analyzes aspects of the cultural transformation of Brazilian companies as the country moves towards Industry 4.0.

LEADERS LEAGUE. What are the most critical factors for businesses intent on playing an innovative role in their market?

José Salibi Neto. I would say that you must first consider the company's culture in this technology-driven world. We came from a world where the focus was on competition. It began with globalization in the 1980s, where the focus was on besting your competitors. Then, suddenly, technology broke down all the barriers. Currently, the only way to succeed is with a focus on the customer. You must assess how focused your business is on the client and how much it delivers solutions via products and services that make the client's life easier. I think that's a good starting point. And the culture of businesses from that era focused on competition is adjusting to today's world. My book *O novo código da cultura* (The new code of culture) a good example of this.

"Around 80% of the world's cultural transformation projects fail"

What do you see as the main challenges for traditional businesses seeking to remain competitive in the Web3 era?

I would repeat: the cultural issue. Around 80% of the world's cultural transformation projects fail. And the big challenge is not technology because technology is available to everyone, you can call IBM and Oracle, etc. and get it right now. The word digital is somewhat misleading because it makes people think of technology. But deep down, what really needs to change is our behavior, processes, standards and values only when we have the appropriate culture in place can we make the digital transformation.

How can businesses and professionals respond to the pace of change in the Industry 4.0 era?

Indeed, technology has eliminated certain jobs previously performed by human beings. But, on the other hand, it has created countless others that we did not have before. Therefore, the only way professionals can survive and succeed in this non-stop world is to redefine their careers. Sometimes it is difficult, especially when you have worked a certain way for 30 or 40 years, and suddenly you must discard everything and learn something new. We must have multiple degrees in today's world of work, and regardless, a college education in itself is not enough. Because of emerging professions, we must constantly reeducate ourselves to remain able to work in the modern world, because no place is teaching these professions, particularly not schools.

How would you evaluate the effectiveness of Brazilian companies' use of data in management strategies?

Data is crucial in today's world, where technology is vital. It drives business, it drives innovation, and it drives the way you will develop your strategy. However, some businesses that have maintained their market share for decades consider data a novelty. And yet, given the fierce state of competition these days, there is no room for complacency. Data analysis, data usage and data collection are all fundamental. And many businesses need help in this area because of how they are divided into sections and departments, which makes it harder to transmit data within the business itself. Therefore, businesses need to review their organizational structure to ensure a better flow of data within the company exists and better decisions are made.

What upcoming projects do you have?

I have co-authored seven business-management books, and I have an upcoming book, *Liderança Disruptiva* (Disruptive leadership) co-written with Sandro Magaldi, and which is due out in August. I will be organizing several events and lectures across Brazil, starting in August with our *Gestão do amanhã na prática* (Tomorrow's management in practice). You can check everything we are doing on our website https://gestaodoamanha.com.br and follow us on our social networks. We are in full swing! ◆

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“As the world becomes more complex, so does IP”

Interview with

SOPHIE BODET
Vice-president & Head of Intellectual Property, **GSK CONSUMER HEALTHCARE**

Sophie Bodet is the head of IP at GSK’s Consumer Healthcare business, which is expected to be spun off as an independent entity, named Haleon. She talks to us about the demerger, how the role of an in-house IP professional has changed over the years, and what she looks for in external counsel.

LEADERS LEAGUE. GSK is hiving off its consumer healthcare business into a separate independent entity named Haleon. Can you please tell us a bit more about this demerger?

Sophie Bodet. We’re creating two new companies, in what would be the biggest demerger in Europe in the last 20 years and the biggest London listing in a decade. Our new company, which will be called Haleon, will be 100% focused on consumer health. We will have a clear purpose: to deliver better everyday health with humanity. Everyone is excited about Haleon’s prospects as a standalone business – we’ll not only have an exceptional portfolio of category-leading brands, but an attractive footprint and competitive capabilities.

> “The entire legal department in consumer healthcare has recently embarked on its digital transformation”

What interesting work have you been personally involved in, in relation to this demerger?

I had the pleasure of working on one of the most fascinating projects of my career: naming the new consumer health company! A truly global project, covering all aspects of branding and offering the opportunity to work with some amazing colleagues. We started with a couple of thousand names, and we managed to secure the preferred one: Haleon (pronounced “Hay-Lee-On”). The name is inspired by the merging of the words ‘Hale’, which is an old English word that means ‘in good health’, and ‘Leon’, which is associated with the word ‘strength’. A great brand, which has been extremely well received.

You’ve worked in IP at GSK since 2008, a remarkably long stint; even before that, you had spent well over a decade working at Sanofi. What has kept you in the pharmaceutical sector all these decades?

I joined Sanofi and GSK and stayed for significant periods because of their purpose and values, and because of the people I had the pleasure to work with. I have always enjoyed IP, since my first interaction with that area of law. However, IP in the healthcare sector is even more rewarding, as you work with organisations that have such a clear impact on people’s lives. Because of this and because of the opportunity to contribute to a new chapter with what will become Haleon, I was delighted to join the consumer health part of the business.

How has the job of the in-house IP professional changed in that time?

As the world becomes more complex, so does IP. The issues we encounter today are more demanding than in the past and are constantly evolving. On the other hand, technological developments have certainly played a role in refining the way we operate today. Some impressive IP platforms are now available – we have chosen Anaqua – and they are incredibly helpful to create efficiencies and manage IP risks. The entire legal department in Consumer Health – including of course IP – has recently embarked on its digital transformation, under the leadership of our general counsel, Bjarne Tellmann.

Your position is one of global leadership. How do you manage to deliver effective, efficient leadership across so many different regions and cultures?

I think that knowing yourself and your own values, but also being sensitive and caring about what is happening around you in your team, are key. My own experience of working and living in different countries has certainly been helpful. Living and working abroad helps you to be more mindful of the nuances of different cultures, how to spot the variations, embrace them, and ensure the team is open to them and able to achieve the best together.

What are the most important lessons you've learned during your time at GSK?

I would say three main things:

- The first one would be "be yourself" and be proud of your differences. This is critical.
- The second would be that you can lead a team even if you are not that team's expert. Building your confidence and guiding and developing your team with a healthy dose of trust is usually a good recipe to follow!
- Finally, allow yourself time to be involved in activities that might not be directly related to your role, but which have the potential to make an impact on others. For me, during my time at GSK, it has been inclusion and diversity, and I am grateful to the organisation for encouraging that.

Can you share any thoughts on the anti-counterfeiting strategy for the new consumer health business?

To support our new consumer health business, we have incorporated all anti-counterfeiting activities and risk within the IP team, with the objective of working very closely with other functions such as the corporate affairs and security, investigations & resilience teams. It is essential, as we prepare for our future as Haleon, that we protect the health and safety of our consumers against counterfeit products. For this reason, we have built up strong capabilities for the fight against counterfeits, including recruiting a new global head of anti-counterfeiting, who is joining us in the coming months.

Our objective is focused on preventing the manufacture and distribution of counterfeit products. To achieve this objective, we want to continue to increase our collaboration with law enforcement and customs organisations in key markets.

What qualities do you look for in external counsel?

It makes a big difference when our external counsel understand our business and engage with our IP strategy, to enable us to build a strong relationship in relation to brand rights, patents and anti-counterfeiting. I am also mindful that we need to continue to provide clarity during the upcoming demerger process, so my team is already drafting a leaflet to share with our network of external counsel and service providers, who will be supporting Haleon after the demerger. We always have, and will continue to, put significant effort into developing our relationships with our preferred external counsel; collaboration is key.

There might also be times on some specific, multi-jurisdictional, complex matters, when we will want to instruct a single external counsel who has the capabilities to act as a global co-ordinator. For example, when I worked on the project to name our new company, I found it invaluable to work with Rachel Wilkinson-Duffy from Baker McKenzie in London. ◆

"It makes a big difference when our external counsel understand our business and engage with our IP strategy"

700 million Meta group users already experience augmented reality

Interview with
GUILLAUME CAVAROC
Business Director Retail
& E-commerce, **META**

"Our goal is to help advertisers generate more drive-to-store traffic"

Meta provides sophisticated social media-based e-commerce strategies and services for advertisers in the Web3 era. Guillaume Cavaroc, the group's head of retail and e-commerce for France, discusses this and upcoming projects, including those related to the metaverse.

LEADERS LEAGUE. **Today, one in four people discovers a new product via one of your platforms, a product they didn't seek out. How do Instagram, WhatsApp and other Meta platforms help boost sales?**

Guillaume Cavaroc. Social commerce works quite differently from traditional e-commerce: with the latter, you're actively looking for a product, while with the former, targeted personalized adverts appear as you use a platform.

Today's advertisers operate in the entire marketing funnel, starting from the top, i.e. the stage at which brand awareness and preference are created. This is done by foregoing the usual RoI-driven commercial logic in favor of developing new ways of interacting with the customer.

The pandemic amplified this marketing trend, and underlined the necessity of developing digital content, notably in the video medium. Today, 50% of Facebook users time is spent looking at videos, and there is a strong level of interest in our Reels service [short-form, vertical format videos of up to 60 seconds] on Instagram. We have now made this feature available on Facebook and continue to explore its potential as an advertising tool.

Our goal is to help advertisers, notably the big supermarkets, generate more drive-to-store traffic in a post-pandemic context. We can do this by, for example, digitally distributing the products in their catalogue in an intelligent way.

In addition, we have noted that more and more advertisers are using our platforms to boost customer retention and increase the number of products bought and site visits, not just to create awareness. Meta increasingly works hand in hand with advertisers' data and CRM [customer relationship management] teams.

The development of our Shops e-commerce microsites has helped create a more fluid, intuitive e-commerce offering. To date, more than 1.2 million companies use Shops to reach their customers.

Facebook changed its name to Meta last October. What real business opportunities are to be found in the virtual world of the metaverse?

The change of name to Meta – which roughly translates as "go beyond" in ancient Greek – announced by Mark Zuckerberg on October 28th 2021 conveys the new vision of the company for the next 10 years. After being developed for desktop computers, then tailored to portable devices, social technology is about to migrate to the metaverse, considered the next big thing on the internet.

We are only at the beginning of this journey, an adventure which will shape people's lives for decades to come. At this stage, nobody really knows how fast this virtual world will develop. Last October we announced the recruitment of an additional 10,000 staff in Europe alone, which shows our commitment to the metaverse and to bringing in the best talent to help build it.

As for brands, although there is a lot of buzz surrounding the metaverse, for the moment 99% of them are taking a wait-and-see approach before deciding what strategy to employ. In the short term, we need to create the technological building blocks of this new world, such as augmented reality.

We see this having major implications for the beauty and fashion industries. In fact, of the 3.6 billion users of our platforms, 700 million already use some kind of augmented reality feature on a monthly basis. For the retail sector, augmented reality means two things: the ability to create augmented e-commerce experiences, and the chance to develop a whole new market, namely the sale of virtual products. If, in the future, more time is spent in the metaverse on an increasing range of pursuits, then why not believe there is going to be a market for virtual goods such as sneakers and cosmetics, and even works of art? ◆

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"The events of the last two years should help us learn not to take anything for granted"

Interview with

JUAN RIEGO VILLA
General Counsel for Spain,
CARREFOUR

Juan Riego Villa, Carrefour Spain's general counsel for the last 25 years, explains why the company's biggest challenges come from competition and data protection laws.

LEADERS LEAGUE. After 25 years as legal advisor to Carrefour Spain, what are the most important changes you have seen in the business law landscape?

Juan Riego Villa. It is difficult to indicate what the most important changes have been over the course of 25 years, but in recent times, without a doubt, the most significant have come from competition and data protection legislation. Both have an obvious impact from a legal point of view, but it is even greater on a purely commercial or business level. Also in recent times, compliance has become more important in non-Anglo-Saxon countries such as Spain, although here the work is different with respect to other matters and must be directed to create a true culture of integrity within organizations.

Finally, the management of the teams has also changed during these years. Currently, it is essential to be able to retain talent. To achieve this, in addition to material incentives, I think it is very important to show your collaborators that you trust them and that you value their work and effort, as well as offering them an interesting career path within the organization.

"Currently, it is essential to be able to retain talent"

What challenges do you foresee for Carrefour in the future?

The events of the last two years should help us learn not to take anything for granted, that even the situations or events that we consider most immutable can vary from one moment to the next and that we must be ready to respond to these changes quickly and effectively. From a legal point of view, we must remain very attentive to all the opportunities that legaltech offers us and, from a commercial point of view, I believe that the main challenge that the distribution sector must face is digital, in all its facets (from the digital transformation of the business to the development of our offerings, the impact on client, logistics, etc.).

What legal issues are keeping you particularly busy at the moment?

M&A and expansion projects consume much of our time and assets. For example, during 2021 we participated in the opening of more than 150 establishments, in the search for logistics platforms to boost our online activity, as well as in the acquisition of 100% of the share capital of a supermarket company that allowed us to incorporate 172 locations into our network of stores and two additional logistics platforms.

Also data protection (we have a portfolio of more than 8m clients) and training (in terms of GDPR, anti-trust and compliance, among others) represent an important focus for the legal team, as well as adaptation to legislative changes (as has recently happened with the Food Supply Chain Law) or litigation, with the new challenges presented by mass lawsuits (including class actions) or those related to the rebus sic stantibus doctrine (particularly in the world of real estate).

What do you look for in external counsel?

Excellence, specialization, and an agile response (with additional resources) to situations that the internal structure does not allow us to deal with efficiently. We also highly value the benefits of the learning curve when the professional relationship with the external advisor is maintained over time.

How does Carrefour's legal department use technology to increase efficiency?

For us it is a priority. For some years now we have had a contract automation tool that in the last year alone has allowed us to create more than 170,000 documents directly by end-users (that is, members of the company's business units) who are not lawyers, using more than 600 contract models (of the more than 940 available), all of them designed and controlled by the legal team.

We also have one of the most valued document managers on the market, as well as other tools that allow the legal team to focus on the work that really adds value and spend less and less time on administrative tasks.

Our efforts in automation and legal tech have earned recognition both internally and externally. In particular, it was a great source of pride for us that The Financial Times included us in its short list for the "Innovative In-House Lawyers"awards in the month of September 2021. ◆

ARTS, CULTURE & COPYRIGHT

There's a desire in the art world to embrace technology

Interview with

GIULIA ARCHETTI
Deputy Director of Global Fine Arts,
SOTHEBY'S

Sotheby's is a British-founded, American-owned auction house. Its deputy director of global fine arts, Giulia Archetti, spoke to Leaders League about the potential of digital art and the metaverse.

LEADERS LEAGUE. Could you tell us a bit about Sotheby's?
Giulia Archetti. For those who don't know, Sotheby's is an auction house that's been around for a very long time. We sell fine arts, decorative arts and objects and, of course, now we've expanded into NFT [non-fungible token] art. This is why we attended Paris Blockchain Week. The topic of my panel was how NFTs are changing the art world; I came at it from the perspective of an auction house.

How have NFTs impacted your business model?
NFTs have added to the auction-house business model, which is great: it's given an opportunity for the business to be agile and at the forefront of technology, while also supporting new artists and collectors.

> "Technology allows us to break down traditional boundaries... getting to work in the metaverse and watch it grow has been a great opportunity"

I think Sotheby's has done a great job with the Sotheby's metaverse, which is a platform dedicated to NFT sales. With Sotheby's Decentraland, which is actually a Sotheby's space – only in 3D – you can create your own avatar and visit a virtual Sotheby's auction house from the comfort of your sofa. It has been a great experience to see how Sotheby's has embraced the world of NFTs. For me, getting to work in the metaverse, and watch it grow, has been a great opportunity.

What did you get out of attending the NFT Day specifically and the Paris Blockchain Week Summit in general?
It's great for the art world and to see the community, not least in France, really come together and embrace the new technology, help shape the development of this technology, and explore how we can combine tech and art. This is what I'd hoped to get out of this event, on a personal level but also on a professional level, and given that I work at Sotheby's in France, it's just been great. The energy, the people, the community – it's all been fantastic.

Do you think the tech and art worlds are no longer separate entities?
Yes, I think so. It's been a long time coming. I've worked in the art world for 16 years and have colleagues who've been in it for much longer, but even from my perspective, from when I started to today, the art world has changed incredibly.
There's a desire and need for the art world to embrace technology. It started some years ago, with auctions and sales online, and I think NFTs are the next step. But this is where the world is going, right? Technology allows us to break down traditional boundaries and this is valid also for our world, for the art market.

What are Sotheby's ambitions for the future?
This is a very broad question. I think the company will continue to develop into this virtual space. My colleague Michael Buana, who is head of digital sales, has a lot of projects that he would like to take forward. We are also launching NFT sales in France. I'd say stay tuned for news of upcoming projects. The desire is, of course, to continue to be in this space and to support the community and the artists in it. ◆

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“Copyright laws should be amended to enlist internet service providers in stopping online piracy”

Interview with

DANIELE RONCARÀ
Head of Copyright,
IP & Collectings, **SKY ITALIA**

Daniele Roncarà oversees copyright and trademarks at Sky Italia. He talks to us about how the world of anti-piracy has changed, the main challenges broadcasters face in protecting their IP, and how copyright laws can be amended to be more fit for purpose.

LEADERS LEAGUE. What does an average workday look like in your line of business?

Daniele Roncarà. I work in the legal department of Sky Italia, where I am the head of the copyright and trademarks area of the legal department and manage our relationship with the collecting societies. There are three of us working in the copyright and trademarks department at Sky’s legal team in Italy, though we work closely with various external counsel. If we talk instead about the entire legal team, this consists of about thirty people.

Working in the legal department of a big company is a never-ending job. You start with a to-do list, including the work you want to finish completely, and yet by the evening, you’ve only ticked off 20% of your checklist because of all the new things that landed on your desk throughout the day.

I start early in the morning, on the subway, checking the day’s agenda and reading last night’s emails. My day ends the same way: reviewing urgent mails on the subway before dinner and checking the agenda for the day after.

> “Online piracy is increasingly committed by criminal organizations – not so much by teenagers, as it used to be”

How has the world of anti-piracy changed in the last few years, and how has Sky been dealing with it?

The main changes in recent years relate to pirates increasingly using online channels to disseminate illegal content. This is increasingly committed by criminal organizations – not anymore by teenagers or occasional offenders, as it sometimes happened in the past. These gangs are often involved in selling weapons, drugs, and prostitution – piracy is just one of their activities.

Online pirates make money by imitating Sky’s business: they sell access to third-party content to subscribers. They also make money from advertising: advertisers often place ads around the content that is not subscriber-only. We combat this kind of behavior in any way we can. Court action and extra-judicial claims are an important part of legal anti-piracy activities, which often involve engaging providers to obtain the takedown of illegal content.

What are the main challenges ahead for broadcasters trying to protect their copyrights?

Broadcasters invest millions of euros in high-quality content to grant their customers a high-quality service. At the same time, they suffer unfair competition from pirates, who appropriate it at no cost and sell it cheaply. This is a key problem for legal operators.

A related challenge is the difficulty of identifying who is behind the uploading of illegal content online. Many providers guarantee anonymity to their customers, so it can be very hard to understand who is acting behind the scenes. We have strategies to deal with this, but more and more we engage internet service providers, requesting they take down content. We don’t always discover who’s behind the scenes, but we get their content removed. We can’t react to every single online upload instantaneously, but we can robustly challenge the piratical environment.

In your opinion, how can the current copyright laws be amended to be more fit for purpose?

This answer is linked with the previous one: the laws should be more explicit in involving the various web providers in anti-piracy activities. These providers are obviously not the direct actors in piracy but do have the tools to challenge or stop the illegal activity. Creating a legal framework in which

they are more and more enlisted in stopping such activities is only appropriate.

You have worked in-house for over three years now, since moving from a boutique IP law firm. What attracted you to an in-house position, and what have you learned there?

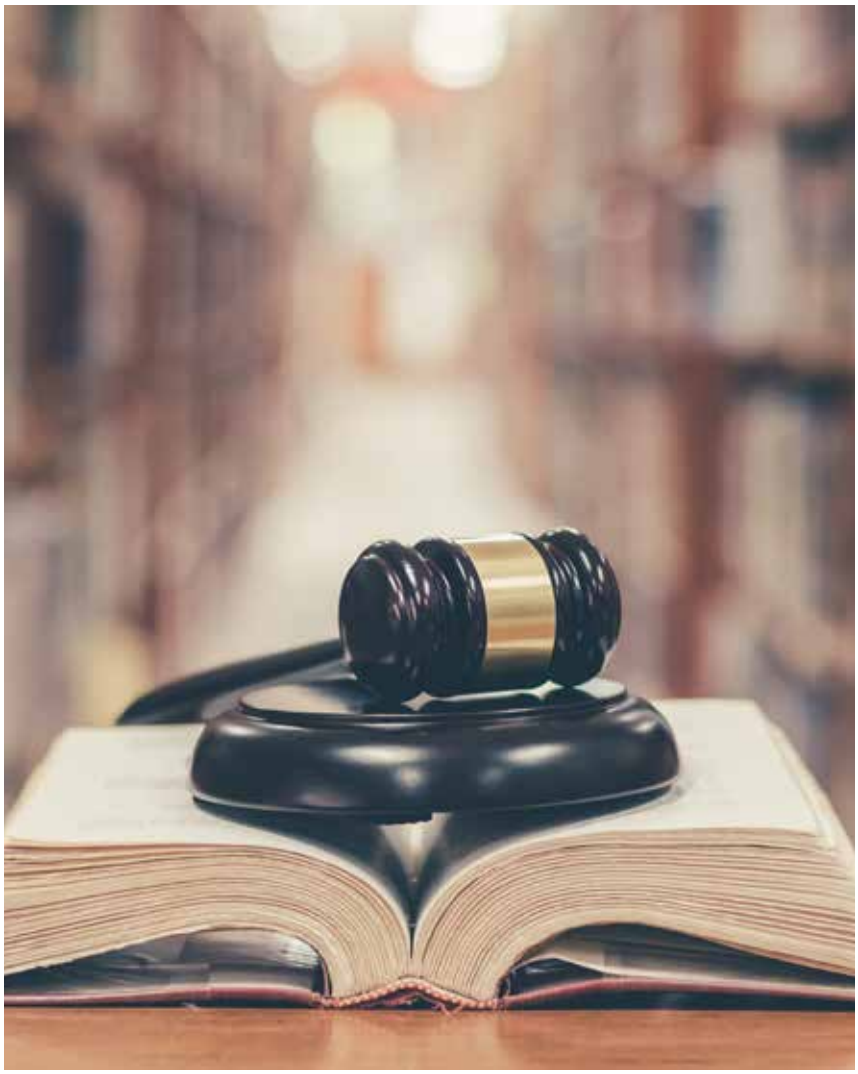
As an external lawyer, you see a lot of cases, but you hardly ever participate fully in the construction of a project. At a company it's different: you must know in detail the industry you're working in and participate in business development. Since going in-house I've learned the importance of pragmatic advice, which should provide practical action plans, rather than just legal advice that is technically impeccable but not practically applicable.

Many people believe that working in a company is less stressful than working at a firm. This may have been true until recently, but I think it has changed. My workday is not much different now than three years ago. In-house, you are still responsible for solving legal issues. External counsel assistance cannot be requested on all projects for various reasons such as the high confidentiality of certain projects. At the end of the day, an in-house counsel must know the business best and is in a more appropriate position to provide legal advice.

What qualities do you look for in external counsel?

Of course, it is essential that he or she be excellent in their area of expertise. Secondly, a business-oriented approach, with the provision of practical and practicable guidelines, is essential. Availability of counsel and fastness of advice are also needed. ◆

"Many people believe that working in a company is less stressful than working at a firm. This may have been true until recently, but I think it has changed"



Piracy is the biggest threat to Brazil's pay-TV sector

Interview with

OSCAR VICENTE SIMÕES DE OLIVEIRA

Executive President, **ABTA**

The executive president of the Brazilian Pay-TV Association (ABTA) talks about the fight against piracy in the context of technological advances and the challenges inherent in fighting the practice.

LEADERS LEAGUE. Brazil is the fifth largest consumer of pirated content in the world, with 4.5 billion illegal streams and downloads annually. What is the industry doing about it?

Oscar Vicente Simões de Oliveira. Piracy is currently the biggest threat to the pay-TV industry in Brazil. It surpasses the economic crisis and competition from streaming platforms, which are not subject to the same regulatory requirements or tax burden.

According to a survey commissioned by ABTA last year, 33 million Brazilians, or 27.2% of internet users over the age of 16, watch pay-TV illegally for free.

But the fight against piracy goes hand-in-hand with the action taken against the criminals running it. In recent years, with the support of state agents, we have substantially increased the amount of pirated equipment seized and websites with ads for illegal services taken down. Appealing to the public not to access paid content via illicit means is a vital part of the fight against piracy. Throughout 2021 and in the first months of 2022, ABTA broadcast a comprehensive advertising campaign on the main pay and free-to-air TV channels, featuring children pointing out the contradiction of adults teaching them right from wrong while at the same time pirating content.

Another significant aspect was that Anatel (National Telecommunications Agency) carried out technical studies which proved the existence of malware in Brazil's best-selling chipped TV box. Consequently, the agency was able to warn the population about the threat they posed to the security of users and the country itself. This initiative was a significant milestone in the fight against piracy and deserves recognition from society and the audiovisual industry.

> "Appealing to the public not to access paid content via illicit means is a vital part of the fight against piracy"

What are the main obstacles to fighting piracy in Brazil?

One of the biggest challenges in fighting piracy is that technological transformation is outpacing the legal framework governing digital crimes. We still lack understanding of the severe impact caused by these new criminal organizations operating in the virtual environment. We understand that our current challenge is to provide regulators with the legal means to quickly counteract piracy of audiovisual content on the internet.

The law offices assisting clients in anti-piracy matters conduct their investigations in partnership with the public authorities. How can these law offices contribute to repressing this activity?

There are four ABTA pillars supporting the taskforce in its fight against piracy: technical, institutional, judicial and communication measures. This group comprises a vast team of lawyers from pay-TV operators and programmers assisted by specialist law firms. And the results have been significant.

ABTA signed a cooperation agreement with the São Paulo Public Prosecutor's Office in 2021 to introduce measures designed to curb internet piracy. It includes the possibility of judicial proceedings to obtain injunctions to block illegal streaming sites.

Additionally, the São Paulo Public Prosecutor's Office notified 42 advertisers offering products to pirate pay-TV on a large internet marketplace. Following the sending of the first letter, 35 of them removed their merchandise from the marketplace. And the platform excluded the remaining users for continuing to offer illegal TV boxes.

According to Anatel data available on ABTA's website, the number of pay-TV subscribers has been declining steadily since 2017. What are the reasons for this?

The leading cause of the drop in subscribers is the economic crisis. After the so-called lost decade, where Brazil's GDP had an accumulated growth of only 2.7% between 2011 and 2020, we faced two years of the pandemic, with annual inflation and double-digit unemployment eroding consumer spending power.

Consequently, pay-TV has lost 3.5 million subscribers in seven years. In December 2021 there were 16 million clients, a decline of 18.3% from the 19.6 million at the end of 2014.

Furthermore, there are two additional threats previously mentioned: piracy and competition from streaming platforms, which are not subject to the same regulatory requirements and tax burden – things which increase costs for pay-TV operators.

What can we expect from ABTA in the next twelve months?

In 2022, ABTA will continue to play its role as a champion of the pay-TV sector in Brazil and focus mainly on simplifying regulations, fighting piracy, and boosting the value of pay-TV content in Brazil.

Furthermore, due to the technological transformation that has been impacting the audiovisual industry in recent years, one of ABTA's proposals for 2022 is to discuss its new strategic positioning considering the latest configurations of the pay-TV sector, which now features multiple platforms. ◆

"In recent years, we have substantially increased the amount of pirated equipment seized and websites with ads for illegal services taken down"

RANKINGS

2022

NORTH AMERICA

CANADA
43 Trademark prosecution
44 Trademark litigation

MEXICO
45 Trademark prosecution
48 IP litigation
51 Enforcement & anti-counterfeiting actions
52 Media & entertainment
53 Data protection & cybersecurity

USA
54 Trademark prosecution
55 Trademark infringement
56 Trademark litigation
57 Copyright
58 Data protection & cybersecurity

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NICARAGUA
62 General IP

PANAMA
63 General IP
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SOUTH AMERICA
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68 IP litigation
69 Enforcement & anti-counterfeiting actions
69 Advertising
69 Data protection & cybersecurity

BOLIVIA
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71 IP litigation

BRAZIL
72 Trademark prosecution
73 Trademark litigation
74 Media & entertainment
75 Copyright
76 Fashion
76 Sports
77 Data protection
78 Lgpd advisors
79 Anti-counterfeiting

CHILE
80 Trademark prosecution
82 IP litigation
84 Enforcement & anti-counterfeiting actions
84 Sports

COLOMBIA
85 Trademark prosecution
86 IP litigation
87 Enforcement & anti-counterfeiting actions
87 Data protection & cybersecurity
88 Media & entertainment

ECUADOR
89 Trademark prosecution
90 IP litigation
91 Enforcemement & anti-counterfeiting actions
93 Data protection & cybersecurity

PERU
94 Trademark prosecution
95 IP litigation
96 Enforcement & anti-counterfeiting actions
98 Fashion & design
98 Advertising
100 Data protection & cybersecurity

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115 Trademark litigation

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NORWAY
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145 Trademark litigation

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149 Technology

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159 Trademark & copyright litigation
160 Sports

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162 Trademark litigation

UNITED KINGDOM
163 Trademark prosecution
164 Trademark litigation
165 Data protection & privacy

ASIA

CHINA
167 Trademark Prosecution & litigation

INDIA
168 Trademark Prosecution & litigation

JAPAN
169 Trademark Prosecution & litigation
169 General IP

NORTH AMERICA

CANADA

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

CANADA

TRADEMARK LITIGATION

Best Law Firms

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FIRM	KEY FIGURE(S)
LEADING	
Bereskin & Parr	Donald Cameron, Janice Bereskin, Terry Edwards
Gowling WLG	Shelagh Carnegie, Robert MacDonald
Smart & Biggar	Mark Evans, Francois Guay, Steven Garland
EXCELLENT	
Baker Mckenzie	Jim Holloway
Borden Ladner Gervais	Jamie Mills
DLA Piper	Sangeetha Punniyamoorthy
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	Christine Hunter, Andrew Skodyn, Melanie Baird
Cassels Brock & Blackwell	Peter Henein
Goodmans	Andrew Brodkin
Marks & Clerk	Andrew Jones, Jonathan Colombo
McMillan	Peter Giddens
RECOMMENDED	
Cpst Intellectual Property	Anthony Prenol
Deeth Williams Wall	Gervas Wall
Dentons	Christopher Zelyas
Fasken	Marek Nitoslawski, Sébastien Roy, Jean-Philippe Mikus
McCarthy Tétrault	David Tait
Ridout And Maybee	Timothy Bourne
Torys	Andrew Saughnessy, Andrew Bernstein

MEXICO

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

Ortiz Monasterio Marcas Y Patentes	Fernanda Ortiz Monasterio
Panamericana De Patentes Y Marcas	Miguel Esteva
Tmi Abogados	Kiyoshi Tsuru
RECOMMENDED	
Baker McKenzie	Fernando Robles
BGAL Asociados	Flor Bermudez
Bgw Legal	Eduardo Birman
Caype Abogados	Eduardo Ostos, Pablo Carrillo Riva
COREip	Nelia Amero, Carla Sanchez
Gm Attorneys At Law	Gerardo A. Magaña Adame
Ibarra, Del Paso Y Gallego	Juan Manuel Álvarez del Castillo
Isla Del Campo	Gloria Isla
Mcoy Abogados	Alejandro Cardenas, Eduardo Miravete
Nerubay	Emilio Torres Medina
Noriega + Escobedo Abogados	Alfredo Rangel
VALUABLE PRACTICE	
Arias, Charua, Macias & Prum	Oscar Arias Corona
Breakthrough Ip Intelligence	Sarita Mosqueda, Alma Alvarez
Cannizzo	Enrique García, Stefano Amato
Cordova Campos & Calderón	Erika Cordova
De La Parra & Asociados	Eduardo de la Parra
Easymark	Oly Ayala
Ecija Mexico	Georgina García
Els - Peñalosa + Donnadieu	Jean Yves Penalosa
En Sus Marcas	Carla Gavaldon
Garcia Barragan Abogados	Adriana Lopez Gonzalez
Gonzalez Calvillo	Pablo Hooper
Legarreta y Asociados	Luis Legarreta
LEXINF	Cynthia Solis
Malpica, Iturbe, Buj Y Paredes	Álvaro Huerta
R1os Abogados	Agustín Ríos
Solórzano Linaldi	Guillermo Solorzano, Lidia Velázquez C.
Specific Ip	Gilberto Sánchez
Von Wobeser Y Sierra	Rupert Hüttler, Patricia Kaim

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MEXICO

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Arochi & Lindner	Heidi Lindner, Roberto Arochi
	Basham Ringe y Correa	Martín Michaus, Eduardo Kleinberg, Adolfo Athié, Claudio Ulloa
	Olivares	Daniel Sánchez, Alejandro Luna F., Sergio Olivares, Abraham Diaz
	Uhthoff, Gómez Vega & Uhthoff	Saul Santoyo Orozco, Xavier Hadad, Consuelo Gonzalez Rodriguez, Eryck Castillo Orive, Marcela Bolland
	EXCELLENT	
1	**Becerril, Coca & Becerril, S.c.**	Juan Carlos Amaro, Carlos Hernandez, Roberto Durán, Octavio Espejo
	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
	Müggenburg Gorches Y Peñalosa	Esteban C. Gorches G.
	Tmi Abogados	Kiyoshi Tsuru
2	**AVA**	Tomas Arankowsky
	Axkati Legal	Manuel Augusto Pérez, Eduardo Toledo
	Baker McKenzie	Fernando Robles, Marina Hurtado Cruz
	Bip Legal	Leticia Natividad, Jorge Arteaga
	Bufete Soni	Mariano Soni, Miguel Ortiz
	Solórzano Linaldi	Guillermo Solorzano, Eréndira Frías, Christian Parra
	RECOMMENDED	
	BGAL Asociados	Inti Alva, Verónica Garcia
	Bgbg - Bello, Gallardo, Bonequi Y García, S.c.	Jonathan Rangel
	Bgw Legal	Isaac Guakil
	C&L Attorneys	Jorge León
	COREip	Jorge Gomez
	Gm Attorneys At Law	Gerardo A. Magaña Adame
	Els - Peñalosa + Donnadieu	Jean Yves Penalosa
	Iberbrand	Ana Laura Vargas, Diego González Rossi
	Malpica, Iturbe, Buj Y Paredes	Alvaro Huerta Gonzalez
	Mcoy Abogados	Alejandro Cardenas
	Noriega + Escobedo Abogados	Alfredo Rangel
	Specific Ip	Gilberto Sánchez
	Von Wobeser Y Sierra	Rupert Hüttler, Patricia Kaim
	VALUABLE PRACTICE	
	Alegría Martínez & Fernández Wong	Sergio Gutiérrez, Abraham Alegría
	Beltrán Fortuny & Beltrán Rivera S.C.	Rafael Beltrán Rivera
	Breakthrough Ip Intelligence	Pablo Fuentes
	Caype Abogados	Eduardo Ostos
	Clarkemodet Mexico	Claudia Márquez, Roman Soto
	Cuesta Campos	Mauricio Chozas
	Cuesta Llaca Esquivel	Gaston Esquivel
	Gonzalez Calvillo	Pablo Hooper
	Gonzalez Rossi Abogados	Alejandro Gonzalez
	Ibarra, Del Paso Y Gallego	Juan Manuel Álvarez del Castillo
	Jalife Caballero & Asociados	Mauricio Jalife
	Jáuregui Y Del Valle	Israel Ledesma Meléndez
	Nerubay	Alejandro Hernández
	Ortiz Monasterio Marcas Y Patentes	Fernanda Ortiz Monasterio
	R1os Abogados	Agustín Ríos, Joseef Saldaña
	Santamarina Y Steta	José Pablo Pérez Zea

Our analysis

BASHAM, RINGE Y CORREA: WORLD-CLASS IP PRACTICE

Eduardo Kleinberg

Key figure(s): Martín Michaus, Eduardo Kleinberga, Adolfo Athié, José Hinojosa, Juan Carlos Hernández, Claudio Ulloa and Eduardo Castañeda

Established: 1912

Track record: Known the world over for its trademark and patent prosecution capabilities, in addition to its IP litigation expertise, Basham's IP practice is one of the most prestigious in the Mexican market. The firm counsels a wide range of grade-A clients, such as Bayer, Coca-Cola, Ericsson, Netflix, Disney, Nissan, Sony, Colgate Palmolive, and a host of other Fortune500 companies.

Team & differentiation: With a multidisciplinary, in-house team consisting of lawyers, patent attorneys, engineering experts in chemistry and biology, translators and other experts Basham provides a comprehensive vision from a technical, regulatory and legal point of view, and capably offers a one-stop-shop, IP-rights-protection strategy to clients.

BECERRIL, COCA & BECERRIL: SUPERIOR PATENT AND TRADEMARK REPRESENTATION

Juan Carlos Amaro

Key figure(s): Juan Carlos Amaro, Fernando Becerril, Octavio Espejo and Mariana González

Established: 1969

Track record: The firm has garnered a top reputation in patent and trademark prosecution and litigation, patent and trademark strategy, licensing and business management over the past 50 years. It represents multinationals with interests in pharmaceuticals, luxury clothing, consumer goods, automobiles, tires, chemicals, technology, and food, etc.

Team & differentiation: BC&B's undeniable quality and high level of client service have positioned it as a prominent intellectual property firm, creating and developing unique and differentiated services that meet the most complex needs faced by its clients. Juan Carlos Amaro has more than 20 years' experience, and has represented local and foreign clients in more than 500 litigation cases.

DUMONT: HIGH LEVEL OF EXPERTISE AND QUALITY

Laura Collada

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

Established: 1940

Track record: Dumont is an IP boutique with a high level of specialization in trademark, patent and copyright protection, whose strategic approach to negotiation and settlement agreements is appreciated by clients, which include major Fortune 500 companies. The firm is ISO 9001:2015 certified, ensuring its management systems meet the highest-quality standards.

Team & differentiation: The firm has a formidable team of five partners, 24 attorneys and 25 patent agents, all with extensive experience and particular strength in the pharmaceutical, chemical, electronics, mechanical, biotechnology and information technology sectors. The team is led by Laura Collada, who has spent 30 years advising clients on patent and trademark litigation strategies.

UHTHOFF GOMEZ VEGA & UHTHOFF: MEXICAN IP LEADERS FOR OVER A CENTURY

Javier Uhthoff

Key figure(s): Javier Uhthoff, Connie González, Carlos Uhthoff, Eryck Castillo, Saúl Santoyo, Marcela Bolland, Eugenio Pérez and Xavier Hadad

Established: 1905

Track record: Having been on the IP scene for over a century, the firm has gained the trust of major clients in the pharma, health, biotech, food & beverages, finance and fintech, TMT, retail and transportation sectors, from individual inventors and SMEs to global conglomerates. It has an exceptional litigation track record.

Team & differentiation: One of the oldest and strongest IP outfits in the country, the firm advises a top-level clientele on the full array of IP issues. With a global presence via its membership of several international organizations, it delivers comprehensive, distinguished services worldwide. Senior partner Javier Uhthoff, highly regarded for his significant international reputation in IP, specializes in the protection of innovations.

OLIVARES: PRACTICED AT HANDLING HIGHLY COMPLEX CASES

Sergio Olivares Jr.

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

Established: 1969

Track record: A one-stop legal shop, Olivares is acclaimed for its leading expertise in patents, trademarks, copyrights and litigation. It has an exceptional litigation, enforcement and regulatory success rate, and is admired for its IP-related corporate law expertise. Life sciences is also a strong practice. Clients include media & entertainment, energy, food & drink, pharmaceutical and software companies.

Team & differentiation: The team of nine partners, 45 associates and several technicians and engineers represents clients in precedent-setting cases at both federal and supreme court level. The firm's patent practice has been responsible for at least 20,000 filings in the past decade, positioning itself as one of the leaders in the Mexican market.

BIP LEGAL: WELL-KNOWN FOR DEPENDABLE IP LITIGATION STRATEGY

Leticia Natividad

Key figure(s): Leticia Natividad and Jorge Arteaga

Established: 2013

Track record: The boutique has extensive experience in all phases of trademark and patent prosecution. It provides strategic advice to clients on aspects such as refusals and oppositions. The firm also advises in the area of anti-counterfeiting, technology intelligence and technology management, and has particular expertise in technology transfer.

Team & differentiation: The team is well known for its litigation skills. Leticia Natividad and Jorge Arteaga are noted arbitrators and also regularly litigate before courts and administrative authorities in patent, trademark, copyright and anti-counterfeiting matters, with an enviable success rate. They have represented major clients in the pharmaceutical, chemical, automotive and telecoms sectors.

MEXICO

Our analysis

IBERBRAND: INNOVATIVE SOLUTIONS FOR TOP TIER CLIENTS

Diego González Rossi

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

Established: 2011

Track record: The firm specializes in the registration, protection and enforcement of IP assets, and combines remarkable credentials with an innovative approach for clients in Mexico, Latin America and the Caribbean. Clients are mainly drawn from from the biochemical, electronics, automotive, fashion and jewelry, social media and technology industries.

Team & differentiation: The top-level Iberbrand team guarantees efficient results. Diego G. Rossi is personally involved in the most demanding matters the firm handles, supervising their progress, providing the highest quality standards. Marcelo Blanco has more than fifteen years' experience in the prosecution of patents, utility models, industrial designs and plant varieties.

AROCHI & LINDNER: EXCEPTIONAL IP EXPERTISE

Roberto Arochi

Key figure(s): Roberto Arochi, Hedwig Lindner and Jorge Mier y Concha

Established: 1994

Track record: The firm has distinguished itself through its exceptional understanding of clients' business needs. It has developed a tenacious IP practice that includes technical and litigation skills in the areas of trademarks, patents, copyrights, enforcement, life sciences and advertising. Clients typically come from the information technology, entertainment, pharmaceuticals and luxury goods sectors.

Team & differentiation: The team has a deep understanding of the needs of clients, designing creative strategies tailor-made to each. Roberto Arochi has more than 40 years' experience in the IP field, with particular expertise in anti-counterfeiting enforcement. Hedwig Lindner is considered a patent litigator of reference in the life-sciences field and Jorge Mier y Concha has specific skills in design litigation and copyright matters.

GM ATTORNEYS AT LAW: IP SERVICES WITH AN INNOVATIVE APPROACH

Gerardo Magaña

Key figure(s): Gerardo Magaña

Established: 2018

Track record: GM Attorneys at Law offers a broad range of services in trademarks, copyright, patents, trade-secrets, litigation, information technology and data protection. The team has advised Legionarios de Cristo, A.R., Gulf México, Santa Ana Springs, Tequila Enemigo (Enemigo LTD), Tacos Don Manolito, Diagnocell Laboratorios, Fotosintesis Media and Borun, among others.

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 on all IP matters and has an innovative corporate and tax focus. Maximizing the capitalization of intangible assets is the firm's forte.

SPECIFIC IP: BOUTIQUE FIRM WITH VALUABLE IP PRACTICE

Gilberto Sánchez

Key figure(s): Gilberto Sánchez

Established: 2017

Track record: Specific IP focuses on intellectual property, copyrights, administrative litigation, and litigation in industrial property matters and amparo proceedings. Roar Spirits, LLC., Rancho de la Luna Spirits, Asepro Ecología, André Jackson (Dre London), David Catching and Bingo Richey, Framesi, Casa Mani Brands and Austromex are just some of its clients.

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

R10S: IT AND DATA PROTECTION EXPERTS

Agustín Ríos

Key figure(s): Agustín Ríos and Fátima Cambronero

Established: 1999

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

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

METHODOLOGY

The criteria are:

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

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

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

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

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

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

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Arochi & Lindner	Roberto Arochi, Leslie Flores
Basham Ringe y Correa	Adolfo Athié, Eduardo Kleinberg, Martin Michaus
Uhthoff, Gómez Vega & Uhthoff	Saul Santoyo Orozco, Xavier Hadad
EXCELLENT	
Becerril, Coca & Becerril, S.c.	Juan Carlos Amaro
Dumont	Israel Escobedo, Laura Collada
Jáuregui Y Del Valle	Israel Ledesma Meléndez
Olivares	Abraham Diaz, Alonso Camargo, Armando Arenas
HIGHLY RECOMMENDED	
Baker McKenzie	Carlos Davila-Peniche, Fernando Robles-Pesqueira
Bgbg - Bello, Gallardo, Bonequi Y García, S.c.	Jonathan Rangel
Bip Legal	Leticia Natividad, Jorge Arteaga
C&L Attorneys	Jorge León
Calderon & De la Sierra	Carlos Pérez de la Sierra, Miguel Angel Merino
Iberbrand	Ana Laura Vargas, Diego González Rossi
Müggenburg, Gorches y Peñalosa	Esteban Gorches
Tmi Abogados	Kiyoshi Tsuru, Irely Aquique

JAUREGUI Y DEL VALLE: RIGOR AND DETERMINATION IN COMPLEX IP CASES

Israel Ledesma

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

Established: 1975

Track record: The firm has a highly respected IP practice in Mexico, which provides in-depth analysis in trademark, copyright and patent matters and has wide-ranging expertise in litigation and anti-counterfeiting. In 2021 it represented multiple pharmaceutical companies that distribute Covid vaccines worldwide, executing successful actions against fake or unauthorized vaccines.

Team & differentiation: Israel Ledesma heads the IP team and has fifteen years' experience representing international and national companies before the Mexican authorities. Last year the firm strengthened its trademark-prosecution area with the addition of Gabriela Aceves. The firm also has a team of highly qualified data protection and cybersecurity professionals.

MEXICO

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Jalife Caballero & Asociados**	José Luis Caballero
	Obon Abogados	Juan Ramon Obon
2	**Basham Ringe y Correa**	Manuel Guerra, Martin Michaus
	De La Parra & Asociados	Eduardo de la Parra
	Olivares	Luis C. Schmidt
	EXCELLENT	
	Bgbg - Bello, Gallardo, Bonequi Y García, S.c.	Carlos A. Bello-Hernandez, Rolando Guevara Martínez
	Lexel Abogados	Genaro Fernandez, Jesus Martinez
	Nerubay	Alejandro Hernández
	Senn, Ferrero, Asociados Sports & Entertainment	Luis Torres Septien Warren, José María Zayas
	HIGHLY RECOMMENDED	
	Baker McKenzie	Carlos Vela-Treviño
	Calderon & De la Sierra	Alberto Huerta Bleck, Paloma Contreras
	Els - Peñalosa + Donnadieu	Jean-Yves Peñalosa
	Solórzano Linaldi	Guillermo Solorzano, Miriam Orozco
	Uhthoff, Gómez Vega & Uhthoff	Javier Uhthoff Orive, Raúl del Alto Álvarez de la Cuadra
	RECOMMENDED	
	All Entertainment Abogados	Antonio Rebollar
	De Alva & Asociados	Sergio de Alva, Luis Gaya
	ECIJA Mexico	Ricardo Chacon, Joaquin Rodriguez
	Gonzalez Calvillo	Jorge Mondragon
	Insignia Consultoria Legal	Claudia Uribe

NERUBAY: COMPREHENSIVE ADVICE ON STRATEGIC IP MATTERS

Alejandro Hernández

Key figure(s): Alejandro Hernández and Emilio Torres

Established: 2008

Track record: Nerubay offers comprehensive intellectual property services and focuses on obtaining and protecting trademarks, patents, industrial designs, copyrights and franchises. The firm has notable expertise in the media and entertainment sector. Its lawyers are also experts in IP litigation before all administrative instances, as well as in amparo proceedings before courts and tribunals.

Team & differentiation: The team is made up of professionals with extensive experience who accompany local and foreign clients with supreme dedication. Entertainment law and sports law expert Alejandro Hernández has more than 10 years' experience in IP litigation. Emilio Torres stands out for his creativity in the design of copyright protection strategies and in negotiating licensing agreements.

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Bgbg - Bello, Gallardo, Bonequi Y García, S.c.**	Hector E. Guzman-Rodriguez, Carlos Bello
	Davara Abogados	Isabel Davara
2	**Calderon & De la Sierra**	Luis Mario Lemus
	EXCELLENT	
1	**Axkati Legal**	Rosa Maria Franco
	Basham Ringe y Correa	Adolfo Athié
	Lex Informática Abogados	Joel Gomez, Omar Soto
	R1os Abogados	Agustín Ríos, Fátima Cambronero
2	**Baker McKenzie**	Carlos Vela-Treviño
	Bufete Soni	Mauricio Hernandez
	Olivares	Abraham Diaz, Gustavo A. Alcocer
	Novus Concilium	Juan Luis Hernandez Conde
	HIGHLY RECOMMENDED	
	Bufete Quijano	Carmen Quijano
	Gonzalez Calvillo	Jorge Mondragon, Alfredo Chávez, Lucía Fernández, Patricio Martínez
	Jáuregui Y Del Valle	Israel Ledesma Meléndez
	LEXINF	Alfredo Reyes, Cynthia Solis
	ProtDataMx	Cristos Velasco
	RECOMMENDED	
	Arochi & Lindner	David Quezada
	Becerril, Coca & Becerril, S.c.	Emilio Garate
	Cannizzo	Stefano Amato, Enrique García
	Clarkemodet Mexico	David Heimsatz
	ECIJA Mexico	Joaquin Rodriguez
	Hogan Lovells	Ana Paula Romualdo
	Jones Day	Guillermo Larrea
	Lexel Abogados	Genaro Fernandez, Jesus Martinez
	Lopez Luna Abogados	Paulo López Luna
	Nerubay	Alejandro Hernández
	Ortiz Monasterio Marcas Y Patentes	Fernanda Ortiz Monasterio
	Ruiz Ahumada Palazuelos	Bernardo Espinosa Aranda
	Solórzano Linaldi	Luis Armando López Linaldi
	Tmi Abogados	Kiyoshi Tsuru

BGBG: EXPERIENCE AND EXPERTISE IN CONSTANT GROWTH

Carlos Bello

Key figure(s): Carlos Bello, Héctor Guzmán, Rolando Guevara, Carlos Díaz and Jonathan Rangel

Established: 2001

Track record: 2021 was a year of considerable growth for BGBG, which holds a leading position in the Mexican market in the areas of TMT, data protection, privacy and eSports. It has a high degree of specialization in satellites and MVNOs and has vast experience in advising automotive companies. Clients include Mercado Libre, Spacex, Lalamove, Microsoft, Motorola, Orange and Bosch.

Team & differentiation: The team provides clients with comprehensive advice, crafted to add value to their businesses by creating synergies with other sectors. BGBG's TMT practice is home to four highly specialized partners, not least Carlos Bello, who provides advice on obtaining concessions and permits, as well as fulfilling obligations in the telecoms and broadcasting sectors.

USA

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	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
	Cowan, Liebowitz & Latman	Deborah Squiers
	DLA Piper	Keith Medansky, Ann Ford
	Fenwick & West	Connie Ellerbach
	Finnegan, Henderson, Farabow, Garrett & Dunner	Danny Awdeh
	Haynes And Boone	David Bell
	Pattishall, McAuliffe, Newbury, Hilliard & Geraldson	Brett August, Thad Chaloemtiarana
	Perkins Coie	Patchen Haggerty
	Pirkey Barber	Louis Pirkey
2	**Baker McKenzie**	Pamela Church
	Brinks, Gilson & Lione	Andrew Avsec
	Cooley	John Paul Oleksiuk, Brendan Hughes
	Dechert	Glenn Gundersen
	Foley & Lardner	Kay Schwartz, Mark Diliberti
	Hunton Andrews Kurth	John Gary Maynard, Susan Smith
	K&L Gates	Frank Politano, Sana Hakim
	Knobbe Martens	Jeff Van Hoosear, Susan Natland
	McDermott Will & Emery	Jennifer Mikulina
	HIGHLY RECOMMENDED	
	Arnold & Porter	Paul Llewellyn, Louis Ederer, Matthew Salzmann
	Banner Witcoff	Joseph Berghammer, Richard Stockton
	Bracewell	David Ball
	Davis Wright Tremaine	Alexandra Nicholson
	Dentons	Carol Anne Been, Frank Benjamin
	Dorsey & Whitney	Charlene Krogh
	Fish & Richardson	Cynthia Johnson 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	Beth Goldman, Peter Vogl
	Sughrue Mion	Leigh Ann Lindquist
	Troutman Sanders	Ryan Schneider, Susan Stabe
	Venable	Andrew Price, Rebecca Liebowitz
	RECOMMENDED	
	Alston & Bird	David Stewart
	Amster Rothstein & Ebenstein	Max Vern, Chester Rothstein
	Barnes & Thornburg	Julia Spoor Gard
	Leason Ellis	Peter Sloane
	Merchant & Gould	Christopher Schulte, Danielle Mattessich

USA

TRADEMARK INFRINGEMENT

Best Investgation Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Marksmen	Alpine, Utah
EXCELLENT	
Bishop IP Investigations	London, UK*
HIGHLY RECOMMENDED	
Kelly Pioneer Group	Washington, D.C.
Robert Jackson And Associates	New York, New York
Treadstone Group	Denver, North Carolina
RECOMMENDED	
Integrity Risk	Reston, Virginia
Investigative Consultants	Los Angeles, California

*UK-BASED, BUT RANKED HERE ON THE STRENGTH OF VERY STRONG US CLIENT FEEDBACK

USA

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

USA

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Best Law Firms

In each tier, the firms are ordered alphabetically

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

USA

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Hogan Lovells US**	Marcy Wilder, Harriet Pearson
	Hunton Andrews Kurth	Lisa Sotto
	Morrison & Foerster	Miriam Wugmeister
	Orrick, Herrington & Sutcliffe	Doug Meal, Aravind Swaminathan, Heather Egan Sussman
2	**Baker McKenzie**	Brian Hengesbaugh, John Woods Jr., Lothar Determann
	Covington & Burling	Stefanie Doebler, Anna Kraus
	DLA Piper	Andrew Serwin
	Venable	Emilio Cividanes, Stuart Ingis
	EXCELLENT	
	BakerHostetler	Theodore Kobus III
	Cooley	Michael Rhodes, David Navetta, Matthew Brown, Travis LeBlanc
	Debevoise & Plimpton	Luke Dembosky
	Goodwin	Boris Segalis
	Mayer Brown	Rajesh De
	Reed Smith	Anthony Diana
	Steptoe & Johnson	Michael Vatis
	WilmerHale	Benjamin Powell, Kirk Nahra
	ZwillGen	Marc Zwillinger
	HIGHLY RECOMMENDED	
	Akin Gump Strauss Hauer & Feld	Natasha Kohne, Michelle Reed
	Cleary Gottlieb Steen & Hamilton	Daniel Ilan, Joon Kim, Jonathan Kolodner, Rahul Mukhi
	Davis & Gilbert	Richard Eisert, Gary Kibel
	Kelley Drye & Warren	Alysa Hutnik
	Latham & Watkins	Jennifer Archie, Michael Rubin, Serrin Turner
	Loeb & Loeb	Jessica Lee, James Taylor
	Manatt, Phelps & Phillips	Scott Lashway, Donna Wilson
	McGuireWoods	Andrew Konia
	Perkins Coie	Janis Kestenbaum, Miriam Farhi
	Pillsbury Winthrop Shaw Pittman	Brian Finch, Deborah Thoren-Peden
	Proskauer Rose	Margaret Dale, Jeffrey Neuburger, Edward Kornreich
	Seyfarth Shaw	Scott Carlson, John Tomaszewski
	Sheppard, Mullin, Richter & Hampton	Craig Cardon, Liisa Thomas
	Sidley Austin	Alan Raul
	Wilson Sonsini Goodrich & Rosati	Christopher Olsen
	RECOMMENDED	
	Alston & Bird	Kimberly Kiefer Peretti
	Arnold & Porter	Ronald Lee, Kenneth Chernof, Marcus Asner
	Gibson, Dunn & Crutcher	Alexander Southwell
	Hintze Law	Mike Hintze
	McDermott Will & Emery	Michael Morgan, Mark Schreiber, Daniel Gottlieb
	Ropes & Gray	Edward McNicholas, Edward Black

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CENTRAL AMERICA

COSTA RICA

GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Arias	Luis Diego Castro, Simón Valverde, María del Pilar López
BLP	Giselle Reuben
Zurcher Ip	Harry Zürcher, Esteban Monge
EXCELLENT	
Eproint	Gabriela Bodden, Aaron Montero
Facio & Cañas	Milagro Chaves
IDEAS	Maricruz Villanea, Ana Cristina Arroyave Rojas
HIGHLY RECOMMENDED	
Consortium Centro America Abogados	Fabiola Sáenz
Dentons Muñoz	Roy de Jesús Herrera
Divimark Abogados	Marianella Arias
Mmonivation	Andrés Hernandez, Ana Catalina Monge
RECOMMENDED	
Colbs Estudio Legal	Jessica Ward, Sebastián Jiménez
EY Law Central America	Hernán Pacheco, Roxana Cordero Pereira
Hulbert Volio Abogados	Luis Esteban Hernandez
Jiménez & Pacheco	Sergio Jiménez, Alejandro Pacheco
Lexincorp	Arnoldo André, Gabriela Urbina
Nassar Abogados	Lupita Quintero
Oller Abogados	Ricardo Vargas, Yaliam Jaime

EPROINT: MODERN FIRM WITH AN INTERNATIONAL OUTLOOK

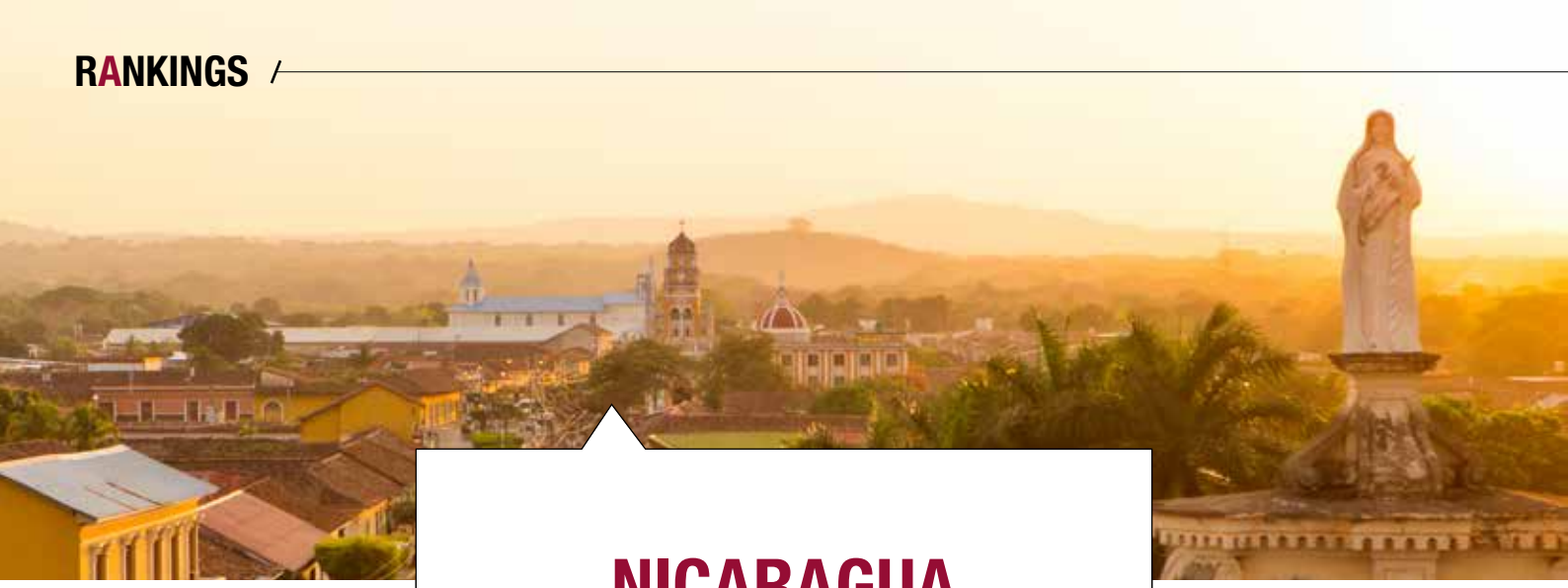
Aaron Montero

Key figure(s): Aaron Montero

Established: 2000

Track record: The firm has an international reputation for quality and approachability and offers specific local and international IP advice to clients across the globe. The team has worked on more than 40,000 trademarks for companies such as Adidas, Red Bull, HP, Lacoste and Airbnb. The firm has offices in Guatemala, Honduras, Panama, and other cities in Central America and the Caribbean.

Team & differentiation: The team is made up of experts in all branches of IP, technology and corporate aspects. Founding partner Aaron Montero currently advises clients from various industries in the process of registering and protecting all types of intellectual property rights and on setting up business in Latin America and The Caribbean.



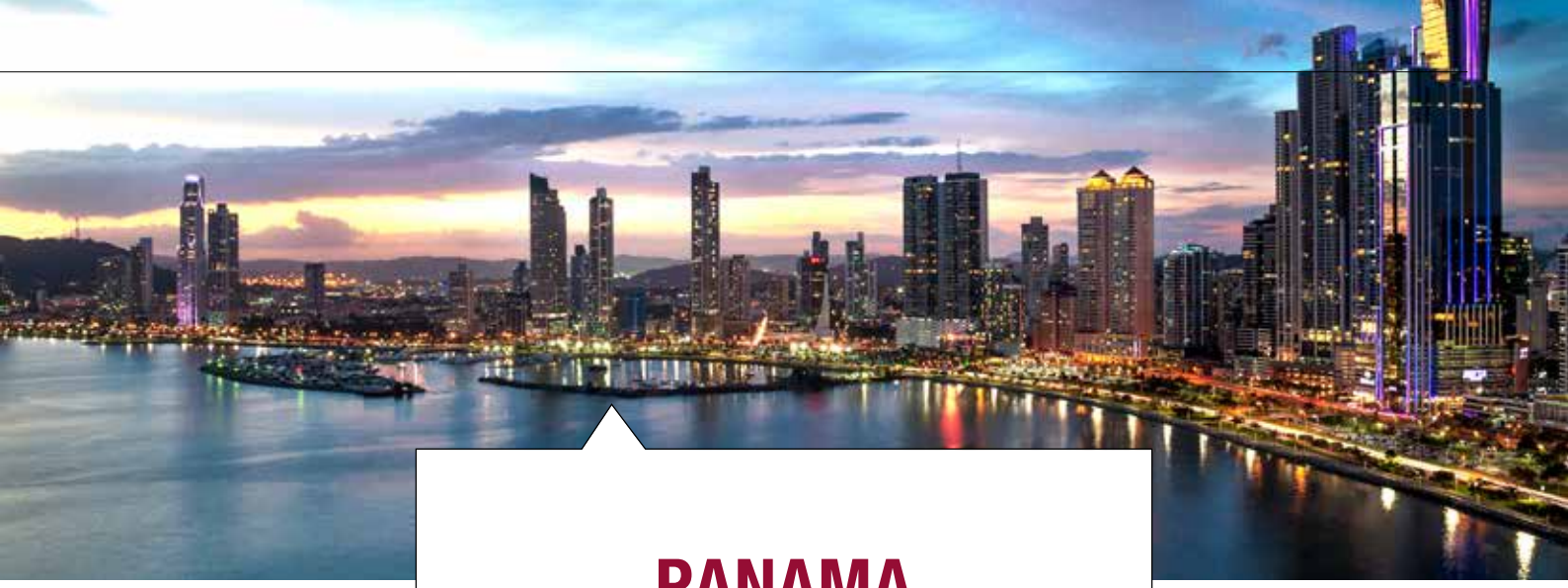
NICARAGUA

GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

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



PANAMA

GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Alfaro, Ferrer & Ramírez - Afra	Marissa Lasso de la Vega, Monique Ferrer
Estudio Benedetti	Ramon R. Benedetti, Audrey Williams, Diana Carolina Leandro, Ramon Benedetti Alemán
Icaza, González-Ruiz & Alemán	Gabriela Tejada de Britton, Fernando González-Ruiz
EXCELLENT	
Cedeño & Méndez	Roberto Emilio Gómez Cedeño
Guinard & Noriega	Luis Guinard Rennert, Vanessa Noriega
Morgan & Morgan	Maria Eugenia Brenes, Allen Candanedo
HIGHLY RECOMMENDED	
Central Law	Yolianna Arosemena Benedetti, Tania Chen Guillén
Cld Legal	Nicole Pérez
De Puy & Asociados	Miguel De Puy III, Delia Arosemena
Jimenez, Molino & Moreno	Edwin Molino, Cristina de Molino
RECOMMENDED	
Arias, Fábrega & Fábrega - Arifa	Melissa del Busto
Arosemena Noriega & Contreras	Shanina Contreras
Bufete Candanedo	Lizka Rodriguez
López Durling	Orlando López Durling
Moran Ip	Hugo Morán R., Luz Hernandez
Tapia, Linares Y Alfaro	Anabel Gamallo

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

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

SOUTH AMERICA

MARKETING & BUSINESS DEVELOPMENT FOR LAWYERS

Best Communication Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
LEADING	
Audentia	Ian Badiola,Christian Fuenzalida,
C&LIegal	Judith Caliz, Alejandra Llantada
Ed Comunicación Legal	Fran Dominguez, Anita Encina
Firm Forward	Elyssa Lefreve Chayo, Maria Fernanda Cornejo
Leega Mkt	Fernando Nieto
Upwyse	Alejandra Rojas
EXCELLENT	
Attitude Consulting	Marie Battier
Bolder Legal Consulting Group	Eduardo Paiz
Cecilia Fontaine (Sole Practitioner)	Cecilia Fontaine
Edpe Consultant	Lorena Borgo
Gericó Associates	Wilfredo Murillo, Andrés Vanegas
Harpa Legal Marketing	Marco Guasti
Kerma Partners	Leopoldo Hernández
Lextop	Walter Cobos
Lomo Comunicaciones	Bruno Zavaleta Ampuero
Real Comunicación Legal	Jimena Altuzarra, Magdalena Rencoret
Trébol Comunicaciones	Alejandra Vidal
Ximena Urrejola (Sole Practitioner)	Ximena Urrejola
HIGHLY RECOMMENDED	
Cesmar Consulting	Maritza Martinez
CSAS	Carolina Sumar
GibsonPR	Charles A. Gibson
Ian Wall (Sole Practitioner)	Ian Wall
Lets Americas	Amanda Paccola
Mirada 360º	Rafael Mery
Oi Comunicaciones	Horacio Chavarria
Pereira Marketing Jurídico	Victoria Pereira
PhilCox (Sole Practitioner)	Phil Cox
Williams Salas & Peraza	Chantal Williams, Cecilia Peraza
Wink Comunicaciones Legales	Carola Cifuentes

C&LLEGAL: TRIED AND TRUSTED APPROACH

Alejandra Llantada

Key figure(s): Alejandra Llantada and Judith Cáliz
Established: 2017

Track record: The group boasts more than 50 clients in over 20 countries including in Spain, the UK, the US, the Netherlands, and across Latin America. It regularly advises on the preparation of submissions as well as in the management of both internal and external communications. Its client-roster includes Baker McKenzie, Godoy y Hoyos, BGAL, Seplaw, Mayora & Mayora and Cervieri Monsuárez.

Team & differentiation: The marketing and communications firm is led by two former in-house law firm marketing professionals, Alejandra Llantada and Judith Cáliz Garriga, who offer planning, social media, crisis management and human resources services. The firm's approach is based on its unique work-method, which focuses on rolling evaluation of results.

HARPA LEGAL MARKETING: LEGAL DIRECTORY ADVICE FROM A TO Z

Marco Guasti

Key figure(s): Marco Guasti
Established: 2021

Track record: Over the last five years, the London-based agency has succeeded in helping 92% of its clients maintain or improve their position in the rankings of the world's most respected legal directories, which has contributed greatly to the impressive 95% client-retention rate the firms working with Harpa enjoy. Services provided include editing ranking submission forms and the overall strategy for dealing with directories.

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

ARGENTINA

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	G. Breuer	Alejandro Breuer-Moreno, Agustina Martinez
	Marval, O'Farrell & Mairal	Sergio M. Ellmann, Juan M. López Mañán, Iris Quadrio
	EXCELLENT	
1	**Berton Moreno Ip Law**	Juan Berton Moreno, Ricardo Amigo, Alberto Berton Moreno Jr., Enrique Gatti
	Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Raquel Flanzbaum, Maria Luisa Santa Maria, Mercedes Bullrich, Diego Montangero
	Palacio & Asociados	Hector Palacio, Mercedes Durlach, Diego Palacio
2	**Baker McKenzie**	Bernard W. Malone, Ana Paula Gallardo
	Hausheer Belgrano & Fernández	Graciela Perez, Juan Carlos de la Vega
	Noetinger Armando Abogados	Miguel Armando, Matias Noetinger, Fernando Noetinger
	Richelet & Richelet	Roberto Parretta, Ricardo Richelet III
	HIGHLY RECOMMENDED	
	Berken Ip	María Aurora García, Guadalupe Ocampo, Federico Ulled, Pedro Berkenwald
	Clarkemodet Argentina	Maria Cecilia Aloise, Marcos Santivañez
	Estudio Chaloupka	Olga Maidana, Claudia Serritelli, María del Carmen Álvarez
	Ferrer Reyes, Tellechea & Bouché	Santiago Ferrer Reyes, Julia Elena Tellechea, Diego Bouché, Laura Plavnick
	Mitrani Caballero & Ruiz Moreno Abogados	Ignacio Bérèterbide
	Obligado & Cia	Federico Aulmann, Juan Martin Aulmann

RECOMMENDED	
Allende & Brea	Pablo Andrés Palazzi
Barbat y Cía	Matty Barbat
Beccar Varela	Emilio Beccar Varela, Florencia Rosati
Bip Buffarini Intelectual Property	Luciano Buffarini
Bomchil	Patricio Albornoz
Brons & Salas	Maria José Rodriguez M.
Bruchou, Fernández Madero & Lombardi	Dámaso Pardo
Litvin Marzorati Legales	Constanza Capici
Moeller IP Advisors	Victoria de Lasa Andrés
O'Conor & Power	Santiago Ricardo O'Conor
Pagbam Ip	Julio Francisco Lago, Fernando Alonso, Santiago M. Fiorito
Ryan-Lussich & Asociados	Juan Felipe Porta
Sena & Berton Moreno	Gustavo Sena, Alfredo Marcelo Sena
VALUABLE PRACTICE	
Achával, Porcario, San Juan	Laura de Achaval, Bárbara Porcario
Herrero & Asociados	Ariel Juan Ibáñez
IPars Abogados	Federico Berger
Lauritsen Marcas & Patentes	Ivana Betina Lauritsen
Lerman & Szlak	Celia Lerman
Ungria Patentes Y Marcas	Veronica Vater

OBLIGADO & CÍA: ARGENTINE IP FIRM OF REFERENCE

Juan Martín Aulmann

Key figure(s): Juan Martín Aulmann and Federico Aulmann

Established: 1889

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

Team & differentiation: Considered a firm of reference for IP rights in Argentina, Obligado & Cía is run by Federico and Juan Martín Aulmann, both descendants of the founder. Federico has in-depth knowledge of new businesses and multinationals, assisting them in trademark matters regarding the telecom, technology, software and pharmaceutical sectors, while Juan Martín specializes in patents in addition to trademarks.

NOETINGER & ARMANDO: STRONG REPUTATION IN IP MATTERS

Matias Noetinger

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

Established: 1994

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

Team & differentiation: The team grew in early 2021 with a trio of new promotions. Mariana Bullrich (biochemist and industrial property agent), Juan E. Pringles (lawyer) and Pablo T. Armando (lawyer and industrial property agent) were made lead partners in the patent, litigation and corporate law, and trademark departments respectively.

ARGENTINA

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	G. Breuer	Jorge Otamendi, Pedro Breuer-Moreno
	Marval, O'Farrell & Mairal	Gustavo Giay, Martín G. Chajchir, Martín Bensadón, Ignacio Sánchez Echagüe
	EXCELLENT	
	Berton Moreno Ip Law	Ricardo Amigo, Alberto Berton Moreno Jr., Juan Berton Moreno, Enrique Gatti
	Estudio Chaloupka	Claudia Serritelli, Brígida Kapovic
	Ferrer Reyes, Tellechea & Bouché	Laura Plavnick
	Hausheer Belgrano & Fernández	Marina O. Fernández, Gabriela Musante, Graciela Perez
	Noetinger Armando Abogados	Fernando Noetinger, Miguel Armando, Matias Noetinger, Pablo Armando, Juan Pringles
	Obligado & Cia	Federico Aulmann, Juan Martin Aulmann
	Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Raquel Flanzbaum, Maria Luisa Santa Maria
	Richelet & Richelet	Ricardo Richelet III, Gastón Richelet
	HIGHLY RECOMMENDED	
1	**Baker McKenzie**	Bernard W. Malone, Ana Paula Gallardo
	Berken Ip	Pedro Berkenwald, Federico Ulled
	Clarkemodet Argentina	María Nájera, Marcos Santivañez Vieyra
	Palacio & Asociados	Hector Palacio, Mingo Palacio, Mercedes Durlach, Diego Palacio, Pedro Ramirez
2	**Beccar Varela**	Emilio Beccar Varela, Florencia Rosati
	Brons & Salas	Maria José Rodriguez M.
	Litvin Marzorati Legales	Melisa Litvin, Osvaldo Marzorati
	Moeller IP Advisors	Mariano Municoy, Victoria de Lasa Andrés
	Pagbam Ip	Fernando Alonso, Julio Francisco Lago, Santiago M. Fiorito
	Sena & Berton Moreno	Gustavo Sena
	RECOMMENDED	
	Achával, Porcario, San Juan	Laura de Achaval
	Allende & Brea	Pablo Andrés Palazzi
	Apellaniz & O'Farrell	Ignacio de Apellaniz
	Bomchil	Patricio Albornoz
	Bruchou, Fernández Madero & Lombardi	Dámaso Pardo
	Izquierdo & Vicetto	José María Vicetto, Juan Bautista Vicetto
	Mitrani Caballero & Ruiz Moreno Abogados	Ignacio Bérèterbide
	Ryan-Lussich & Asociados	John Ryan-Lussich

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
G. Breuer	Alberto Ernesto Villegas, Pedro Breuer-Moreno
Marval, O'Farrell & Mairal	Gustavo Giay, Martín G. Chajchir
EXCELLENT	
Ferrer Reyes, Tellechea & Bouché	Santiago Ferrer Reyes, Laura Plavnick
Noetinger Armando Abogados	Fernando Noetinger, Matias Noetinger, Pablo Armando
Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Maria Luisa Santa Maria, Mariano Peruzzotti
HIGHLY RECOMMENDED	
Baker McKenzie	Bernard W. Malone
Berton Moreno Ip Law	Alberto Berton Moreno Jr., Juan Berton Moreno, Ricardo Amigo, Enrique Gatti
Estudio Chaloupka	Claudia Serritelli, Brígida Kapovic
Litvin Marzorati Legales	Melisa Litvin
Palacio & Asociados	Mingo Palacio, Pedro Ramirez
RECOMMENDED	
Clarkemodet Argentina	María Nájera, Marcos Santivañez Vieyra
Hausheer Belgrano & Fernandez	Gabriela Musante, Graciela Perez
Litvin Marzorati Legales	Melisa Litvin

ADVERTISING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
EXCELLENT	
Abeledo Gottheil Abogados	Marcelo E. Gallo
Allende & Brea	Pablo Andrés Palazzi
HIGHLY RECOMMENDED	
Marval, O'Farrell & Mairal	Sergio M. Ellmann
Noetinger Armando Abogados	Matias Noetinger, Pablo Armando
RECOMMENDED	
Beccar Varela	Florencia Rosati
Berton Moreno Ip Law	Alberto Berton Moreno Jr., Ricardo Amigo, Juan Berton-Moreno, Enrique Gatti
Bruchou, Fernández Madero & Lombardi	Dámaso Pardo
Legal4marketing	Mariano Luna
Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Maria Luisa Santa Maria, Mariano Peruzzotti
Pagbam Ip	Julio F. Lago

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Allende & Brea	Pablo Andrés Palazzi
Beccar Varela	Florencia Rosati
Marval, O'Farrell & Mairal	Diego Fernandez
EXCELLENT	
Avoa Abogados	Romina Iannello, Juan Darío Veltani
Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Mariano Peruzzotti, María Luisa Santa María
Richards, Cardinal, Tützer, Zabala & Zaefferer	Lisandro Frene
HIGHLY RECOMMENDED	
Allende Larreta & Asociados	Agustin Allende Larreta
Bomchil	Adrián Furman, Francisco Zappa
Bruchou, Fernández Madero & Lombardi	Paula Fernández Pfizenmaier
G. Breuer	Pedro Breuer-Moreno, Alfonso Campos Carles
Lerman & Szlak	Celia Lerman, Gabriela Szlak
Tanoira Cassagne Abogados	Juan Gregorio Pozzo
RECOMMENDED	
Martinez de Hoz & Rueda (MHR)	Martin Lepiane
Pagbam Ip	Arnaldo Cisilino, Mariano F. Grondona

BOLIVIA

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

LANDIVAR & LANDIVAR: INNOVATIVE AND ADAPTABLE TEAM

Martha Landivar

Key figure(s): Martha Landivar

Established: 1960

Track record: Landivar & Landivar is a pioneering intellectual property firm, which has earned its reputation through the provision of reliable, timely and efficient legal advice. The firm is strong in all IP matters, including trademarks, patents, utility models, industrial designs and copyright. BMW, Converse, Facebook and Energizer are clients.

Team & differentiation: The firm has a team of specialists that advises on trademark litigation, filing of applications for patents, models and designs and IP litigation. Senior partner Martha Landivar is an IP attorney of international renown. She has a successful track record in trademark oppositions, domain names and IP litigation and has experience in industries such as technology, automotive and pharmaceuticals.

MORENO BALDIVIESO: HIGH CALIBER IP TEAM

Ramiro Moreno

Key figure(s): Rodrigo Moreno and Ramiro Moreno

Established: 1931

Track record: Moreno Baldivieso is a full-service law firm with an experienced IP team which advises on trademark management and enforcement, intellectual property litigation, criminal prosecution, copyright, and local and cross-border intellectual property transactions, both domestically and internationally. Gloria, Drogueria Inti and Industrias Vendado are clients.

Team & differentiation: The firm has the largest IP practice in the country whose multidisciplinary team includes attorneys, patent agents, and other professionals who expertly handle some of the most complex intellectual property issues in Bolivia. Ramiro Moreno Baldivieso is one of the very best IP lawyers in the land.

BRAZIL

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Dannemann Siemsen**	A. Gorini, E.Siemsen do Amaral, L. Henrique O. do Amaral, P. Eduardo Siemsen, R. Borges Carneiro
2	**Gusmão & Labrunie Propriedade Intelectual**	José Roberto Gusmão, Jacques Labrunie, Laetitia d'Hanens, João Vieira da Cunha
	Kasznar Leonardos	Filipe Leonardos, Flávia T. Polli Rodrigues, Liz Starling
	EXCELLENT	
	Daniel Law	Isabella Cardozo, Robert Daniel-Shores, Carina Souza Rodrigues, Roberta Arantes
	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
	Mansur Murad Advogados / Murad PMA Intellectual Property	Flavia Mansur Murad, Pedro Vilhena, Adriano Mesquita
	RECOMMENDED	
	ClarkeModet	Claudio Castanheira, Ricardo Boclin, Fabrize Pereira da Cruz
	David do Nascimento Advogados Associados	Marcello do Nascimento, Ricardo do Nascimento
	Di Blasi, Parente & Associados	Gabriel Di Blasi, Paulo Parente Marques Mendes
	Guerra IP	Cristina Guerra, Heidi Nigri, Adriana Zaidan
	Soerensen Garcia Advogados Associados	Mario Soerensen Garcia, Renata Corrêa Cardozo Pereira Carneiro
	Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Vasconcelos
	VALUABLE PRACTICE	
	Demarest Advogados	Tatiana Campello
	Dias Teixeira Sociedade de Advogados	Diogo Dias Teixeira
	Felsberg Advogados	Diogo Goulart de Oliveira Vieira
	Luiz Leonardos & Advogados	Luiz Leonardos, Gustavo Leonardos
	MNIP	Monica Nogueira, Mariana Di Pietro, Mauricio Maleck
	Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
	Peduti Advogados	Cesar Peduti
	Pinheiro Neto Advogados	André Giacchetta, Ciro Torres Freitas, José Mauro Decoussau Machado
	Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur
	Souto Correa Advogados	Leticia Provedel
	Veirano Advogados	Valdir Rocha
	VilelaCoelho	Fernanda Vilela Coelho, Marcos Keresztes Gagliardi
	NOTABLE PRACTICE	
	Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr.
	BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz
	BVA – Barreto Veiga & Advogados	Felipe Barreto Veiga, Danniel Barbosa Rodrigues
	Gruenbaum, Possinhas & Teixeira	Andréa Possinhas, Luciana Noronha
	Lia e Barbosa Propriedade Intelectual	Mauricio Serino Lia
	Ouro Preto Advogados	Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga
	Ricci Propriedade Intelectual	Antonio Ferro Ricci, Helcio Ferro Ricci

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Dannemann Siemsen	Luiz Henrique O. do Amaral, Peter Eduardo Siemsen, Attilio Gorini
	Gusmão & Labrunie Propriedade Intelectual	José Roberto Gusmão, Jacques Labrunie, João Vieira da Cunha, Marcos Blasi
	Kasznar Leonardos	Claudio Barbosa, Elisabeth Kasznar, Gabriel Leonardos, Nancy Caigawa, Rafael Lacaz Amaral
	EXCELLENT	
	Daniel Law	André Oliveira, Rafael Marques Rocha, Robert Daniel-Shores, Carina Rodrigues
	Montaury Pimenta, Machado & Vieira de Mello	Ana Paula Affonso Brito, Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Luisa Penna
	HIGHLY RECOMMENDED	
1	**BMA – Barbosa, Müssnich, Aragão**	Antonella Carminatti, Claudia Schulz, Pedro Frankovsky Barroso
	Di Blasi, Parente & Associados	Gabriel Di Blasi, Paulo Parente Marques Mendes, Lucas Antoniazzi
	Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
	Pinheiro Neto Advogados	André Giacchetta, José Mauro Decoussau Machado, Márcio Junqueira Leite, Larissa Galimberti
2	**Bhering Advogados**	Isabel Milman, Philippe Bhering
	Licks Attorneys	Eduardo Hallak, Liliane Roriz, Otto Licks
	Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Amaral
	RECOMMENDED	
	Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Lélio Denicoli Schmidt
	David do Nascimento Advogados Associados	Ricardo do Nascimento, Adriana do Valle, Alina Dias
	Demarest Advogados	Camila Biral, Marcelo Inglez de Souza, Tatiana Campello
	Mansur Murad Advogados / Murad PMA Intellectual Property	Flavia Mansur Murad, Pedro Vilhena
	Ricci Propriedade Intelectual	Antonio Ferro Ricci, Daniel Adensohn de Souza
	Souto Correa Advogados	Leticia Provedel
	VALUABLE PRACTICE	
	Aoki e Yamashita Advogados	Tânia Aoki Carneiro
	Luiz Leonardos & Advogados	Luiz Leonardos, Gustavo Leonardos, Ricardo Pinho
	Mommalaw - Müller Mazzonetto	Karina Müller, Nathalia Mazzonetto
	Ouro Preto Advogados	Rodrigo A. de Ouro Preto Santos
	Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur
	SiqueiraCastro	Eduardo Ribeiro Augusto
	Soerensen Garcia Advogados Associados	Mario Soerensen Garcia
	Veirano Advogados	Valdir Rocha

KASZNAR LEONARDOS: FIRST-RATE TRADEMARK LITIGATION TEAM

Elisabeth Kasznar

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

Established: 1919

Track record: First-rate IP firm singled out for its impressive track record handling major trademark disputes before the judiciary and the Brazilian Patent and Trademark Office (BPTO). Trusted by key domestic and foreign names from the food, financial services and power industries to advise on infringement and non-infringement lawsuits and domain name disputes. Noted for its vast mediation and arbitration expertise.

Team & differentiation: Headquartered in Rio de Janeiro and with a branch office in São Paulo, the firm's trademark litigation department consists of eight renowned partners and 26 skilled associates. Widely respected founding partners Elisabeth Kasznar and Gabriel Leonardos captain the department and have a combined seven decades of experience in the sector. The firm routinely advises on precedent-setting cases before Brazil's higher courts.

MONTAURY PIMENTA, MACHADO & VIEIRA DE MELLO: TRADEMARK LITIGATION EXPERTS

Luiz Edgard Montaury Pimenta

Key figure(s): Luiz Edgard Montaury Pimenta, Ana Paula Brito, Marianna Furtado de Mendonça and Luisa Penna

Established: 1939

Track record: The firm is trusted by major domestic and foreign players from the electronics, financial services and fashion industries to handle the full range of IP mandates. Stands out for its track record in trademark litigation, as well as on trademark and patent prosecution, freedom-to-operate and infringement opinions. Additionally noted for its high success rate, as well as for its online brand protection and anti-piracy programs.

Team & differentiation: Based out of its Rio de Janeiro office, Montaury Pimenta, Machado & Vieira de Mello has a branch office in São Paulo and nine highly qualified attorneys dedicated to trademark litigation matters. The firm is spearheaded by seasoned founding partner Luiz Edgard Montaury Pimenta, who has over three decades of experience in the market and served as president of the Brazilian Association of Intellectual Property (ABPI) from 2019 to 2021.

BRAZIL

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados**	Fábio Cesnik, José Maurício Fittipaldi, Ygor Valerio, Felipe Senna, Rodrigo Salinas
2	**Bitelli Advogados**	Marcos Alberto Sant'Anna Bitelli
	Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira, Iris de Sá, João Marcos Gebara
	EXCELLENT	
	Lins de Vasconcelos Advogados Associados	Claudio Lins de Vasconcelos, Orlando Netto
	Mattos Filho	Fabio Ferreira Kujawski
	Pinheiro Neto Advogados	Raphael de Cunto, André Giacchetta, José Mauro Decoussau Machado, Larissa Galimberti
	Sanches Advogados Associados	Sydney Sanches
	Schivartche Advogados	André Schivartche
	Souto Correa Advogados	Leticia Provedel, João Carlos Arieira Harres
	HIGHLY RECOMMENDED	
	Baptista Luz Advogados	Pedro H. Ramos
	BMA - Barbosa, Müssnich, Aragão	Antonella Carminatti
	Caio Mariano Advogados	Caio Mariano
	Dannemann Siemsen	Gustavo Piva de Andrade, Luiz Henrique O. do Amaral, Peter Eduardo Siemsen
	Dias Carneiro Advogados	Vanessa Pareja Lerner
	Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, Laetitia d'Hanens, Marcos Blasi
	Huck Otranto Camargo	Luiz Otávio Rodrigues Ferreira, Priscila Furgeri Morando
	Kasznar Leonardos	Fernanda Magalhães
	Veirano Advogados	Fábio Pereira, Valdir Rocha
	RECOMMENDED	
	Bialer Falsetti Associados	Ana Paula Bialer
	KLA Advogados	Melissa Kanô
	Levy & Salomão Advogados	Simone Lahorgue Nunes
	Senna Advogados	Eduardo Ghiaroni Senna
	TozziniFreire Advogados	Carla do Couto Hellu Battilana, Marcela Ejnisman
	Trench Rossi Watanabe	Flávia Rebello Pereira, Marcela Trigo, Renata Amaral

CQS/FV - CESNIK, QUINTINO, SALINAS, FITTIPALDI E VALERIO ADVOGADOS: FRONT-RUNNING MEDIA TEAM

Fábio de Sá Cesnik

Key figure(s): Fábio de Sá Cesnik, Jose Mauricio Fittipaldi, Ygor Valerio, Felipe Senna and Rodrigo Salinas

Established: 1996

Track record: Highly specialized boutique noted for its track record advising artists, agents, liaisons, producers, distributors and investors, amongst other players, with sophisticated demands relating to the culture, media and entertainment sector. Valued for its expertise on fiscal incentives to finance cultural, sports and third-sector initiatives, including NGOs. Its impressive client portfolio includes Warner Media, Discovery and O2 Filmes.

Team & differentiation: Headquartered in São Paulo and with offices in Rio de Janeiro and Brasília, CQS/FV has 11 partners and 26 associates dedicated to media & entertainment mandates. The team is led by founding partner Fabio Cesnik, who comes with over 25 years' experience in the market and is widely recognized as a key figure in the field. The firm recently welcomed two new partners, Ricardo Gimenes and Leo Wojdyslawski.

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Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**CQS/FV – Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados**	Rodrigo Salinas, Guilherme Carboni
	Murta Goyanes Advogados	Marcelo Goyanes
2	**Dannemann Siemsen**	Attilio Gorini, Gustavo Piva de Andrade, José Henrique Werner, Peter Eduardo Siemsen
	Gusmão & Labrunie Propriedade Intelectual	Laetitia d'Hanens, João Vieira da Cunha, Vanessa Ribeiro
	EXCELLENT	
	Eliane Y. Abrão Advogados Associados	Eliane Y. Abrão
	Kasznar Leonardos	Gustavo Coutinho Marques Bacalhau, Nancy Caigawa, Rafael Lacaz Amaral
	Lins de Vasconcelos Advogados Associados	Claudio Lins de Vasconcelos
	Manoel J. Pereira dos Santos - Sociedade de Advogados	Manoel Joaquim Pereira dos Santos
	Sanches Advogados Associados	Sydney Sanches
	Souto Correa Advogados	Leticia Provedel, João Harres, Cássio Rodrigues, Tatiana Ortiz
	HIGHLY RECOMMENDED	
1	**Bitelli Advogados**	Marcos Alberto Sant'Anna Bitelli
	Pinheiro Neto Advogados	André Zonaro Giacchetta, José Mauro Machado, Larissa Galimberti, Márcio Junqueira Leite
	Veirano Advogados	Fábio Pereira
2	**Bhering Advogados**	Pedro Bhering, Philippe Bhering
	Daniel Law	Alicia Daniel-Shores, Robert Daniel-Shores
	RECOMMENDED	
	Gustavo Martins de Almeida Advogados	Gustavo Martins de Almeida
	KLA Advogados	Ana Carolina Cesar
	Montaury Pimenta, Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta, Ana Paula Brito
	Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur
	Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello Pereira

BRAZIL

FASHION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
D.Portilho Consultoria & Treinamento em Propriedade Intelectual	Deborah Portilho
Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, Laetitia d'Hanens, Thiago Arpagaus de Souza, Vanessa Ribeiro
Kasznar Leonardos	Gabriel Leonardos, Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral
EXCELLENT	
Daniel Law	Isabella Cardozo, Roberta Arantes
Dannemann Siemsen	Alvaro Loureiro Oliveira
Hallem Advogados	Bruna Rego Lins
Mansur Murad	Flavia Mansur Murad
HIGHLY RECOMMENDED	
AGFF Law - Andrade Gomes & Ferreira Filho Advogados	Alberto Ferreira Filho, Andreia de Andrade Gomes
Bhering Advogados	Pedro Bhering, Philippe Bhering
Cortez de Carvalho e Furegate Sociedade de Advogados	André Furegate
L.O. Baptista Advogados	André Mendes Espírito Santo, Fabrício Bertini Pasquot Polido
Montaury Pimenta, Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça
Moreau | Valverde Advogados	Pierre Moreau, Mariana Hamar Valverde
MOSSE IP, Fashion & Social Media Law	Cássio Mosse

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Bichara e Motta Advogados**	Bichara Abidão Neto, Marcos Motta
	CSMV Advogados	André Sica, Graciema Almeida, Pedro Mendonça
2	**Ambiel, Manssur, Belfiore, Gomes e Hanna Advogados**	Carlos Eduardo Ambiel, José Francisco Manssur, Marcel Belfiore, Tiago Gomes
	CCLA Advogados	Cristiano Caús, Márcio Fernando Andraus Nogueira, w
	EXCELLENT	
	Cravo, Pastl e Balbuena Advogados Associados	Daniel Cravo, Francisco Balbuena Dal Forno, Rogério Pastl
	PVBT Law	Rafael Botelho, Vinicius Lucilio e Flavio Torres
	Tannuri Ribeiro Advogados	André Ribeiro, Breno Tannuri
	HIGHLY RECOMMENDED	
	Asseff Zonenschein Advogados	Michel Asseff Filho, Mariana Zonenschein, Felliphe Pereira
	Laporta Costa Associados	Leonardo Laporta Costa
	Mattos de Paiva, Nogueira e Ribeiro Advogados	Gustavo Nogueira Mendes, Luiz Fernando Ribeiro, Thomaz Sousa Lima Mattos de Paiva

BRAZIL

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Mattos Filho**	Fabio Ferreira Kujawski, Paulo Brancher, Thiago Luís Sombra
2	**Baptista Luz Advogados**	Fernando Bousso, Pedro H. Ramos
	Leonardi Advogados	Marcel Leonardi
	Pinheiro Neto Advogados	Raphael de Cunto, André Zonaro Giacchetta, José Mauro Decoussau Machado, Larissa Galimberti, Ciro Torres Freitas
	EXCELLENT	
1	**Machado Meyer Advogados**	Juliana Abrusio, Daniel Guariento
	Opice Blum, Bruno e Vainzof Advogados Associados	Renato Opice Blum, Marcos Bruno, José Roberto Opice Blum, Rony Vainzof, Camilla Jimene
	TozziniFreire Advogados	Marcela Waksman Ejnisman, Patrícia Helena Marta Martins, Carla do Couto Hellu Battilana, Bruna Borghi Tomé
2	**ASBZ Advogados**	Luiza Sato
	BMA - Barbosa, Müssnich, Aragão	Felipe Palhares
	Prado Vidigal Advogados	Luis Fernando Prado, Paulo Vidigal
	HIGHLY RECOMMENDED	
	Demarest Advogados	Tatiana Campello, Eduardo Magrani
	Lefosse Advogados	Paulo Lilla
	Peck Advogados	Patricia Peck, Leandro Bissoli
	Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Amaral
	Veirano Advogados	Fábio Pereira, Valdir de Oliveira Rocha Filho, Gustavo Fróes
	RECOMMENDED	
	Alexandre Atheniense Advogados	Alexandre Atheniense
	Artese Advogados	Gustavo Artese, Pedro Iorio
	Barcellos Tucunduva Advogados	Karin Klempp Franco
	Campos Mello Advogados	Paula Mena Barreto
	Campos Thomaz & Meirelles Advogados	Alan Campos Elias Thomaz
	Daniel Law	André Oliveira, Robert Daniel-Shores, Nuria López
	Dias Carneiro Advogados	Vanessa Pareja Lerner
	Felsberg Advogados	Clarissa Luz
	Kasznar Leonardos	Claudio Barbosa, Fernanda Magalhães, Nancy Caigawa
	Kestener & Vieira Advogados	Fabio Alonso Vieira
	Rennó Pentado Sampaio Advogados	Carlos Affonso Souza, Ronaldo Lemos
	Silveiro Advogados	Rodrigo Azevedo, Leonardo Braga Moura, Maurício Brum Esteves
	VMCA - Vinicius Marques de Carvalho Advogados	Marcela Mattiuzzo
	VALUABLE PRACTICE	
	Almeida Advogados	Márcio Chaves
	Assis e Mendes Sociedade de Advogados	Adriano Mendes, Bianca Pinheiro, Ana Carolina Teles
	Azevedo Sette Advogados	Ricardo Barretto Ferreira, Luiz Azevedo Sette, Danielle Chipranski Cavalcante
	CGM Advogados	Adriano Chaves, Marcia Mandelbaum
	Dannemann Siemsen	Filipe Fonteles Cabral
	Fialho Salles Advogados	Lucas Spadano
	Focaccia, Amaral e Lamonica Sociedade de Advogados	Marcio Lamonica Bovino, Paulo Mertz Focaccia, Maria Fernanda Girard
	Gusmão & Labrunie	Vanessa Ribeiro
	KLA Advogados	Ana Carolina Cesar
	L.O. Baptista Advogados	Esther Jerussalmy Cunha, Fabrício Bertini Pasquot Polido
	Licks Attorneys	Douglas Leite, Alexandre Dalmasso
	Lobo de Rizzo Advogados	Ana Paula Celidonio
	Mansur Murad Advogados / Murad PMA Intellectual Property	Pedro Vilhena
	Mundie e Advogados	Elinor Cotait, Ana Claudia Beppu, Beatriz França
	Serur Advogados	Nairane Farias Rabelo Leitão, Fabricio da Mota Alves
	Souto Correa Advogados	Fernanda Girardi Tavares, Roberta Feiten, Patrícia Alves
	Viseu Advogados	Luis Gustavo Leão

CAMPOS THOMAZ & MEIRELLES ADVOGADOS: THRIVING DATA PROTECTION BOUTIQUE

Alan Campos Elias Thomaz

Key figure(s): Alan Campos Elias Thomaz

Established: 2020

Track record: Thriving technology boutique that serves as a one-stop-shop for data protection mandates in Latin America. Frequently advises foreign and domestic clients on a wide range of matters in the field, which includes structuring and implementing projects related to the Brazilian General Data Protection Law and assistance in data-breach scenarios. Its client portfolio includes McDonald's, Caju and SwissRe.

Team & differentiation: With five lawyers, the data protection department is led by founding partner Alan Campos Elias Thomaz. Mr. Thomaz has over 12 years' experience in the market and impressive academic credentials that includes an LL.M. in law, science and technology from Stanford University. The firm is assisting Telegram on its shutdown case before the Brazilian Supreme Court (STF).

BRAZIL

LGPD ADVISORS

Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Deloitte	André Gargaro, Marcelo Farias, José Pela Neto, Leonardo Moraes, Anselmo Bonservizzi
EY	Marcos Sêmola
KPMG	Leandro Augusto Marco Antônio, Chiara Tonin, Rafael Navarro
PwC	Edgar D'Andrea, Eduardo Batista, Maressa Juricic
EXCELLENT	
Every Cybersecurity And GRC	Eduardo Nery
Grant Thornton	Claudio Castro, Vitor Pedrozo, Everson Probst
ICTS Protiviti	André Cilurzo, Alexandre Tamura, Bruno Santos, Vania Freitas, Klelio Gentilucci
HIGHLY RECOMMENDED	
Accenture	Vanessa Fonseca, Angela Maria Rosso
HeadMind Partners	Guilherme Suertegaray
Kroll	Walmir Freitas, Pedro Carazato
PP&C	Claudio Matos, Aline Poiani, Marcos Rodrigues

ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Daniel Law	Rafael Rocha, André Oliveira, Igor Morgado, Natalia Gigante
Garé Advogados	Luiz Claudio Garé, Elisson Garé, Rodrigo Gianni Carney, Sari Franco, Marcelo Toledo de Camargo
EXCELLENT	
Dannemann Siemsen	José H. Werner
David do Nascimento Advogados Associados	Marcello do Nascimento, Ricardo do Nascimento, Raquel Corrêa Barros, Ana Luiza G. Reggiani
Kasznar Leonardos	Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral, Luciana Minada
Siqueira Castro	Eduardo Ribeiro
HIGHLY RECOMMENDED	
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Maurício Ariboni; Lélio Denicoli Schmidt
Gusmão & Labrunie	Thiago Arpagaus de Souza, Marcos Chucralla Moherdaui Blasi, Vanessa Ribeiro
Mattos Filho	Lisa Worcman, Paulo Brancher, Paula Indalecio
Meirelles IPC	Flavio Augusto Nunes de Meirelles
Montaury Pimenta Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, David Fernando Rodrigues

GARÉ ADVOGADOS: HIGH-LEVEL ANTI-COUNTERFEITING PRACTICE

Luiz Claudio Garé

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

Established: 1990

Track record: High-level, innovative IP and brand protection boutique frequently retained by major names in the luxury goods, beverages and sportswear sectors for its in-depth knowledge of combating counterfeiting of goods, trademark, patents and industrial design infringements, unfair competition and copyright violations. Well-equipped to provide investigations, market surveys and internet monitoring.

Team & differentiation: With over three decades in the Brazilian legal market, Garé Advogados is based out of its São Paulo office. The outfit is spearheaded by distinguished partners Luiz Claudio Garé, Elisson Garé, Rodrigo Gianni Carney, Sari Franco and Marcelo Toledo de Camargo, who are well-known for their expertise representing clients in some of Brazil's most emblematic anti-counterfeiting mandates.

CHILE

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Carey**	Francisco Carey, Guillermo Carey
	Sargent & Krahn	Alfredo Montaner
	SILVA	Juan Pablo Silva, Ricardo Montero, Francisco Silva
2	**Albagli Zaliasnik**	Eugenio Gormaz, Ariela Agosin
	Alessandri	Rodrigo Velasco, Carla Pacheco, Santiago Ortúzar
	Villaseca Abogados	Max Villaseca, Bernardo Serrano S.
	EXCELLENT	
	Claro & Cia	Felipe Claro
	Covarrubias	Sofía Covarrubias
	Johansson & Langlois	Christopher Doxrud
	Porzio Rios García	Cristobal Porzio, Hernán Ríos de Marimón
	HIGHLY RECOMMENDED	
1	**Beuchat - Barros & Pfenniger**	Andres Melossi
	Dellafiori	Franco Dellafiori
	Jarry Ip	Magdalena Barros, Arantzazu Bermudez

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	Marinovic Y Cia	Luis Olmedo
2	**Clarkemodet Chile**	Samuel Hammer, Danica Mardesic
	Puga Ip	Juan Enrique Puga
	Puga Ortiz	Cristian Mir Balmaceda
	Sáenz de Santa María Abogados	Pablo Sáenz de Santa María, José Manuel Urenda
	RECOMMENDED	
	Baker McKenzie	Valentina Venturelli
	CMS Carey & Allende	Matias Somarriva
	Cooper & Cia	Rodrigo Cooper
	Flores Acevedo Abogados	Pablo Acevedo, Carolina Toro
	Larrain & Asociados	Carlos Ignacio Larrain, Pablo Ruiz Tagle, José Baraona, Carlos Aravena
	Magliona Abogados	Claudio Magliona, Nicolás Yuraszeck
	Muñoz Jeanneret Álvarez Abogados	Noëlle Jeanneret, Carmen Paz Álvarez
	Scr Abogados	Juan Francisco Reyes
	VALUABLE PRACTICE	
	Beytia Badilla Davis	Marisol Beytia, Javiera Badilla, Agustina Davis
	De La Barra, Ernst & Siebel	Christian Ernst S.
	Diaz Wiechers	Francisco Viollo
	Guerrero Olivos	Diego Morandé
	Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marré
	Morales & Besa	Juan Ignacio Eymin
	Obrador Digital	María José Arancibia
	Paiva & Cia Intellecta	Gabriela Paiva
	Pereira Covarrubias Montes	Rafael Covarrubias
	Russi & Eguiguren	Nicole Alfero, Francisca Figueroa
	Santa Cruz IP	Maximiliano Santa Cruz, Gonzalo Sánchez
	Vae Abogados	Juan Pablo De la Jara

CHILE

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Albagli Zaliasnik	Eugenio Gormaz, Ariela Agosin
Carey	Francisco Carey, Guillermo Carey
Sargent & Krahn	Juan Pablo Egaña, Alfredo Montaner
EXCELLENT	
Alessandri	Rodrigo Velasco, Carla Pacheco, Santiago Ortúzar
Claro & Cia	Felipe Claro
Covarrubias	Arturo Covarrubias
Porzio Rios García	Hernan Rios, Marcelo Correa
SILVA	Juan Pablo Silva, Ricardo Montero, Francisco Silva
Villaseca Abogados	Max Villaseca
HIGHLY RECOMMENDED	
Beuchat - Barros & Pfenniger	Andres Melossi
CMS Carey & Allende	Matias Somarriva
Dellafiori	Franco Dellafiori
Jarry Ip	Magdalena Barros, Arantzazu Bermudez
Johansson & Langlois	Christopher Doxrud, Max Montero
Marinovic Y Cia	Luis Olmedo
RECOMMENDED	
Baker McKenzie	Valentina Venturelli
Beytia Badilla Davis	Marisol Beytia, Javiera Badilla, Agustina Davis
Clarkemodet Chile	Danica Mardesic, Daniela Meza
De La Barra, Ernst & Siebel	Helena Siebel
Flores Acevedo Abogados	Pablo Acevedo, Carolina Toro
Guerrero Olivos	Diego Morandé
Larrain Y Asociados Abogados	Pablo Ruiz-Tagle, José Pedro Baraona, Carlos Aravena, Carlos Ignacio Larrain
Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marré
Magliona Abogados	Nicolás Yuraszeck, Claudio Magliona
Morales & Besa	Juan Ignacio Eymin
Puga Ip	Juan Enrique Puga
Russi & Eguiguren	Nicole Alfero, Francisca Figueroa
Sáenz de Santa María Abogados	Pablo Sáenz de Santa María
Scr Abogados	Juan Francisco Reyes

Our analysis

ALBAGLI ZALIASNIK: IP SECTOR STALWARTS

Eugenio Gormáz

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

Track record: With more than 30 years of upward trajectory, the IP practice has worked with key international clients on all facets of intellectual property law. Clients generally come from the technology, hardware and electronics, automobiles, chemicals, food & drink, healthcare, pharmaceuticals/life sciences and retail sectors. Hasbro, Harley Davidson and Nissan are clients.

Team & differentiation: The IP department is best known for its extensive expertise in anti-counterfeiting, complex IP litigation, patent and trademark prosecution and advertising law. The team combines legal and technical expertise in intellectual property, privacy and information security and management. Eugenio Gormáz leads the IP, tech and data practice.

JARRYIP: MID-SIZED, FULL-SERVICE FIRM

Magdalena Barros

Key figure(s): Allan Jarry and Magdalena Barros
Established: 2013

Track record: Jarry IP is a sophisticated and flexible boutique IP firm that offers advice on registering and monitoring trademarks, filing applications for patents, models and designs, sanitary registrations of pharmaceutical and cosmetic products, as well as advice on the processing of new plant varieties, among other things.

Team & differentiation: The team is composed of a multidisciplinary group of professionals that stands out for its ability to provide highly scientific and business-oriented expertise, on top of world-class legal knowledge. Allan Jarry is an expert in management strategies for trademark and patent portfolios and in intellectual property. Magdalena Barros is head of the litigation and enforcement practice area.

VILLASECA ABOGADOS: HIGH STANDARDS OF PROFESSIONALISM AND DEDICATION

Max Villaseca

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

Track record: The firm advises on trademarks, patents, anti-piracy, vegetal varieties, author rights, competition law, among others. The firm also provides an excellent service in the field of intellectual property, promoting innovation and development of organizations by safeguarding their commercial identity.

Team & differentiation: The firm has a multidisciplinary team experienced in patent and litigation matters. Max Villaseca heads the trademark area, which covers internet domains and trademarks, both in Chile and abroad. Alvaro Arévalo heads the copyright division, advising individuals and national and international companies in deposits and contractual and judicial protection related to these matters.

DELLAFIORI ABOGADOS: HEIRS TO A LONG FAMILY TRADITION

Mauro Dellafiori

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

Track record: Dellafiori Abogados is a boutique IP firm exclusively dedicated to providing intellectual property services in the broadest sense, covering corporate IP, trademarks, patents, domain names, drawings and industrial designs, utility models, copyright and related rights, trade secrets, internet, contractual issues, and other related aspects.

Team & differentiation: The team is composed of lawyers and technicians capable of designing an effective strategy for the protection of intangible assets, both in Chile and around the world. It also has a network of correspondents in more than 150 countries. Mauro Dellafiori leads the firm's litigation department and participates in a large number of trials annually.

METHODOLOGY

The criteria are:

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

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

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

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

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

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

CHILE

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Albagli Zaliasnik	Eugenio Gormaz, Ariela Agosin
Carey	Francisco Carey
CMS Carey & Allende	Matias Somarriva
Marinovic Y Cia Abogados	Antonio Marinovic
EXCELLENT	
Alessandri	Santiago Ortuzar
SILVA	Andrés Grunewaldt
Villaseca Abogados	Felipe Pavez
HIGHLY RECOMMENDED	
Baker McKenzie	Sebastian Doren
Beuchat - Barros & Pfenniger	Andres Melossi
Clarkemodet Chile	Diego Acuña
Covarrubias	Arturo Covarrubias
Dellafiori	Mauro Dellafiori
Jarry Ip	Magdalena Barros
Johansson & Langlois	Max Montero
Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marré
Magliona Abogados	Claudio Magliona, Nicolás Yuraszeck
Porzio Rios García	Cristobal Porzio
Puga Ip	Juan Enrique Puga
Puga Ortiz	Cristian Mir Balmaceda
Sargent & Krahn	Alfredo Montaner
SCR Abogados	Juan Francisco Reyes, Constanza Contreras

MARINOVIC Y CIA ABOGADOS: GO-TO FIRM FOR ENFORCEMENT & ANTI-PIRACY MATTERS

Antonio Marinovic

Key figure(s): Antonio Marinovic and Luis Olmedo

Established: 1987

Track record: The firm is recognized for its impeccable defense of the intellectual and industrial property through the implementation of domestic anti-piracy campaigns for companies in the theatre, software, videogames, music and merchandising businesses. The firm also possesses a wealth of experience in the registration of trademarks, designs, utility models, invention patents, internet domain-names and copyrights.

Team & differentiation: Founder Antonio Marinovic specializes in civil and penal matters related to copyright and trademark infringement. He is responsible for the design and implementation of several anti-piracy campaigns in Chile. Luis Olmedo follows prosecution of criminal copyright and trademark actions and works with local authorities to implement Chile's Agreement on Trade-Related Aspects of Intellectual Property Rights.

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
EXCELLENT	
Gasman Abogados	Javier Gasman
HIGHLY RECOMMENDED	
Arraigada y Cia	Juan Pablo Arraigada
Carey	Eduardo Martín
Montero, Silva & Valdés Abogados	Cristobal Valdes
Osorio & Cía. Abogados	Enrique Campusano
Rivadeneira Colombara Zegers	Aldo Diaz
Spoerer & Valdés Abogados	Oscar Spoerer

GASMAN ABOGADOS: SPORTS-LAW SPECIALISTS

Javier Gasman

Key figure(s): Javier Gasman

Established: 2017

Track record: The team provides legal advice in the sports sector, on the commercialization of branding and broadcasting rights. The firm partners with Brazilian law firm Carlezzo Abogados, to advise professional sportsmen and women in transactions such as transfers between clubs and proceedings before international representative organizations, such as FIFA and the Court of Arbitration for Sport (CAS).

Team & differentiation: Founding partner Javier Gasman began his professional career as a legal advisor to Chilean Football Assiciation (ANFP). Subsequently, he was in charge of the Prosecutor's Office and legal counsel of Club Deportivo Universidad Católica - Cruzados SADP. The firm provides top-level football clubs with investment, restructuring and corporate modernization advice.

COLOMBIA

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Brigard & Castro	Juan Pablo Cadena, Catalina Gómez
	Cavelier Abogados	Eduardo Varela
	Gómez-Pinzón	Mauricio Jaramillo, Juanita Perez
	OlarteMoure	Juan Moure, María Alejandra Pava
	EXCELLENT	
	Baker McKenzie	Juan Pablo Concha Delgado
	Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
	Lloreda Camacho	Natalia Franco, Alicia Lloreda
	Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño, Gerardo Florez
	HIGHLY RECOMMENDED	
1	**Castellanos & Co**	Ximena Castellanos, Margarita Castellanos
	Clarkemodet Colombia	Juliana Gonzalez, Miguel Rujana
	Posse Herrera Ruiz	Helena Camargo
	Triana Uribe & Michelsen	Marcela Gómez, Andrés Medina, Juan Carlos Uribe, Nicole Van Boxtel
	Vera Abogados	Carolina Vera Matiz
2	**Herrera Díaz Abogados**	Stephanie Drexler, José Herrera Díaz
	Sergio Cabrera Abogados	Claudia Gordillo Bermeo
	Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez
	RECOMMENDED	
1	**Aristizabal Abogados Consultores**	Francisco Aristizábal
	Bbgs Abogados Colombia	Myriam Montenegro
	Castillo Grau Abogados	Felipe Castillo
	Cuesta Lawyers	Juan Carlos Cuesta
	Holland & Knight	Danilo Romero Raad
	Humberto Rubio & Cia	Humberto Rubio
	Marquez Robledo	Santiago Márquez, María Alejandra Ahumada, Felipe Ortega
	Nidia Osorio & Co	Nidia Osorio
	Raisbeck & Castro	Ian Raisbeck, Natalia Castro
2	**CMS Rodríguez-Azuero**	Karl Mutter
	Guerrero & Asociados Propiedad Intelectual	Natalia Perez, Manuel Guerrero
	Pinzón Pinzón & Asociados	Mauricio Pinzón Pinzón
	Pons Ip	Claudia Caro
	Erazo Abogados	Liza Erazo
	Espinosa Olarte Abogados	Andres Espinosa, Jorge Mario Olarte
	Estrategia Juridica Nacional e Internacional	Claudette Vernot

OLARTEMOURE: GO-TO FIRM FOR COMPLEX IP MATTERS

Carlos Olarte

Key figure(s): Carlos Olarte and Juan Moure

Established: 2003

Track record: OlarteMoure is a dynamic IP law firm made up of capable and experienced professionals whose diverse backgrounds enhance their team's ability to serve clients. The firm deploys a global trademark strategy, maintaining and strengthening clients' trademark portfolios and providing litigation management. Comestibles Aldor, Dynamo Producciones and Yara Colombia are clients.

Team & differentiation: The firm specializes in assisting clients in all aspects of management, protection, enforcement and exploitation of their IP rights, including patents, trademarks, copyrights, plant breeders' rights, domain names, regulatory affairs, unfair competition and restrictive-trade practices. Carlos Olarte focuses his practice on patent prosecution and litigation and Juan Moure has a high degree of IP knowledge.

COLOMBIA

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Baker McKenzie**	Juan Pablo Concha Delgado
	Cavelier Abogados	Andrés Rincón, Eduardo Varela
	Lloreda Camacho	Ana María Castro, Alicia Lloreda, Natalia Franco
	Olartemoure	Juan Felipe Acosta, Juan Moure
	Triana Uribe & Michelsen	Fernando Triana, Sandra Ávila, Sandra Méndez
2	**Brigard & Castro**	Juan Pablo Cadena, Martin Torres
	Gómez-Pinzón	Mauricio Jaramillo
	EXCELLENT	
	Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño
	Posse Herrera Ruiz	Helena Camargo, Mónica Bonnet
	HIGHLY RECOMMENDED	
	Bbgs Abogados Colombia	Myriam Montenegro
	Clarkemodet Colombia	Carolina Daza, Alonso Castrillón
	CMS Rodríguez-Azuero	Karl Mutter
	Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
	Herrera Díaz Abogados	José Herrera Díaz, Stephanie Drexler
	Holland & Knight	Danilo Romero Raad
	Marquez Robledo	Santiago Márquez, María Alejandra Ahumada
	Nidia Osorio & Co	Nidia Osorio
	Raisbeck & Castro	Ian Raisbeck, Natalia Castro
	Sergio Cabrera Abogados	Sergio Cabrera Torres
	Vera Abogados	Jorge Vera, Carolina Vera Matiz
	RECOMMENDED	
	Castellanos & Co	Margarita Castellanos, Ximena Castellanos
	Erazo Abogados	Liza Erazo
	Espinosa Olarte Abogados	Jorge Olarte
	Estrategia Jurídica	Claudette Vernot
	Guerrero & Asociados Propiedad Intelectual	Manuel Guerrero, Natalia Perez, Camila Correa
	Peña Mancero	Daniel Peña
	Pinzón Pinzón & Asociados	Mauricio Pinzón Pinzón
	Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez

VERA ABOGADOS: HIGH CALIBER IP TEAM

Jorge Vera

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

Established: 1972

Track record: Vera Abogados' expertise chiefly covers industrial property, trademarks, patents, consumer rights, copyrights and new technologies. The firm has participated in a number of major IP litigations over the years and routinely acts in proceedings related to health registrations before the corresponding authorities. Clients typically come from the mining, pharmaceuticals or automotive sector.

Team & differentiation: Carolina Vera focuses on patents and trademarks, leading a team of specialist lawyers whose combined expertise allows the firm to respond with efficiency and competitiveness to the needs and demands of customers all over the world. It has offices in Bogota, Cali, Medellin and Barranquilla, in addition to branches in Ecuador and Panama.

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
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
Lloreda Camacho	Alicia Lloreda
Nidia Osorio & Co	Nidia Osorio
Olartemoure	Juan Felipe Acosta, Camilo Bernal
Philippi Prietocarrizosa Ferrero DU & Uría	Camilo Suárez, Gerardo Florez
Posse Herrera Ruiz	Helena Camargo, Juan Sebastián Gonzalez
Triana Uribe & Michelsen	Fernando Triana, Sandra Avila
HIGHLY RECOMMENDED	
Bbgs Abogados Colombia	Myriam Montenegro
Brigard & Castro	Martín Torres Cardozo
Clarkemodet Colombia	Carolina Daza, Alonso Castrillón
CMS Rodríguez-Azuero	Karl Mutter
Espinosa Olarte Abogados	Andrés Espinosa, Jorge Olarte
Gómez-Pinzón	Mauricio Jaramillo
Herrera Díaz Abogados	José Roberto Herrera Díaz
Holland & Knight	Danilo Romero Raad
Marquez Robledo	Felipe Ortega
Muñoz Abogados	Diego Muñoz
Raisbeck & Castro	Ian Raisbeck, Natalia Castro
Sergio Cabrera Abogados	Marcelo Cabrera
Vera Abogados	Jorge Vera, Mauricio Cheyne Tenorio

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Bermudez Durana Asociados	José Alejandro Bermudez
	CMS Rodríguez-Azuero	Lorenzo Villegas Carrasquilla
	EXCELLENT	
1	**Brigard & Urrutia**	Sergio Michelsen
	Gómez-Pinzón	Mauricio Jaramillo
	Olartemoure	Juan G. Moure
	Peña Mancero	Daniel Peña
	Vanegas Morales	Stella Vanegas
2	**Data & Tic**	Rafael Gamboa Bernate
	DLA Piper Martinez Beltrán	María Claudia Martínez, Camilo Martínez Beltrán
	Ecija Colombia	Pablo Márquez
	Lloreda Camacho	Enrique Álvarez, María Alejandra de los Ríos
	Ms Legal	Pedro Novoa
	RECOMMENDED	
	Alzate & Asociados Asesores Jurídicos	Juan Pablo Alzate Ospina
	Caez Muñoz Mejía	José Luis Jerez Rosania
	Herrera Díaz Abogados	José Herrera Díaz
	Marquez Robledo	Santiago Márquez, María José Montejo
	Marrugo Rivera & Asociados	Iván Dario Marrugo
	SI Legal + Tecnología	Andrés Felipe Angel Posada
	Triana Uribe & Michelsen	Sandra Avila

MS LEGAL: SOLID TEAM OF DATA-PROTECTION LAWYERS

Pedro Novoa

Key figure(s): Pedro Novoa
Established: 2013

Track record: Coming up on a decade in the Colombian market, MS Legal specializes in the protection of personal data, including as it pertains to contractual issues and corporate aspects, the attention of requirements and processes before the administrative authorities. The firm works to international standards of data protection, and can handle issues that have been the subject to study and sanction by national authorities.

Team & differentiation: The firm has a multidisciplinary team providing services encompass legal, auditing, risk and compliance. Founding partner Pedro Novoa is an expert in the application of regulations on Personal Data Protection and Habeas Data as well as in commercial, corporate, e-commerce, fintech and entrepreneurship law.

COLOMBIA

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

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

ECUADOR

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Bustamante Fabara	José Rafael Bustamante Espinosa, María Rosa Fabara
	Corralrosales	Maria Cecilia Romoleroux, Francisco Gallegos
	Falconi Puig Abogados	Sasha Mandakovic, Cecilia Falconi, Carlos Alberto Arroyo, Ángeles Puente
	EXCELLENT	
1	**Pérez Bustamante & Ponce (Pbp)**	Francisco Pérez-Gangotena
	Romero Corral	Alfredo Corral
2	**Dentons Paz Horowitz**	Byron Robayo, Verónica Chiriboga, Monica Cortez
	Julio C Guerrero B	Johana Aguirre Guerrero, Omar Alban
	Quevedo & Ponce Estudio Jurídico	Alejandro Ponce
	Tobar Zvs	Alfonso Rivera
	HIGHLY RECOMMENDED	
	Avl Abogados	Maria de los Angeles Lombeyda
	Bermeo & Bermeo	Rodrigo Bermeo Andrade
	Lexvalor Abogados	Luis Marín Tobar
	Meythaler & Zambrano	Margarita Zambrano
	Robalino Law	Pedro Córdova
	Sur Legal	Antonio Martinez Montesinos, Marco Avila
	RECOMMENDED	
	Aguirre Noboa Law Firm	Carlos Aguirre Noboa, Maria Cristina Guerra
	Luzuriaga & Castro	Gonzalo Luzuriaga, José M. Rivera, María P. Salgado
	Pluslaw Ip	Francisco Villacreses Real, Daniela Moreira Sarmiento
	Solines & Asociados	Pablo Solines, Juan Carlos Solines, Andrea Muñoz
	VALUABLE PRACTICE	
	Abocacia	Esteban Bueno, Daniel Díaz
	Barzallo Abogados	Erika Alarcón, Zelva González
	Crealegis	María Gabriela Campoverde
	Divergent Law	María-Belén Rivadeneira Reyes, Paúl Peña
	Ecija Gpa	Michael Veintimilla, Gonzalo Muñoz
	Estudio Juridico Prado	Xavier Pesantes
	Lexalia Abogados	Gina Guerrero
	Pino Elizalde Abogados	Jaime Arosemena
	Puente & Asociados	Geovanna Puente, Federico Duret

ECUADOR

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Bustamante Fabara	José Rafael Bustamante Espinosa, María Rosa Fabara, Pablo Fabara
	Corralrosales	Maria Cecilia Romoleroux, Francisco Gallegos
	Falconi Puig Abogados	Carlos Alberto Arroyo, Sasha Mandakovic, Cecilia Falconi, Jaime Mantilla, Santiago Mosquera
	Pérez Bustamante & Ponce (Pbp)	Francisco Pérez-Gangotena, Camila Mateus, Alysa Arcos, Rafael González
	EXCELLENT	
	Bermeo & Bermeo	Pablo Bermeo Andrade, Rodrigo Bermeo Rosales
	Dentons Paz Horowitz	Byron Robayo, Verónica Chiriboga
	Meythaler & Zambrano	José Meythaler, Andrea Araujo, Sebastian Meythaler
	Romero Corral	Margarita Romero
	Solines & Asociados	Juan Carlos Solines, Pablo Solines, Andrea Muñoz
	Tobar Zvs	Alfonso Rivera
	HIGHLY RECOMMENDED	
1	**Arosemena Burbano & Asociados**	Flavio Arosemena Burbano
	Avl Abogados	Maria de los Angeles Lombeyda
	Julio C Guerrero B	Johana Aguirre Guerrero
	Lexvalor Abogados	Luis Marín Tobar
	Robalino Law	Pedro Córdova, Maria Jose Peñaherrera
2	**Luzuriaga & Castro**	Gonzalo Luzuriaga, José M. Rivera, María P. Salgado
	Pluslaw Ip	Francisco Villacreses Real, Daniela Moreira Sarmiento
	Quevedo & Ponce Estudio Jurídico	Alejandro Ponce
	Sur Legal	Antonio Martínez Montesinos
	RECOMMENDED	
	Aguirre Noboa Law Firm	Carlos Aguirre Noboa
	Divergent Law	María-Belén Rivadeneira Reyes
	Ecija Gpa	Gonzalo Muñoz
	Legacy Soluciones Legales	Juan Pablo Serrano
	Venamerica Abogados & Consultores	Carmen Robayo

ENFORCEMEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
CorralRosales	Maria Cecilia Romoleroux, Francisco Gallegos, Eduardo Rios
Luzuriaga & Castro	Gonzalo Luzuriaga
EXCELLENT	
Falconi Puig Abogados	Cecilia Falconi, Angeles Puente
Tobar Zvs	Alfonso Rivera
HIGHLY RECOMMENDED	
Bustamante Fabara	María Rosa Fabara
Dentons Paz Horowitz	Verónica Chiriboga, Byron Robayo
Lexvalor Abogados	Luis Marín Tobar
Meythaler & Zambrano	Margarita Zambrano
Pérez Bustamante & Ponce (Pbp)	Francisco Pérez-Gangotena, Camila Mateus, Alysa Arcos, Rafael González, Hugo López
RECOMMENDED	
AVL	Maria de los Angeles Lombeyda
Bermeo & Bermeo	Rodrigo Bermeo Andrade
Julio C Guerrero	Johana Aguirre Guerrero, Omar Alban Cornejo
Quevedo & Ponce Estudio Jurídico	Alejandro Ponce, Ernesto Guarderas Izquierdo
Sur Legal	Marco Avila

LUZURIAGA & CASTRO: EXPERTISE, EFFICIENCY AND PROACTIVITY

Gonzalo Luzuriaga

Key figure(s): Gonzalo Luzuriaga

Established: 2008

Track record: The firm has handled high-profile cases that have generated many important legal precedents in Ecuador in terms of IP protection and anti-counterfeiting, and has successfully represented clients in cross-border actions to prevent illegal goods from entering the local territory. Adidas, Nike, Puma and Procter and Gamble are some of its main clients.

Team & differentiation: The team stands out for its proactivity and involvement in ongoing training for the police, customs and the prosecutor's office on product identification and intellectual property law, and is headed by Gonzalo Luzuriaga, who has two decades' worth of experience advising local and foreign companies in the IP field. The firm has adopted new technologies that have improved its efficiency.

CORRALROSALES: INNOVATIVE FIRM WITH A SOLID TRACK RECORD

Maria Cecilia Romoleroux

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

Established: 1975

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

Team & differentiation: Maria Cecilia Romoleroux is held in high regard by her peers for her active participation in the market. This year the firm has filed a large number of trademark and patent applications in Ecuador, in addition to handling a significant volume of filings in the region. The team stands out for an ability to advise on particularly complex litigation with a high innovation component.

ECUADOR

Our analysis

BUSTAMANTE FABARA: NEW FORCE IN THE ECUADORIAN IP MARKET

Maria Rosa Fabara

Key figure(s): Maria Rosa Fabara and Jose Rafael Bustamante
Established: 2022

Track record: The union of Bustamante and Fabara has created a major player in the intellectual property market in Ecuador. Its lawyers have extensive experience in copyright and anti-counterfeiting and the firm is currently handling thousands of active litigation and administrative proceedings. High-profile clients include DirectTV, Warner Bros Entertainment and Grupo Bimbo.

Team & differentiation: The IP team has almost 25 professionals, including food chemists and biochemists. The firm's extensive, up-to-date database of trademark applications allows it to provide comprehensive advice to clients. Maria Rosa Fabara and Jose Rafael Bustamante are recognized by peers as highly reputable lawyers of reference in the Ecuadorian market.

DENTONS PAZ HOROWITZ: TEAM OF HIGH-LEVEL EXPERTS

Byron Robayo

Key figure(s): Byron Robayo, Bruce Horowitz, Agustín Acosta, Verónica Chiriboga and Lorena Naranjo
Established: 1991

Track record: The firm's IP department is well-respected in the field internationally, providing advice on patents, trademarks, copyrights and anti-piracy actions. It also has a team of specialists dedicated to advising clients in various corners of the technology and telecoms sectors. Customers value its creativity, and lucid approach to communication.

Team & differentiation: Byron Robayo has more than 15 years' experience in intellectual property, protection of intangible assets and technology transfer. The team also has in-depth expertise in digital transformation, innovation and protection of personal data and digital rights. In addition, it is home to technical experts like Lorena Sandoval, a chemist with 13 years of experience.

MEYTHALER & ZAMBRANO: CONSISTENT PERFORMANCE IN CHALLENGING CASES

Margarita Zambrano

Key figure(s): Margarita Zambrano and José Meythaler
Established: 1995

Track record: Patents and trademarks are the core practices of the IP team, which is also well versed in IP litigation, anti-piracy, data protection and technology transfer. The firm successfully represents leading globally recognized pharmaceutical and agrochemical companies in cases of particular complexity, routinely securing commendable results.

Team & differentiation: With offices in the most important cities in the country, the IP team is highly respected in the Ecuadorian market and is a national leader when it comes to licensing. Principal partner José Meythaler has more than 30 years' experience advising companies on public law, corporate law and intellectual property. Margarita Zambrano is considered by colleagues and clients to be one of the best IP lawyers currently practicing in Ecuador.

ROBALINO: INNOVATIVE TEAM ADEPT AT HANDLING COMPLEX CASES

Pedro Cordova Balda

Key figure(s): Pedro Cordova Balda
Established: 2015

Track record: Robalino's IP team provides consulting services to local and international companies in a wide variety of industries. Its anti-piracy defense team is esteemed for the judicial and administrative results it has achieved. Acknowledged experts at providing innovative strategies in IP litigation and negotiations, its ability to deal with complex issues efficiently is a big plus.

Team & differentiation: Pedro Cordova, who has more than 10 years' experience in IP matters and data protection negotiations, is known to colleagues as a model professional who is unafraid of debate and always willing to exchange ideas. Alongside María José Peñaherrera and the rest of the team, they provide quality, tailor-made services in tune with the needs of clients.

PLUSLAW IP ABOGADOS: SOLID BASE, CONSTANT DEVELOPMENT

Francisco Villacreses

Key figure(s): Francisco Villacreses and Daniela Moreira
Established: 2009

Track record: Pluslaw IP Abogados has garnered a solid reputation in trademark registration, especially in the pharmaceutical, food, veterinary, education, automotive and agrochemical industries. The firm is also a pioneer in offering services to the fashion industry. Among its clients: Quantumpharm Cia, Fairis C.A., Laboratorios Lamosan, Rocnarf and Neofarmaco del Ecuador.

Team & differentiation: The team is made up of high-level professionals, who stand out for their superior, innovative legal arguments. Francisco Villacreses is a 20-year veteran of IP and competition law. With over a decade of experience, Daniela Moreira represents numerous national and international companies in various fields, including the fashion industry.

METHODOLOGY

The criteria are:

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

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

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

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

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

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

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Solines & Asociados	Juan Carlos Solines, Diego Beltrán, Pablo Solines
	EXCELLENT	
	Barzallo Abogados	Jose Luis Barzallo, Jacqueline Guerrero
	Corralrosales	Rafael Serrano, Xavier Rosales
	Dentons Paz Horowitz	Lorena Naranjo
	HIGHLY RECOMMENDED	
1	**Bustamante Fabara**	María Rosa Fabara, Esteban Davila, Daniel Castelo
	Ecija Gpa	Felipe Gonzalez, Christian Espinosa
	Heka Law Firm	Andrés Teran
2	**Falconi Puig Abogados**	Jaime Mantilla
	Luzuriaga & Castro	Gonzalo Luzuriaga
	Robalino Law	Pedro Córdova, María José Peñaherrera
	RECOMMENDED	
	AVL	Maria De los Ángeles Lombeyda, Mario Ruiz
	Legaltech	Janette Colamarco
	Lexvalor Abogados	Luis Marín-Tobar
	Niubox	Diego Alvarez
	Pérez Bustamante & Ponce (Pbp)	Francisco Pérez Gangotena, Hugo López
	Romero Corral	Margarita Romero
	Tobar Zvs	Alfonso Rivera, Hipatía Donoso

SOLINES & ASOCIADOS: MARKET LEADING EXPERTISE

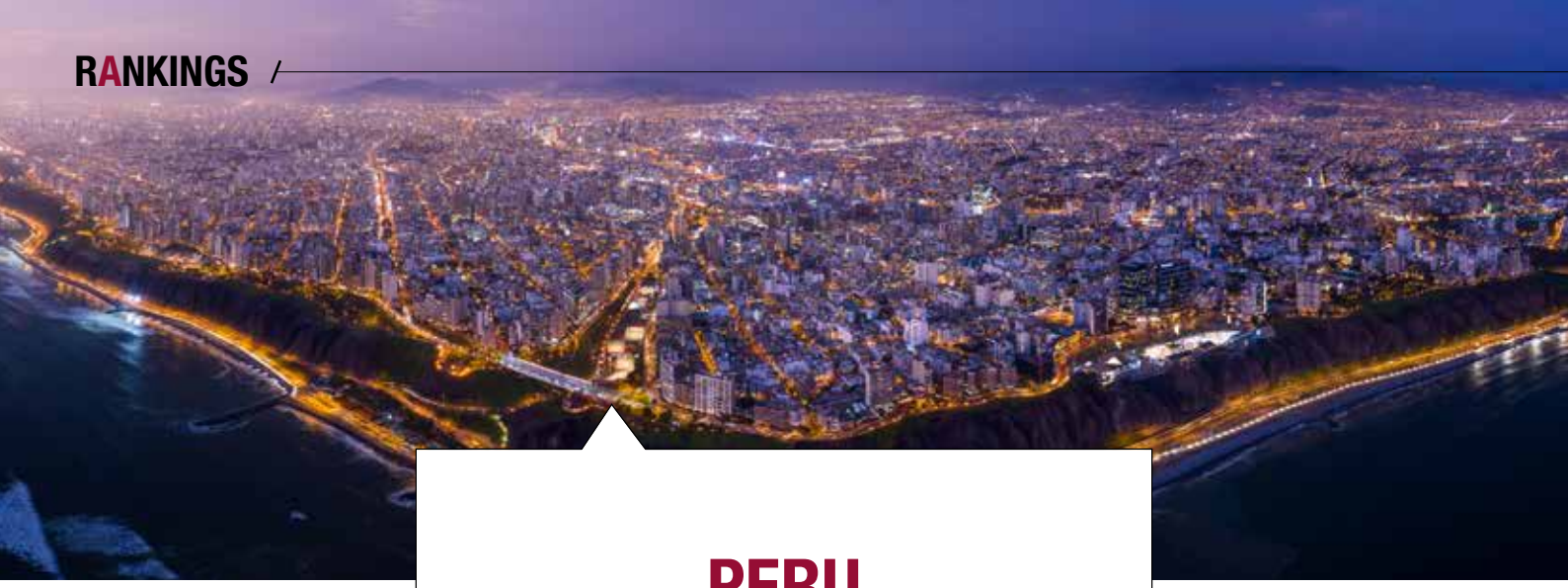
Pablo Solines

Key figure(s): Juan Carlos Solines, Diego Beltrán and Pablo Solines

Established: 1973

Track record: The firm is recognized in the local market as a leading provider of data protection, technology and cybersecurity advice and representation. It handles all legal matters related to digital law and data protection, consolidating its position as a national benchmark in the field. The firm also has solid experience in trademarks and copyrights. Major clients include Cerveceria Nacional, Grupo Prophar and Floralp.

Team & differentiation: The team is made up of an adept group of young lawyers who have been working on IP matters for over 15 years. Juan Carlos Solines is a widely acclaimed TMT expert and Pablo Solines is recognized by peers as an excellent lawyer with impressive academic credentials. The team has been bolstered by the promotion of cybersecurity and data-protection expert, Diego Beltrán.



PERU

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Barreda Moller**	Micaela Mujica, Alfredo Barreda
	Estudio Colmenares & Asociados	Maria del Carmen Arana
2	**Estudio Echecopar -Member of Baker McKenzie International**	Luis Alonso García Muñoz-Nájar, Manlio Bassino
	EXCELLENT	
1	**Allende & Garcia Abogados**	Magali Garcia, Jorge Allende, Dafne Ramos
	Barlaw - Barrera & Asociados	Medalith Albarracin, Adriana Barrera, Maria Ines Herrera
	Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Marta Fernandez Pepper
	Rodrigo Elías & Medrano Abogados	Maria del Carmen Alvarado, Hector Alvarez
	Thorne Echeandia & Lema Abogados	Alvaro Echeandia Bustamente
2	**Clarkemodet Peru**	José Marquis, Gheira Mori, Jimena Ugarte
	Espinosa Bellido Abogados	Francisco Espinosa Reboa
	Kresalja IP	Marcela Robles, Baldo Kresalja, Rosa María Kresalja
	Osterling Abogados	Arturo Tello
	Scavia & Scavia	Renzo Scavia
	HIGHLY RECOMMENDED	
	BRDA Abogados	José Barreda
	Carolina Oré Gomez & Asociados	Alexander Trujillo, Carolina Oré
	Diez Canseco Competencia & PI	Luis Diez Canseco, Omar Alvarado
	Ds Casahierro Abogados	Javier Duany Garcia, Jessica Ortíz
	Durand Abogados	Christian Durand Grahammer
	Estudio Olaechea	Monica Germany
	OMC Abogados	Oscar Mago
	Pacon & Schiantarelli	Juan Pablo Schiantarelli
	Perez-Albela & Asociados	Jorge Perez-Albela
	Philippi, Prietocarrizosa Ferrero DU & Uria	Laisha Mubarak
	Valencia Law Office	Alfredo Valencia
	RECOMMENDED	
	Arturo Diaz & Asociados Abogados	Arturo O. Diaz
	Benites Vargas & Ugaz Abogados	Fabricio Sanchez
	Bueno Lercari Consultores	Rosa Bueno, Lucia Quevedo
	CMS Grau	Maria Delia Oxley
	DLA Piper Perú	Ana Teresa Barreto
	Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
	Estudio Torres Y Torres Lara	Mauricio Paredes
	Fernández-Dávila Abogados	Carlos Fernández Dávila, Ivette Luque
	Hernández & Cia	Enrique Cavero Safra
	León e Iparraguirre Abogados	Jimena Carrera
	Martell Mena	Ana Belen Martell
	Mertz Peru	Claudia Fernandini
	Ontier Peru	Jorge Baca-Alvarez
	Pierola & Asociados	José de Pierola
	Rodríguez Garcia & Encinas Abogados	Gustavo Rodriguez García
	Union Andina	Alejandro Castro

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Rodrigo Elías & Medrano Abogados**	Hector Alvarez, Maria del Carmen Alvarado, Maritza Reátegui
2	**Estudio Echecopar -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
2	**Barlaw - Barrera & Asociados**	Adriana Barrera, Maria Ines Herrera, Andrea Chunga
	Kresalja IP	Baldo Kresalja, Rosa María Kresalja
	Osterling Abogados	Arturo Tello, Jean-Carlo Costa
	HIGHLY RECOMMENDED	
1	**Allende & Garcia**	Jorge Allende, Magali Garcia
	Clarkemodet Peru	Gheira Mori, Jimena Ugarte, José Marquis
	Diez Canseco Competencia & PI	Luis Diez Canseco, Omar Alvarado
	Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Bruno Merchor, Marta Fernandez Pepper
2	**BRDA Abogados**	José Barreda
	Estudio Olaechea	Monica Germany
	Fernández-Dávila Abogados	Carlos Fernández Dávila, Ivette Luque
	Garrigues	Ivo Gagliuffi, María Isabel Alvarado
	Pacon & Schiantarelli	Juan Pablo Schiantarelli, Ana Maria Pacón
	Rodríguez Garcia & Encinas Abogados	Gustavo Rodriguez García
	Valencia Law Office	Juber Valencia
	RECOMMENDED	
	Benites Vargas & Ugaz Abogados	Fabricio Sanchez
	Carolina Oré Gomez & Asociados	Alexander Trujillo, Carolina Oré
	CMS Grau	Maria Delia Oxley
	DLA Piper Perú	Ana Teresa Barreto
	Ds Casahierro Abogados	Javier Duany Garcia, Jessica Ortíz
	Durand Abogados	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
	Martell Mena	Ana Belen Martell
	Mertz Peru	Claudia Fernandini
	Payet, Rey, Cauvi, Pérez Abogados	Carlos Patron
	Perez-Albela & Asociados	Jorge Perez-Albela
	Pierola & Asociados	José de Pierola
	Scavia & Scavia	Renzo Scavia

ESTUDIO COLMENARES & ASOCIADOS: POWERHOUSE IP FIRM

María del Carmen Arana

Key figure(s): María del Carmen Arana and Federico Gaviria

Established: 1904

Track record: Top-tier practice widely sought out by companies from the fashion, sports, beverages, automotive and pharmaceutical sectors such as FIFA, Hugo Boss, Rolls Royce, Siemens and Tetrapack. Renders advice on all types of IP related services, expertly counseling on all the steps of the trademark and patent prosecution processes, from registration to processing and protection.

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

PERU

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Barlaw - Barrera & Asociados**	Adriana Barrera, Maria Ines Herrera
2	**Ds Casahierro Abogados**	Javier Duany Garcia, Jessica Ortíz
	EXCELLENT	
	Barreda Moller	Alfredo Barreda, Fernando Barreda
	Estudio Colmenares & Asociados	Maria del Carmen Arana
	Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Piero Calderon Oliva, Marta Fernandez Pepper
	HIGHLY RECOMMENDED	
	Arturo Diaz & Asociados Abogados	Arturo O. Diaz, Giovanna Yllanes, Gabriel García
	Estudio Echecopar -Member of Baker McKenzie International	Luis Alonso García Muñoz-Nájar, Manlio Bassino
	Kresalja Ip	Rosa María Kresalja
	Osterling Abogados	Arturo Tello, Jean-Carlo Costa
	RECOMMENDED	
	Allende & Garcia Abogados	Magali Garcia, Jorge Allende
	Clarkemodet Peru	José Marquis, Jimena Ugarte
	Diez Canseco Competencia & PI	Luis Diez Canseco, Omar Alvarado
	Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez Ramirez

BARLAW: TOP-NOTCH LEGAL REPRESENTATION IN IP MATTERS

Adriana Barrera

Key figure(s): Adriana Barrera, María Inés Herrera and Medalith Albarracín

Established: 2011

Track record: Highly valued for its strong experience handling trademarks, copyright, industrial designs, patent prosecution and plant varieties cases on behalf of high-profile clients. Also noted for its leadership in brand protection matters. The firm is currently advising Telefónica and Teva Pharmaceuticals in obtaining registration for new trademarks in Peru.

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

DS CASAHIERRO: MARKET LEADING ANTI-COUNTERFEITING EXPERTS

Javier Duany

Key figure(s): Javier Duany and Jessica Ortíz

Established: 2009

Track record: The firm has developed a very successful anticounterfeiting and brand protection program, including investigations, customs enforcements, marketplace raids, online enforcement and training. It regularly acts for major international clients drawn from the entertainment, technology, automotive, health and sports industries regarding copyright and trademark infringement actions.

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

ARTURO DÍAZ: TOP-LEVEL IP CLIENTS

Arturo Díaz

Key figure(s): Arturo Díaz

Established: 2008

Track record: Highly specialized outfit focused on the full spectrum of IP, including the registration of trademarks, patents, industrial designs, utility models and plant varieties. Stands out for the protection, monitoring, investigation and evaluation of disputes and litigation in matters of IP rights infringement. Copyright is a top practice too. Pilarquim Corp, Kennex, Estee Lauder and Club Barcelona are among the firm's clients.

Team & differentiation: The team offers legal advice to clients on the adequate surveillance and correct protection of client companies' intangible assets. Senior partner Arturo Díaz has extensive IP experience. His academic rigor is held in high regard across Peru and in the wider Latin American region. The firm makes the most of its strategic alliances across Latam, working in collaboration with its affiliated offices.

Our analysis

DIEZ CANSECO COMPETENCIA & PI: THINKING OUTSIDE OF THE INTELLECTUAL PROPERTY BOX

Luis Diez Canseco

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

Track record: Devoted to addressing complex IP cases, the firm is well-regarded for its capacity to manage the full range of IP matters. Actively sought out by both key national and international players such as Netflix, Procter & Gamble, Real Plaza, Heineken, Caracol and Alcon. The firm is currently advising the largest producer and distributor of domestic gas in Peru, Solgas, in a trademark infringement case.

Team & differentiation: The widely admired IP, copyright and TMT specialists form a team of ample experience capable of advising local and foreign companies in the private sector, as well as governmental organizations. Most of its members have served as officers at Indecopi, Osiptel, UNCTAD, WB and/or WIPO. Luis Diez has earned a strong reputation for his 30-year track record of expertise in IP and competition matters. Omar Alvarado joined the team earlier this year.

CAROLINA ORÉ GÓMEZ & ASOCIADOS: SOUND PATENT AND TRADEMARK EXPERTISE

Alexander Trujillo

Key figure(s): Carolina Oré and Alexander Trujillo
Established: 2006

Track record: The firm offers a wide range of IP services in patent and trademark registration and litigation as well as technology transfer. Actively sought out by both public and private pharmaceutical, cosmetic, biotechnology, mining, engineering, fashion, and food and beverage companies for its extensive experience in these fields. The firm regularly advises on patent enforcement cases.

Team & differentiation: Founding partner Carolina Oré, who has over 25 years' experience in the public and private sectors, heads the litigation department while IP and unfair-competition specialist Alexander Trujillo, highly experienced handling patent, innovation and unfair competition matters, is a member of the Inter-American Association of Intellectual Property and of the National Association of Peruvian Inventors.

CLARKEMODET: OVER 20 YEARS OF IP EXCELLENCE

Jimena Ugarte

Key figure(s): Jimena Ugarte, José Marquis and Gheira Mori
Established: 2002

Track record: The firm is well known in the market for its capacity to advise on the full spectrum of IP matters for a largely international client base such as multinationals, research centers, spinoffs, startups and investment funds. The firm is also highly involved in patent and trademark prosecution and litigation work. It also provides comprehensive innovation consultancy, as well as blockchain and AI-based tools.

Team & differentiation: The firm recently promoted Jimena Ugarte, who has more than 15 years' experience in IP, to country managing director. She has in-depth knowledge of trademarks and patents, technological surveillance and competitive intelligence, IP negotiations and international development of licences. Three additional specialists have been added to the team of late.

KRESALJA IP: ASSURED IP LAW KNOWLEDGE

Rosa María Kresalja

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

Track record: The firm, highlighted for its capabilities in the defense, protection and litigation of IP rights and competition, counsels on the full range of IP mandates, ranging from trademarks, trade names, patents, utility models and industrial designs to copyright and advertising. The firm regularly acts for clients from the pharmaceutical, mining, construction and food & beverage sectors, among others.

Team & differentiation: With 50 years' experience in the field, the highly regarded team is made up of senior partner Baldo Kresalja, who is well-respected in academic circles, managing partner Rosa María Kresalja who has a proven 18-year track record in the market, and Marcela Robles, who has vast expertise in IP having worked for the Peruvian IP authority for 16 years.

SCAVIA & SCAVIA ABOGADOS: SUBSTANTIAL IP EXPERTISE

Renzo Scavia

Key figure(s): Renzo Scavia
Established: 2003

Track record: The firm handles the filing and prosecution of patents, utility models and industrial design applications. It also delivers expert assistance in patent litigation and trademark prosecution, represents clients from all the major industry sectors, such as technology, pharma, chemicals, healthcare and mining. The firm is currently involved in a landmark patent-regulation case.

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

MERTZ ABOGADOS: MANAGING IP PORTFOLIOS ON A STRATEGIC LEVEL

Claudia Fernandini

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

Track record: Mertz protects its clients' intellectual capital in a variety of areas, including patents, trademarks, slogans, industrial designs, utility models, innovation, technology and IP due diligence. The firm's expertise in IP covers the mining, plant science, bio & pharma, financial, retail and computer technology industries, advising clients such as Sheridan Ross, Exxa and Compañia de Minas Buenaventura. Noted for its strong trademark and litigation practice.

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

PERU

FASHION & DESIGN

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Annalucia Fasson Llosa
EXCELLENT	
Allende & Garcia Abogados	Dafne Ramos
Barlaw - Barrera & Asociados	Adriana Barrera, María Ines Herrera, Medalith Albarracin
Osterling Abogados	Ximena Souza Ferreira
Pacon & Schiantarelli	Juan Pablo Schiantarelli
Rodríguez Garcia & Encinas Abogados	Gustavo Rodriguez García

ADVERTISING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
León e Iparraguirre Abogados	Luis Miguel León, Gianfranco Iparraguire
Muñiz Olaya Melendez Castro Ono & Herrera Abogados	Pierino Stucchi, José Antonio Bezada
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patron
EXCELLENT	
Diez Canseco Competencia & PI	José Carlos Gonzáles
Estudio Echecopar -Member of Baker McKenzie International	Teresa Tovar
HIGHLY RECOMMENDED	
Allende & Garcia	Jorge Allende
Barlaw - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera
CMS Grau	Maria Delia Oxley
Estudio Torres Y Torres Lara	Alonso Morales Acosta, Alejandro Morales Cáceres, Christian Guzman, Guadalupe Montenegro
Rodríguez Garcia & Encinas Abogados	Gustavo Rodriguez
RECOMMENDED	
Estudio Fernandez & Vargas Abogados	Marco Antonio Palomino, Maria Luz Vargas Chavez
Fernández-Dávila Abogados	Carlos Fernandez Dávila, Jennifer Cabrera, Neunlyn Marín
García-Godos & Lindley-Russo	Alfredo Lindley-Russo
Kresalja Ip	Rosa María Kresalja
Martinot Abogados	Jessica Hondermann
Osterling Abogados	Ximena Souza Ferreira
Rodrigo Elías & Medrano Abogados	Maria del Carmen Alvarado, Hector Alvarez, Maritza Reátegui
Rojas Leo & Patroni Abogados	Juan Francisco Rojas

RODRÍGUEZ GARCÍA Y ENCINAS ABOGADOS: NEW NAME, SAME VALUABLE PRACTICE

Gustavo Rodríguez García

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

Established: 2016

Track record: Frequently sought out by fashion and entertainment companies for its extensive experience in these fields, it is also well regarded for its skilled handling of the full range of IP matters including litigation, patents, trademarks, copyright, technology and data protection. Clients include Grupo Acosta, Corporación Syzard, Grupo Lar and Productos Paraíso del Perú.

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

CMS GRAU: EXCELLENT TELECOMS AND TECHNOLOGY EXPERTISE

María Delia Oxley

Key figure(s): María Delia Oxley and Ramón Huapaya

Established: 1934

Track record: The firm has a long-standing focus on TMT and IT matters, advising on regulatory issues, digital transformation projects, e-commerce ventures, data protection, AI and fintech, online games and startups. It is currently providing public policy services in TMT matters to Google, focused on privacy, the sharing economy, and cybersecurity. Clients include Adobe, AB Electrolux and Didi Peru.

Team & differentiation: With a firm focus on client-centric service that combine comprehensive local knowledge with a global approach, the team regularly acts in the protection, registration, renewal and modification of IP rights. Delia Oxley's practice covers the entire array of IP, while Ramon Huapaya is well versed in telecoms, technology, data protection and regulatory issues.

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PERU

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Muñiz Olaya Melendez Castro Ono & Herrera Abogados**	Pierino Stucchi, José Antonio Bezada
	Niubox	Oscar Montezuma, Fiorella Colonna
2	**Estudio Echecopar -Member of Baker McKenzie International**	Teresa Tovar
	EXCELLENT	
	Allende & Garcia Abogados	Jorge Allende, Dafne Ramos
	Hernández & Cia	Enrique Cavero Safra
	Iriarte & Asociados	Erick Iriarte
	Leios	Abel Revoredo
	Payet, Rey, Cauvi, Pérez Abogados	Carlos Patron
	Rodrigo Elías & Medrano Abogados	Italo Carrano, Francisco Baldeón, Iván Blume
	HIGHLY RECOMMENDED	
	Osterling Abogados	Fernando Allasi
	Pacon & Schiantarelli	Juan Pablo Schiantarelli, Rosalina Susano
	Porto Legal	Jose Miguel Porto
	Zegarra & Schipper	Diego Zegarra
	RECOMMENDED	
	Barlaw - Barrera & Asociados	Adriana Barrera, Catherine Escobedo
	Diez Canseco Competencia & PI	José Carlos Gonzáles
	Ds Casahierro Abogados	Javier Duany Garcia
	Estudio Torres Y Torres Lara	Rafael Torres , Alejandro Morales
	Miranda & Amado	Enrique Felices, Willy Pedreschi
	VALUABLE PRACTICE	
	Benites Vargas & Ugaz Abogados	Fabricio Sanchez
	Bueno Lercari Consultores	Rosa Bueno, Lucia Quevedo
	Caro & Asociados	Dino Carlos Caro, María Alejandra Quintana
	CMS Grau	Ramón Huapaya, Carolina Gajate

PERU

DLA Piper Perú	Daniel Flores Consiglieri
Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Marco Antonio Palomino
Estudio Olaechea	Martin Serkovic
Fernández-Dávila Abogados	Ivette Luque, Abel Tavara
León e Iparraguirre Abogados	Luis Miguel León, Gianfranco Iparraguirre
Philippi, Prietocarrizosa Ferrero DU & Uria	Verónica Vergaray
Rebaza Alcázar & De Las Casas	Rafael Alcázar, María del Pilar Sánchez
Rodríguez Garcia & Encinas Abogados	David Encinas Zevallos
Sumara Hub Legal	Alvaro Castro Lora, Gabriela Cuadros

NIUBOX: CUTTING-EDGE TECHNOLOGY AND INNOVATION SERVICES

Oscar Montezuma

Key figure(s): Oscar Montezuma
Established: 2018

Track record: Widely recognized for its high-quality privacy and data protection expertise in different regulated industries such as healthcare, retail, telecoms and banking. Also noted for its sound knowledge of technology and digital businesses, and mastery of current legislation. Intercorp, Auna, Latam Airlines and Mercado Libre are clients.

Team & differentiation: Last year, Niubox appointed Juan Sebastián Salcedo as public and regulatory affairs coordinator for the tech and innovation industry in its Quito office. Managing partner Oscar Montezuma has over 15 years' experience advising governments and companies, helping them overcome the legal challenges of the digital economy through his in-depth knowledge of regulation and public policies.

ZEGARRA & SCHIPPER: DATA PROTECTION EXPERTS

Diego Zegarra Valdivia

Key figure(s): Diego Zegarra Valdivia
Established: 2015

Track record: The firm ably assists in personal data protection and telecoms matters, advising on current regulations governing the protection and auditing of personal data and on launching new products, contracts and the use of platforms. Major clients include Indecopi, Cencosud, Enel, Sunat and Luz del Sur.

Team & differentiation: The team has extensive experience in administrative law. Founding partner Diego Zegarra has impressive knowledge of telecoms and IT Law. He is an expert in personal data protection with experience advising private companies and public administration bodies. Clients typically come from the healthcare, banking and finance, insurance and hydrocarbons sectors.

ESTUDIO MUÑIZ: FIRM OF REFERENCE IN TMT

Pierino Stucchi

Key figure(s): Pierino Stucchi, José Antonio Bezada, Marta Fernández-Pepper and Piero Calderon Oliva
Established: 1981

Track record: The firm remains a leading advisor on TMT deals, regularly designing preventive compliance programs in telecom regulation matters. It is also well regarded among international clients and firms seeking detailed advice on the Peruvian market, especially regarding TMT regulations. Fiberlux, Entel, HP and Cisco are among its clients.

Team & differentiation: The team has top-notch expertise in telecoms, technology, regulation and competition with a proven track record of handling the legal issues of high-caliber clients such as Wi-net telecom, Sencinet, Globalsat and Amazon Prime. The two-partner team can count on a deep bench of 18 other qualified lawyers, each adept at handling the full spectrum of TMT matters

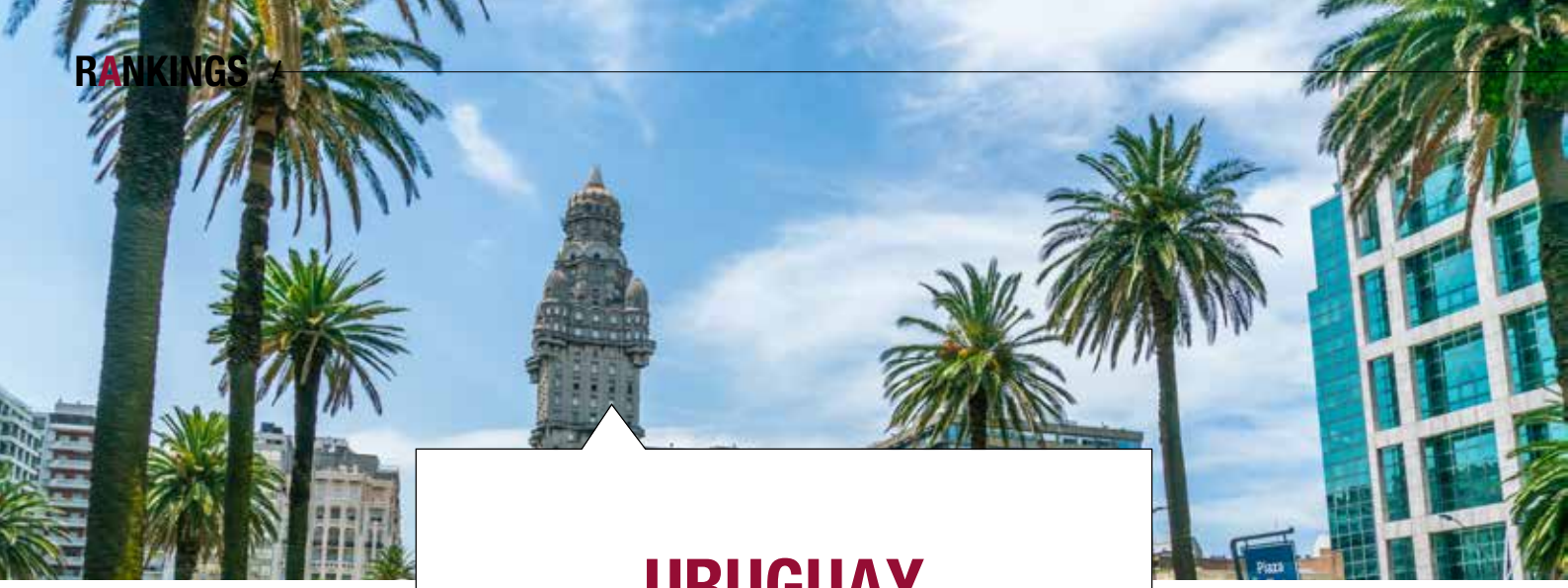
IRIARTE Y ASOCIADOS: STRONG DATA PROTECTION AND IT PRACTICES

Erick Iriarte

Key figure(s): Erick Iriarte
Established: 2006

Track record: The firm has a proven track record representing major clients in data privacy, data protection and new technologies cases chiefly in the corporate, education and digital sectors, such as BCP, BBVA, Huawei, Bumeran, Atrapalo, Superintendencia del mercado de valores, Backus, Evolta, Universidad La Salle and Red Cientifica del Pacífico.

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



URUGUAY

TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

CERVIERI MONSUÁREZ: PROFESSIONAL EXPERTISE AND QUALITY OF SERVICE

Virginia Cervieri

Key figure(s): Virginia Cervieri, Natalia Paladino, Pablo Monsuarez and Anabel Frachia

Established: 2008

Track record: The firm is a leader in anti-counterfeiting and enforcement matters. It has extensive experience in the registration and protection of intellectual property rights for patents, industrial designs, trademarks, copyrights, domain names, sanitary registrations and plant varieties. Clients include Puma, Adidas, Daimler, Polo, Crocs and Colgate.

Team & differentiation: The team has acquired an enviable reputation through its masterful handling of iconic cases. In terms of innovation, the firm has developed proprietary software which allows for efficient monitoring of clients' brands and products on social networks. Cervieri Monsuárez also has offices in Paraguay, Bolivia and in the Uruguayan Free Trade Zone, WTC Montevideo.

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Cervieri Monsuarez	Virginia Cervieri, Pablo Monsuarez, Lucia Cantera, Natalia Paladino
	Ferrere	Agustín Mayer West, Alejandro Alterwain
	Fischer Abogados	Gustavo Fischer, Federico Fischer, Mercedes Castells
	EXCELLENT	
1	**Cikato Abogados**	Mauro Marín, Matias Cikato, Diego Chijane
	Fernandez Secco & Asociados	Agustina Fernández Giambruno
	Fox & Lapenne	Victoria Fox, Juan Lapenne
2	**Pittaluga Abogados**	Juan Manuel Pittaluga
	Vanrell Propiedad Intelectual Abogados	Veronica Vanrell
	HIGHLY RECOMMENDED	
	Clarkemodet Uruguay	Fabiana Penades, Martin Hermida
	Dubourg	Andrés Gallo Dubourg

ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

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

EUROPE

AUSTRIA

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

AUSTRIA

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

BELGIUM

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
LEADING	
Brantsandpatents	Christophe Bourgeois
De Clercq & Partners	Joost Muylle
Gevers	Bram Dejan, Benjamin Gevers, Dominique Marloye, Johan Dedeckel, Pieter De Grauwe
EXCELLENT	
Arnold & Siedsma	Sandra Bouwens
AWA	Dominique Rifon, Arie Mout
Calysta	Claire Godefroid, Mounir Kadjaj, Clara De Schryver, Véronique De Ridder
Kirkpatrick	Valérie Corbiau, Lidy-Anne Jeswiet - van Westenbrugge
Linden & De Roeck	Benedicte Linden, Carole De Roeck
V.O.	Noëlle Wolfs
HIGHLY RECOMMENDED	
Abyoo	Donatienne Croonenberghs
Fencer Law	Stephanie Wuyts
KOB	Trui Castelein, Anne-Sophie Maes
M.F.J. Bockstael	Dirk Caluwaerts
NLO	Marlous Stal-Hilders
Novagraaf	Ingrid Mennens

DE CLERCQ & PARTNERS: TOP-TIER IP PROSECUTORS

Joost Muylle

Key figure(s): Joost Muylle
Established: 1999

Track record: De Clercq & Partners delivers quality services in prosecution, ex-officio examinations, oppositions, invalidations and appeals. It routinely represents clients before Benelux IP authorities, but also the European Intellectual Property Office and other international bodies. Clients range from startups to multinationals. The firm also offers litigation services and often acts as experts in trademark court proceedings.

Team & differentiation: Headed by Joost Muylle, the team of four includes two partners. Sophisticated advice in trademark and design invalidation and infringement procedures are the hallmark of a firm which acts as court or party appointed experts in proceedings before the courts in IP matters, and litigation in Belgium and the Netherlands, such as seizure proceedings and infringement or invalidity disputes.

BELGIUM

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
NautaDutilh	Florence Verhoestraete, Tanguy de Haan
Van Innis & Delarue	Thierry Van Innis, Dieter Delarue
EXCELLENT	
ALTIUS	Olivier Vrins
Bird & Bird	Jean-Christophe Troussel, Benoit Van Asbroeck, Domien Op de Beeck
Fencer Law	Paul Maeyert, Jeroen Muyldermans, Daphne Vervaet
Fieldfisher	Stijn Debaene
Simont Braun	Emmanuel Cornu, Eric De Gryse
HIGHLY RECOMMENDED	
Allen & Overy	Geert Glas
Baker McKenzie	Koen De Winter, Michaël De Vroey
CMS	Tom Heremans, Renaud Dupont
Crowell & Moring	Kristof Roox, Jan-Diederik Lindemans
Inteo	Sofie Cubitt, Kristof Neefs
Janson	Mireille Buydens, Hans Dhondt
Liedekerke	Etienne Kairis, Sarah van den Brande
Linklaters	Pieter Van Den Broecke
Lydian	Annick Mottet Haugaard
Monard Law	Daan De Jaeger
Osborne Clark	Valentin de le Court
Petillion	Flip Petillion, Diégo Noesen
Prioux Culot	Pierre-Yves Thoumsin
Stibbe	Ignace Vernimme, Philippe Campolini
RECOMMENDED	
& De Bandt	Jeff Keustermans, Karel Janssens
Cape IP	Veronique Pede
IP Porta	Karen Ongena
Lawtree	Nicolas Wesling
Lexing	Alexandre Cruquenaire, Alexandre Cassart
LMBD	Louis Puts
MVVP	Herman Croux, Olivier Sasserath
Seeds Of Law	Koen De Puydt, Toon Delie
Taylor Wessing	Christian Dekoninck
Wiggin	Carina Gommers, Ted Shapiro

MVVP: PRAISEWORTHY TRADEMARK EXPERTISE

Olivier Sasserath

Key figure(s): Olivier Sasserath

Established: 1995

Track record: The IP practice advises clients on the protection of creative works, including copyright and neighboring rights, trademarks, models and designs. It handles contentious and non-contentious aspects of cases for a broad range of clients in various sectors, including well-known brands and celebrities.

Team & differentiation: The team of four partners and four lawyers regularly assists clients in the music, film and advertising industries. It is also active in court proceedings involving competition law issues or unfair competition claims. Its partners figure prominently in the academic world and publish articles in legal periodicals.

COPYRIGHT, MODELS & DESIGNS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bird & Bird	Benoit Van Asbroeck
Hoyng Rokh Monegier	Fabienne Brison
Simont Braun	Emmanuel Cornu, Fernand de Visscher
EXCELLENT	
Allen & Overy	Filip Van Elsen, Geert Glas
ALTIUS	Olivier Vrins, Alexander De Bleeckere
Berenboom & Associés	Alain Berenboom
CMS	Tom Heremans
Crowell & Moring	Judith Bussé, Sari Depreeuw, Kristof Roox
Lydian	Annick Mottet Haugaard
Monard Law	Stephane Criel, Daan De Jaeger
MVVP	Peter Marx, Olivier Sasserath
Stibbe	Ignace Vernimme, Philippe Campolini
Van Innis & Delarue	Thierry Van Innis, Dieter Delarue
HIGHLY RECOMMENDED	
& De Bandt	Jeff Keustermans
Fencer Law	Paul Maeyaert
Janson	Mireille Buydens
JVM	Eric Jooris, Emmanuel Van Melkebeke
Lexing	Alexandre Cruquenaire
Linklaters	Pieter Van Den Broecke
NautaDutilh	Tanguy de Haan
Wiggin	Ted Shapiro

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Allen & Overy	Filip Van Elsen
Crowell & Moring	Thomas De Meese
EXCELLENT	
ALTIUS	Olivier Vrins, Sven Demeulemeester
Bird & Bird	Benoit Van Asbroeck
CMS	Tom Heremans
Hoyng Rokh Monegier	Fabienne Brison
MVVP	Peter Marx, Herman Croux
Stibbe	Erik Valgaeren
HIGHLY RECOMMENDED	
Cresta	Arnaut Kint, Wouter Janssens
DLA Piper	Heidi Waem
Fieldfisher	Tim Van Canneyt, Olivier Proust
JVM	Eric Jooris, Emmanuel Van Melkebeke
Modo Advocaten	Didier Deneuter, Ellis Vandorpe, Inge De Bruyn
Monard Law	Stephane Criel, Daan De Jaeger
Simont Braun	Emmanuel Cornu, Fernand de Visscher
Time.lex	Frédéric Debusseré, Geert Somers, Edwin Jacobs
Ulys	Etienne Wery

MONARD LAW: TRUSTED COPYRIGHT ADVISORS

Daan de Jaeger

Key figure(s): Daan de Jaeger

Established: 1990

Track record: The IP/IT practice handles a broad spectrum of trademark litigation and prosecution, and copyright & design-rights cases. The firm has developed vast experience in a wide range of industries, advising clients from the inception of a project on how to build pragmatic strategies that will give it the best chance of succeeding.

Team & differentiation: Headed by Daan De Jaeger, the team of three partners and seven lawyers advises clients which have a footprint throughout Europe, handling numerous copyright, trademark and anti-counterfeit cases in various sectors such as luxury goods, fashion, music automotive and videogaming. Its lawyers regularly contribute to trade publications.

BELGIUM

NOT-FOR-PROFITS & FOUNDATIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LISTING	
ALTIUS	Jérôme Vermeylen, Carmen Verdonc
Ashurst	David Du Pont
Aurion	Sarah Verschaeve, Yvette Verleisdonk
Bird & Bird	Brent Springael, Kevin Paramore
Eubelius	Matthias Wauters, Marieke Wyckaert
EY Law	Antoine Druetz
Impact Laywers	Marleen Denef, Coralie Mattelaer
Intui	Anneleen Steeno, Robbie Tas
Kadrant Law	Giulia Mauri
Liedekerke	Valérie Simonart
Loyens & Loeff	Grégoire Jakhian
Lydian	Annick Mottet, Bastiaan Bruyndonckx
Monard Law	Bert Theeywes, Wouter Moonen
Osborne Clarke	Ruth Wirtz
Pierston	Patrice Vanderbeeken
Simont Braun	Sandrine Hirsch, Béatrice Thieffry

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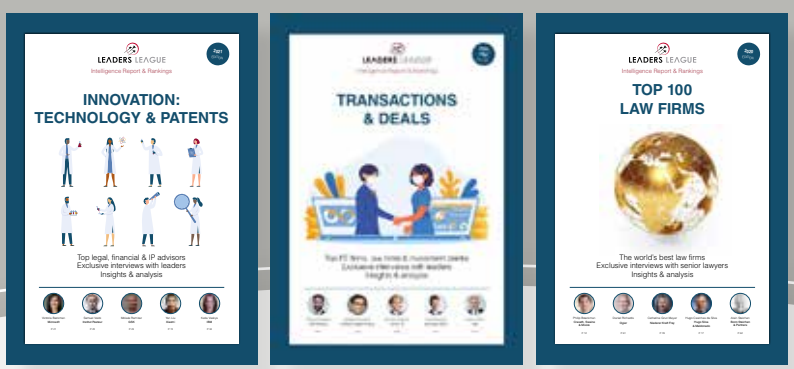

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DENMARK

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

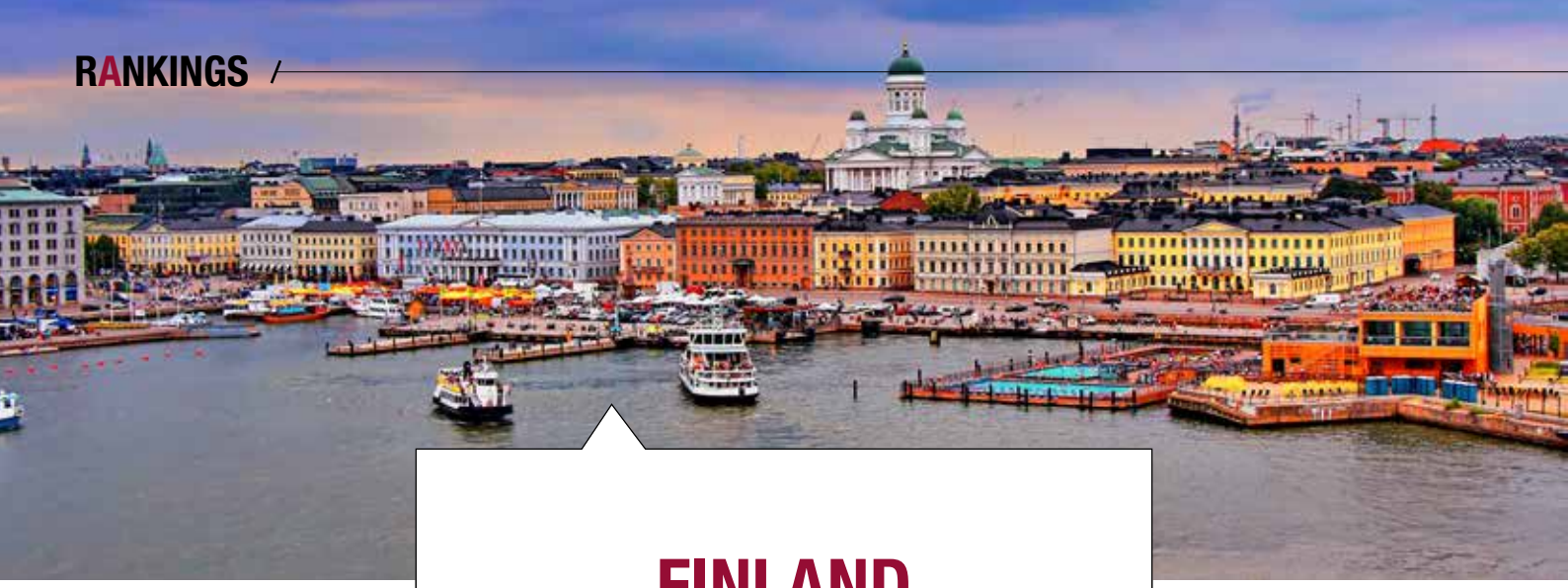
DENMARK

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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



FINLAND

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

FINLAND

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

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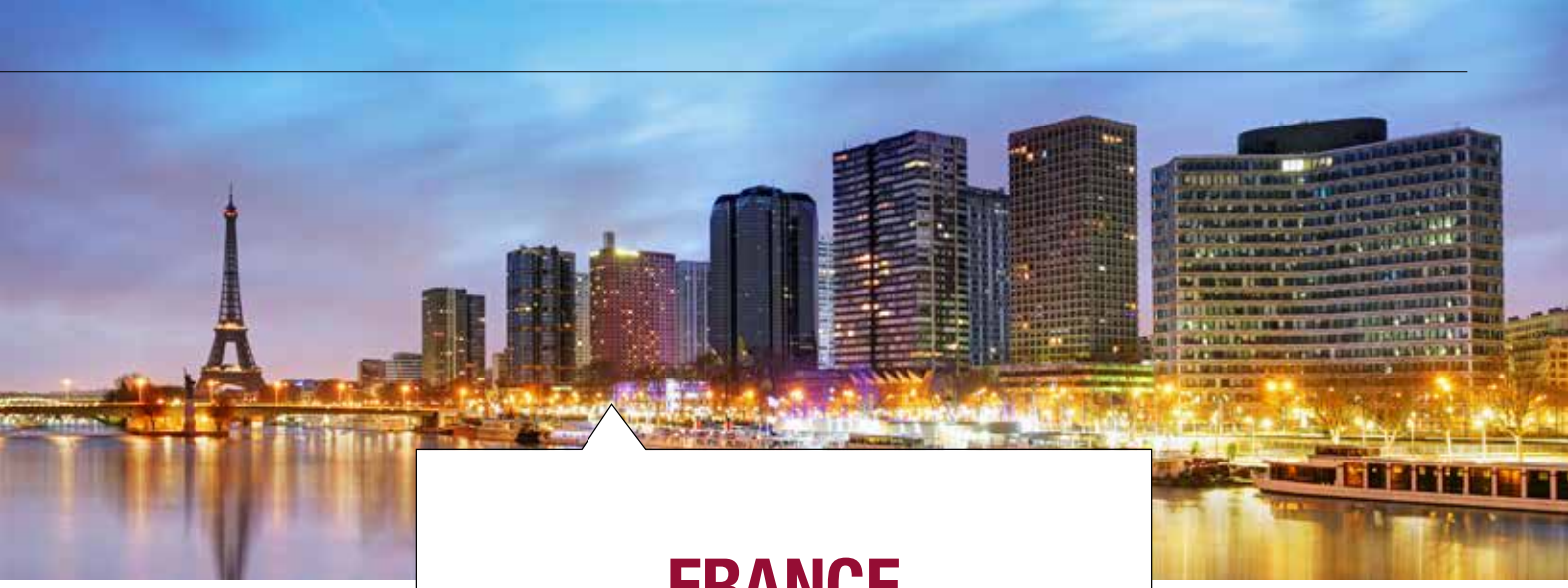


FRANCE

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	EGYP	Virginie Zancan, Benjamin Fontaine, Nathalie Pacaud, Christophe Pelèse
	Germain Maureau	William Lobelson, Julien Fialletout, Bertrand Geoffray
	Novagraaf	Olivier Boland, Fabienne Maucarré, Carole Roger, Armelle Douhaire, Aurélie Guétin, Marianne Tissot, Alexandra Di Maggio
	Plasseraud IP	Isabelle Meunier-Coeur, Bérénice Dejardins, Frédéric Glaize, Guillaume Vermander, Patrick Boyle, Guylène Kiesel Le Cosquer, Laurent Nowak
	Santarelli Group	Éric Le Bihan, Nathalie Rey, Jean-Baptiste Duranton, Guillaume Mortreux, Sophie Marc, Hélène Lecornu
	EXCELLENT	
1	**Beau De Lomenie**	Aurélia Marie, Emmanuelle Machinet, Grégory Ingrand
	Casalonga	Caroline Casalonga, Laurence Schardt, Aude Thrierr, Pauline Freulon, Karina Dimidjian-Lecomte
	Dreyfus & Associés	Emmanuel Harrar, Nathalie Dreyfus
	Lavoix	David Millet, Philippe Lods, Béatrice Daubin
	Lynde & Associés	Jean-Michel Flu, Stéphane Lynde
	Regimbeau	Olivier Prats, Evelyne Roux, Martine Bloch-Weill, Isabelle Thill
	Tmark	Valérie Dorey, François Deschamps, Olivier Thrierr, Nadine Royer, Nicolas Debaisieux
2	**Cabinet Netter**	Gabriel de Kernier, Aurore Simon Druon
	Camus Lebkiri	Stéphanie Rito
	Delucenay & Staeffen	Véronique Staeffen, Julien Delucenay
	GPI Marques	Caroline Redon, Frédéric Marlot
	Ipsilon	Florence Briec, Michèle Dietrich-Schnell
	Lambert & Félix Associés	Stève Félix
	LLR	Gilles Escudier, Kristell Erout
	Taoma Partners	Malaurie Pantalacci, Melissa Cassanet, Gaëlle Loinger-Benamran
	HIGHLY RECOMMENDED	
	Abello IP Firm - CPI	Delphine Rudloff
	Gevers & Orès	Ingrid Corviole-Parent

	Guiu IP	Dorian Guiu, Sandrine Guiu, Stéphanie Bois
	Inlex IP Expertise	Franck Soutoul, Eric Schahl
	Jacobacci Coralis Harle	Fabienne Orsini, Vincent Chauvin, Maria Luisa Arce-Torrecilla
	Lhermet & Lefranc-Bozmarov	Bruno Lhermet, Marion Lefranc-Bozmarov
	Vidon	Soazig Thémoin, Patrice Vidon
	RECOMMENDED	
1	**AB Initio**	Annick Pairault
	API Conseil	Alexander Lerbs
	Argymark	Céline Pires
	Aréopage	Isabelle Poujade-Auriol, Florence Jalabert
	AtlantIP	Axel Doucerain
	Boettcher	Stéphane Lemaire
	Brandon IP	Anne Lévy
	Bringer IP	Leonard Pirastru
	Cabinet Degret	Bruno Raibaut, Manuel Degret, Jacques Degret, Magali Clair
	Cabinet Flechner	David Bilquey
	Chaillot	Julie Desrois, Nicolas Dufay, Denis Chaillot
	Cormier Reiss & Associés	Françoise Cormier
	Hirsch & Associés	Christophe Andral
	Icosa	Laurence Rivière
	Inscripta	Manuel Roche, Agnès Doyen
	Ipaz	Denis Lesire, Denis Baldensperger
	IP Sphere	Philippe Rodhain
	Ixas Conseil	Martin Schmidt, Vanessa Darbouret
	Legimark	Dominique Richeux, Belynda Chauvet, Anne-Karine Bogillot-Sawra, Marcel Botton
	Nony & Associés	Marion Tertrais
	Strato IP	Sébastien Hautière
	Weinstein	Christian Frick
	Wiplaw France	Éric Le Bellour
2	**Brandstorming**	Valérie Dellinger
	Cabinet Beaumont	Laurent Thibon
	Cabinet Didier Martin	Manon Laurent
	Hautier IP	Ségolène Luherne
	Laurent & Charras	Julien Scicluna
	Marks & Clerk	Clemence Touillier
	Mottet & Associés	Pascale Mottet
	Sodema Conseils	Lionel Lapeyre
	Sparlann	Benoît Lebreton
	Wilson & Berthelot	Frédéric Marlot

FRANCE

Our analysis

TMARK: HIGHLY DECORATED INNOVATION-ORIENTED FIRM

François Deschamps

Key figure(s): François Deschamps
Established: 1993

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

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

SANTARELLI GROUP: TRADEMARK INGENUITY AS STANDARD

Éric Le Bihan

Key figure(s): Éric Le Bihan
Established: 2009

Track record: Go-to IP firm for members of the fashion, retail, hostelry, media, aviation, banking and events sectors, Santarelli has 30 French intellectual property (CPI) experts on its books. It also handles the trademark and models needs of clients in the construction, electronics, pharma and optical sectors. The team works fluidly with Santarelli's patent experts.

Team & differentiation: Held in the highest esteem in the market, the trademark expertise of Santarelli was reinvogorated in 2021 with the addition of two constituent firms of the new group, IPside and Brevalex. The team is characterized by an ability to rise to the IP challenges inherent in modern M&A deals, and valued for its contract drafting and portfolio auditing prowess.

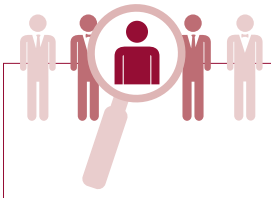
LAMBERT & FÉLIX ASSOCIÉS: SUPERIOR INTANGIBLE-ASSETS EXPERTISE

Stève Félix

Key figures: Stève Félix
Established: 1985

Track record: In the past 12 months, in addition to participating in round-tables examining the quality of intellectual property advisory services, Stève Félix also took over the running of the law firm. The firm boasts a new portfolio-management system allowing clients, which include sporting-event organizers and e-commerce platforms, to stay up-to-date with the latest developments impacting their trademarks at a moment's notice.

Team & differentiation: Beyond the usual prior-use research, the firm's experienced team of experts provides innovative IP protection strategies to clients of high international standing. The team is known for its inventive and responsive approach to IP issues and is the go-to firm for many leading multinationals, who appreciate the firm's knowledge of the local IP landscape, in addition to its tenacious approach.



METHODOLOGY

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FRANCE

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	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
	Dtmv Avocats (Duclos, Thorne, Mollet-Viéville & Associés)	Eleonore Gaspar, Thomas Cuche, Pascal Lefort, Laurine Janin-Reynaud, Thierry Mollet-Viéville
	M-P Escande Avocats	Michel-Paul Escande, Diane de Valbray, Clarence Pinot de Villechenon
2	**Bardehle Pagenberg**	Axel Munier, Rebecca Delorey
	Casalonga	Caroline Casalonga, Marianne Gabriel, Arnaud Casalonga, Karina Dimidjian-Lecomte, Pascaline Vincent, Floriane Codevelle
	Cousin & Associés	Myriam Moatty, Sandrine Bouvier-Ravon, Jean-Martin Chevalier
	De Gaulle Fleurance & Associés	Louis De Gaulle, Francine Le Péchon-Joubert, Georgie Courtois, Julien Horn, Serge Lederman
	Gide	Emmanuel Larere, Arnaud Michel, Raphaëlle Dequiré-Portier
	Hogan Lovells	Marie-Aimée De Dampierre, Olivia Bernardeau-Paupe
	Hoyng Rokh Monegier	Marie Georges-Picot, Sophie Micallef, Denis Monégier du Sorbier
	Laude Esquier Champey	Sophie Havard Duclos
	NFA Law	Thibault Lachacinski, Fabienne Fajgenbaum
	EXCELLENT	
1	**Al Avocats**	Muriel Antoine-Lalance, Marion Aïtelli
	BCTG Avocats	Gaëlle Bloret-Pucci
	Benoliel Avocats	Sylvie Benoliel
	Bouchara & Avocats	Vanessa Bouchara
	Christophe Caron	Clotilde Fouquet, Christophe Caron
	Cléry Devernay	Alain Cléry, Coralie Devernay
	De Marcellus & Disser	Juliette Disser, Emmanuel De Marcellus
	DLA Piper	Frank Valentin
	EBL Lexington Avocats	Laurent Levy, Michaël Piquet-Fraysse
	Herbert Smith Freehills	Alexandra Neri
	Hollier Larousse & Associés	Christian Hollier-Larousse, Annette Sion, Gautier Kaufman
	J.P. Karsenty & Associés	Martine Karsenty-Ricard, Béatrice Moreau-Margotin
	Jacobacci Avocats	Olympe Vanner, Alexia de Maulde, Jean-Mathieu Bertho
	Legrand Lesage-Catel	Michèle Lesage-Catel, Olivier Legrand, Stéphanie Legrand
	Linklaters	Pauline Debré, Jean-François Merdrignac, Gaëlle Bourout
	Marchais & Associés	Emmanuelle Limouzy, Guillaume Marchais, Philippe Martini-Berthon
	Szleper Henry Avocats	Dariusz Szleper, Guillaume Henry
2	**Abello IP Firm - Avocats**	Michel Abello, Delphine Rudloff, Marie Liens
	Cabinet Arenaire	Pierre Massot, Thibault Lentini
	Charles de Haas Avocats	Charles de Haas
	Dechert	Mélanie Thill-Tayara
	Dentons	Loïc Lemercier
	De Pardieu Brocas Maffei	Barbara Levy
	DS Avocats	Catherine Verneret, Bertrand Potot
	EKV Avocats Associés	Caroline Hiltgen-Lebouvier
	Fabregat Avocats	Marie Fabregat
	Franklin	Sandra Strittmatter
	FTPA Avocats	Antoine Gautier-Sauvagnac, Philippe Pochet, Fabrice Lorvo
	Gowling WLG	Céline Bey, Philippe Rousseau
	Guillemin Flichy	Alexis Guillemin
	Harlay Avocats	Sabine Lipovetsky, Dominique Mallo
	Hertslet Wolfer & Heintz - HW&H	Christophe Chapoullié
	Hoffman	Emmanuelle Hoffman, Pierre Hoffman
	Jones Day	Emmanuel Baud, Thomas Bouvet
	Le Stanc Avocats	Christian Le Stanc, Lisa Le Stanc, Bruno Carbonier
	Mandel Pariente Associés	Isabelle Mandel, Lauren Pariente
	Scan Avocats	Sandra Cabanne, Alexandre Nappey
	Simmons & Simmons	Marina Cousté, Sarah Bailey
	Taylor Wessing	Marc Schuler
	Varet Près Killy	Xavier Près, Vincent Varet
	HIGHLY RECOMMENDED	
1	**@Mark**	Charles-Antoine Joly
	Advant Altana	Armand Aviges, Pierre Lubet
	Agil'IT	Jérôme Tassi, Salomé Garlandat
	Atlan & Boksenbaum Avocats	Alexandra Atlan-Elhaïk, Nathalie Boksenbaum
	Benech	Alexandre Jacquet, Frédéric Benech, Virginie Lehoux
	Bmh Avocats	Stéphane Dassonville
	Coblence Avocats	Mélanie Erber
	Cornet Vincent Ségurel	François Herpe, Thomas Deschryver, Luc-Marie Augagneur
	DBK Avocats	Thomas Debiesse, Christian Kim, Jérôme Buscail
	Demoly Avocats	Pascale Demoly
	Fidal	Laurence Dreyfuss-Bechmann, Philippe Boutron
	Fieldfisher	Franck Veisse, Nathalie Hadjadj-Cazier
	Gilbey Legal	Jehan-Philippe Jacquey, Joanne Quirin
	Greffe	Pierre Greffe, François Greffe
	Herald Avocats	Richard Milchior
	Hoche Avocats	Régis Carral, Frédérique Forget
	Illouz Avocats	François Illouz
	Jacob Avocats	Julie Jacob
	Jasper Avocats	Pascal Lê Dai
	Joffe & Associés	Véronique Dahan, Emilie de Vaucresson
	K&L Gates	Claude-Etienne Armingaud
	Kern & Weyl	Claire Weyl, Tania Kern, Giulia Cortesi

	Lexing - Alain Bensoussan Avocats	Virginie Brunot, Anne-Sophie Cantreau
	McDermott Will & Emery	Laura Morelli
	Nomos	Héléna Delabarre, Éric Lauvaux
	Osborne Clarke	Claire Bouchenard
	Osmose Avocats	Alexis Vichniesky, Alexandra Le Corroncq, Antoine Gendreau
	PDGB	Benjamin Jacob
	Pinsent Masons	Emmanuel Gougé
	Promark	Bénédicte Devevey, Aline Mugard, Alain Berthet, Elisabeth Berthet-Maillols
	Santarelli Group	Gwendal Barbaut
	Schmidt Brunet Litzler	Delphine Brunet-Stoclet
	Stephenson Harwood	Boriana Guimberteau
	Taoma Partners	Anne Messas
	Twelve	Claire de Chassey
	UGGC Avocats	Elisabeth Logeais, Anne-Marie Pecoraro, Zhen Huang, Corinne Khayat
	Valérie Perrichon Avocats	Valérie Perrichon
2	**Alerion**	Corinne Thiérache
	Allen & Overy	Alexandre Rudoni
	Amar Goussu Staub	Grégoire Goussu, Anne-Lyne Roche, Jean-François Guillot
	Anne Lakits-Josse	Anne Lakits-Josse
	Aston Avocats	Carine Piccio
	Baker Mckenzie	Virginie Ulmann
	Bblm Avocats	Myriam Angelier
	Bignon Lebray	Nicolas Moreau, Benjamin Mourot
	CBR & Associés	Alain Barsikian, Judith Vuillez
	Clairmont Novus Avocats	Laurent Barissat, Delphine Ganoote-Mary
	Damien Régnier	Damien Régnier
	De Baecque Fauré Bellec Avocats	Olivier De Baecque, Stéphane Bellec
	Delsol Avocats	Stéphane Perrin
	Derriennic Associés	François-Pierre Lani, Pierre-Yves Margnoux, Alexandre Fievee, Georges Jenselme
	Elkrief Avocat	Danielle Elkrief
	Eversheds Sutherland	Gaëtan Cordier
	Féral	Richard Willemant
	Godin Associés	Nicolas Godefroy
	H2O Avocats	Nicolas Herzog, Isabelle Vedrines, Sandra Benabou
	Haas Avocats	Gérard Haas
	Harbour Avocats	Bénédikte Hattier, Anne Perrin
	Hughes Hubbard & Reed	Stefan Naumann
	Lavoix	Camille Pecnard, Valérie Genin
	Lext Avocats	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
	LPA-CGR Avocats	Prudence Cadio, Romain Viret
	Momentum Avocats	Julien Canlorbe
	Pierrat & Associés	Sophie Viaris de Lesegno, Emmanuel Pierrat
	Plasseraud Avocats	Jean-Christophe Guerrini, Gilles Ringeisen
	Quatrebarbes	Nathalie de Quatrebarbes
	Reed Smith	Marianne Schaffner
	Veil Jourde	Nicolas Brault, Florence Watrin
	RECOMMENDED	
1	**Armelle Fourlon**	Armelle Fourlon
	Bertrand & Associés	André Bertrand
	Bessis Avocats	Philippe Bessis
	Beylouni Carbasse Guény Valot Vernet - BG2V	Xavier Carbasse
	Bismuth Société D'Avocats	Yves Bismuth, Mathieu Martin
	Carlara Avocats	Michel Rasle
	Circle Law	Edmond Tahar
	Cleach Avocats	Melvina Valerii
	Courtois Lebel	Cédric Frenel
	DWF	Simon Christiaën, Florence Karila
	FLV & Associés	Valérie Duponchel
	Lmt Avocats	Olivier Samyn
	Mathias Avocats	Garance Mathias
	Oria Media	Mathieu Davy
	OX Avocats	Jean Aittouares
	Racine	Valérie Ledoux
	Redlink	Frédéric Fournier, Céline Cuvelier
	Stouls & Sully Avocats	Julie Curto, Jean-Pierre Stouls
	TGS France Avocats	Claire Cambernon, Martine Ricouart-Maillet, Ladan Dirickx
	Valmy Avocats	Margaux Negre-Carillon
	Woog & Associés	Coralline Manier Galas
	Ydès	Cyril Fabre, Jean-Christophe Chevallier
2	**Addleshaw Goddard**	Elisabeth Marrache
	Alter Via Avocats	Amélie Capon
	Apollinaire Société D'Avocats	Christophe Alleaume
	Astura	Matthieu Mélin
	Bonnier Saint-Félix	Julien Saint-Félix, Antoine Bonnier
	Charlotte Baldassari	Charlotte Baldassari
	Claire & Dauphine	Claire Mourrieras, Dauphine de Marion de Glatigny
	Crefovi	Annabelle Gauberti
	Crossen & Borowsky	Sophie Borowsky
	Effective Ip	François-Xavier Boulin
	Fusco-Vigné	Ariane Fusco-Vigné
	Gomis & Lacker	Guillaume Gomis, Julien Lacker
	ITLAW Avocats	Claudia Weber
	Jeantet	Frédéric Sardain
	Kantor-Le Borgne	Maïa Kantor
	Kramer Levin	Mathilde Carle
	Marianne Laborde Avocat	Marianne Laborde
	Me Haas	Marie-Emmanuelle Haas
	Meridian Avocats	Vincent Vilchien
	Soskin Avocats	Ilana Soskin
	Steering Legal	Stéphanie Berland
	Wize Avocats	Jean-Baptiste Benvenuti

FRANCE

Our analysis

M-P ESCANDE AVOCATS: GROWING VOLUME OF HIGH VALUE CASES

Michel-Paul Escande

Key figure(s): Michel-Paul Escande
Established: 1971

Track record: Under the leadership of Clarence Pinot de Villechenon, the trademark department is sought-out for its patent litigation and anti-counterfeiting litigation nous, often handling cases valued at over €100 million. The firm retains and impressive roster of luxury goods groups, in addition to members of the pharma, viticulture and automotive sectors, notably providing protection to spare-parts manufacturers.

Team & differentiation: Beyond the peace-of-mind which comes from the firm's long and distinguished track record in trademark litigation, the firm is a go-to name for issues related to high-profile successions and designation of origin disputes. Michel-Paul Escande and his team are known for their excellent grasp of current IP hot-topics, such as NFTs and customs surveillance.

EBL LEXINGTON AVOCATS: COMPLEMENTARY, MULTI-DISCIPLINARY SPECIALISTS

Laurent Levy

Key figure(s): Laurent Levy and Michaël Piquet-Fraysse
Established: 2012

Track record: Highly efficient, the team provides litigation and advisory services and has proven ability when it comes to arbitration. Longstanding clients such as Audi and Petrus have been joined of late by French startups and luxury groups. In 2021, the firm further strengthened in the areas of patent registration, trademark, copyright and designs and models.

Team & differentiation: The strength of the firm resides in an ability to deftly handle its clients' most pressing commercial and distribution challenges. Finely attuned to the strategic needs of clients, the firm's partners instruct companies and startup incubators on the latest IP trends and practices. Unifab council-of-experts member Laurent Levy helps define, and refine, the firm's approach.

GILBEY LEGAL: EXTENSIVE NETWORK OF TRADEMARK EXPERTS

Jehan-Philippe Jacquey

Key figure(s): Jehan-Philippe Jacquey
Established: 1992

Track record: 100% dedicated to trademark law, the firm provides advice and litigation services on all manner of IP issues, including soft IP, copyright and portfolio management. It is a past-master at handling complex cases for leading members of the pharma, cosmetics and food and drink sectors. In 2021, its horizons were expanded via a series of partnerships with foreign law firms.

Team & differentiation: With one eye firmly fixed on the practical and economic constraints clients must deal with, Gilbey Legal offers an effective, pragmatic approach to complex trademark issues. Thanks to its extensive international best-friends network, the firm is a regular participant in cases involving social media platforms.

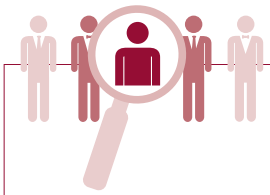
CANDÉ BLANCHARD DUCAMP: BOUTIQUE FIRM WITH STELLAR IP CAPABILITIES

Patrice de Candé

Key figures: Patrice de Candé
Established: 2012

Track record: One of the very best trademark litigation boutiques in France, the firm acts for big French and international names from the luxury goods, fashion and retail sectors, in addition to pharmaceutical laboratories, in the protection of intangible assets (trademarks, designs & models, copyrights, patents). The team has enviable expertise in IP protection, providing innovative strategies on a broad spectrum of trademark and model issues.

Team & differentiation: A boutique IP firm with niche capabilities, Candé Blanchard Ducamp offers an unbeatable combination of competitiveness and responsiveness. In addition to the team's undeniable IP expertise, clients appreciate the firm's policy of having a single partner dedicated to each case. The firm has built a reputation as a champion of startups and young entrepreneurs.



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FRANCE

DISTRIBUTION & RESTRICTIVE PRACTICES

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**APG Avocats**	Bertrand Janssens, Olivier Parleani, Gilbert Parleani
	Bredin Prat	Hugues Calvet, Marie-Cécile Rameau, Olivier Billard, Yelena Trifounovitch, Pierre Honoré, Igor Simic
	Cabinet Renaudier	Richard Renaudier, Marianne Le Moullec, Muriel Perrier, Karine Turbeaux, Violaine Ayrole
	Gide	Franck Audran, Emmanuel Reille, Dimitri Dimitrov
	Grall & Associés	Nathalia Kouchnir-Cargill, Charles-Henri Calla, Thomas Lamy, Jean-Christophe Grall
	Mermoz Avocats	Jean-Louis Fourgoux, Leyla Djavadi
	Vogel & Vogel	Louis Vogel, Joseph Vogel
2	**Advant Altana**	Frédéric Manin, Marie Hindré
	Baker McKenzie	Alex Dowding, Katia Boneva-Desmicht, Léna Sersiron
	Bourgeon Meresse Guillin Bellet & Associés	Charlotte Bellet, Valérie Guillin, Christian Bourgeon, Olga Zakharova-Renaud, Anne-Cécile Benoit
	Cornet Vincent Ségurel	A. Poulain, T. Deschryver, J. Wiehn, A. Cornet, S. Harel, A. Pierret, J-F. Puget, L-M. Augagneur
	Gouache Avocats	Jean-Baptiste Gouache, Guillaume Gouachon
	Henka	Jean-Philippe Thibault, Benoît Van Bésien, Marjorie Dudon
	Jean-Claude Coulon & Associés	Bruno Chemama, Kadir Mebarek, Samuel Lemaçon
	Poirier Schrimpf & Associés	Bruno Schrimpf
	Racine	Valérie Ledoux, Sophie Pasquesoone, Bastien Thomas
	Simon Associés	François-Luc Simon, Sandrine Richard, Cristelle Albaric
	EXCELLENT	
1	**Aramis**	Aurélien Condomines
	De Pardieu Brocas Maffei	Alexandre Eberhardt-Le Prévost, Barbara Levy, Philippe Guibert, Laëtitia Gavoty Tolot
	Deprez Guignot Associés - DDG	Jean-Christophe André, Olivier Guidoux
	Fidal	G. Pezzali, M. du Gardin, H. Lecaillon, P. Plouvier-Masse, I. Galand-Padrao, P. Vanni, S. Hotte, G. Cattier, H. Leung, N. Gransard
	Hertslet Wolfer & Heintz - HW&H	Dominique Heintz, Christophe Chapoullié
	J.P. Karsenty & Associés	Béatrice Moreau-Margotin, Jean-Philippe Arroyo, Martine Karsenty-Ricard
	Loi & Stratégies	Nicolas Genty
	Nomos	Christophe Pecnard, Sara Pomar, Béatrice Crevieux
	Osborne Clarke	Claire Bouchenard, Alexandre Glatz
	Redlink	Régis Pihery, Frédéric Fournier
	Renaud Bertin	Renaud Bertin
	Taylor Wessing	Evelyne Friedel, Grégoire Toulouse
	UGGC Avocats	Corinne Khayat, Michel Ponsard, Malka Marcinkowski
	White & Case	Yann Utzschneider
2	**August Debouzy**	Mahasti Razavi, Alexandra Berg-Moussa, Renaud Christol
	Clifford Chance	Thibault d'Alès, Thomas Baudesson, Diego de Lammerville
	Courtois Lebel	Bruno Martin, Philippe Courtois
	DDCT Avocats	Marine Clément, Yohann Toreau
	Dechert	Laurence Bary, Mélanie Thill-Tayara, Marion Provost
	Delsol Avocats	Stéphane Perrin, Pierre-Marie Durade-Replat, Thomas Amico, Alexis Chabert
	Dentons	Emmanuelle van den Broucke, Christine Sévère
	DLA Piper	Edouard Sarrazin, Fabienne Panneau
	DS Avocats	Fabrice van Cauwelaert, Jean-Louis Lesquins, Xavier Lacaze
	FLV & Associés	Anne Granger, Bastien Mathieu, Valérie Duponchel
	KPMG Avocats	Emmanuel Tricot
	Maulin Avocats	Romain Maulin
	Peltier Juvigny Marpeau & Associés	Olivier De Juvigny, Thibault Reymond, Seng Ning-Ly
	Simmons & Simmons	Ombline Ancelin
	Tessler Avocats	Jean-François Tessler, Solène Tessler-Naccache
	Viguié Schmidt & Associés	Iñaki Saint-Esteben, Virginie Viallard
	HIGHLY RECOMMENDED	
1	**Altaïr Avocats**	Christophe Héry
	Ayache	Frédéric Fuchs, Sébastien Dominguez
	BCTG Avocats	Hugues Villey-Desmeserets, François Dauba
	Bersay	Claire Poirson, Frédéric Lecomte, Mathilde Cousteau
	CMS Francis Lefebvre Avocats	Nathalie Pétrignet, Denis Redon
	DM&D Avocats	Rémi de Balmann
	Grandjean Avocats	Thomas Lambard, Marguerite Aynès
	Jean-Marie Leloup Avocat	Jean-Marie Leloup
	Jeantet	Florent Prunet
	Joffe & Associés	Olivier Cavézian, Thomas Lepeytre, Romain Soiron, Emilie de Vaucresson
	King & Spalding	Vanessa Benichou
	Magenta	Sylvain Justier, Vincent Jaunet, Gaël Hichri
	Osmose Avocats	Mélanie Comert
	Péchenard & Associés	Gauthier Moreuil
	Reinhart Marville Torre	Antoine Dérot, Louis-Marie Absil, Jérôme Marsaudon
	Viginti Avocats	Olivier Gauclère, Françoise Brunagel
	Wilhelm & Associés	Pascal Wilhelm, Emilie Dumur
2	**Alexandre Levy Kahn Braun & Associés**	Bernard Levy
	Allen & Overy	Florence Ninane
	BFPL Avocats	Christophe Pech de Laclause, François Berbinau, Amaury Sonet
	Bird & Bird	Alexandre Vuchot, Thomas Oster
	Borrel D'Arche	Laurence Borrel-Prat, Quitterie d'Arche
	Carlara	Antoine Fourment
	CLP Avocats	Martin Le Péchon
	D'Alverny Avocats	Hubert d'Alverny
	De Gaulle Fleurance & Associés	Louis De Gaulle, Thierry Titone, Matthieu Dary
	Foussat Avocats	Jean-Charles Foussat
	Guégen Avocats	Mathieu Baron, Antoine Blanchard

Hadengue & Associés	François Dupuy, Benjamin Bayi
Henry & Bricogne	Xavier Henry, André Bricogne
Herald Avocats	Olivier Binder, Richard Milchior, Corinne Hovnanian
Herbert Smith Freehills	Clément Dupoirier
Hogan Lovells	Mikael Salmela, Éric Paroche
Laude Esquier Champey	Richard Esquier, Olivier Laude, Victor Champey, Florent Bouderbala
Linkea	Cécile Peskine
LMP Avocats	François Loubières, Flore Mazas
LMT Avocats	Olivier Samyn, Emmanuel Fleury
LPLG & Associés	Jean-Jacques Le Pen
Lussan	Emmanuelle Behr
Mayer Brown	Nathalie Jalabert-Doury, Jean-Maxime Blutel
Mihaïlov Avocats	Patrice Mihailov
Niddam-Drouas Avocats	Marie de Drouas
Panta Rhei	Emmanuelle Voisset, Délizia Bourgeois
Paul Hastings	Pierre Kirch, Philippe Bouchez El Ghozi
PwC Société d'Avocats	Edith Baccichetti
RECOMMENDED	
Addleshaw Goddard	Michaël Cousin
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	Julie Catala-Marty
DBK Avocats	Thomas Debiesse
DMMS & Associés	Olivier Boyer
Fiducial Legal by Lamy	Yves Reinhard, Philippe Genin
Franklin	Lionel Lesur
Ginestié Magellan Paley-Vincent	Emmanuel Schulte, Pierre de Montalembert
GM Avocats	Gilles Menguy
Gowling WLG	Frédéric Dereux, Philippe Rousseau
Haas Avocats	Gerard Haas, Eve Renaud Chouraqui
Jouvensal Fabre	Karin-Amélie Jouvensal
Klein - Wenner	Jean-François Davené, Martin Riedel
Kramer Levin	Marco Plankensteiner, Marie Davy, Guillaume Forbin
Latournerie Wolfrom Avocats	Chantal Cordier-Vasseur, Pauline de Lanzac
LPA-CGR Avocats	Xavier Clédat
PDGB	Bertrand Jardel, Virginie Coursière-Pluntz
Picart	Cynthia Picart
Realyze	Christofer Claude
Satis Avocats	Vanessa Pinheiro
VALUABLE PRACTICE	
Atem Avocats	Isabelle Camus
BBLM Avocats	Helen Coulibaly-Le Gac
Bourayne & Preissl	Sigrid Preissl, Cyril Bourayne
Coteg & Azam Associés	Guy Azam
Delcade	Jean-Philippe Chenard, Jérémy Bernard
Dutilleul-Francoeur	Philippe Dutilleul-Francoeur
Espace Juridique Avocats	Gwendoline Muselet
Eversheds Sutherland	Dan Roskis
Fieldfisher	Franck Veisse, Anne-Laure-Hélène des Ylouses
FTPA Avocats	Lise Damelet, Antoine Gautier-Sauvagnac
Gilles Buis Avocat	Gilles Buis
Grenier Avocats	Patrice Grenier
Harlay Avocats	Fabrice Perbost, Sabine Lipovetsky
Kalliopé	Karen Leclerc, Nicolas Contis, Julie Gayrard
Lamartine Conseil	Benoît Philippe
Lamy Lexel	Aurélie Dantzikian-Frochon, Marie Duverne-Hanachowicz, Manon Pourcher
Legan Avocats	Pauline Le More
Marvell Avocats	Olivia Colmet-Daâge, Valérie Morales
Nerio Avocats	Pierre-Xavier Boubée
Nfalaw	Fabienne Fajgenbaum, Thibault Lachacinski
PBA Legal	Catherine Popineau-Dehaullon
Qivive Avocats	Gordian Deger, Christophe Kühl, Edith Aupetit, Jeanne Faymonville
TGS France Avocats	Emmanuelle Jardin-Lillo
Vigo	Julien Cheval
Vivaldi Avocats	Franck Singer, Éric Delfly

CABINET RENAUDIER: TRUSTED FIRM FOR DISTRIBUTORS

Richard Renaudier

Key figure(s): Richard Renaudier

Established: 2002

Track record: Niche firm ultra-specialized in topics such as competition law, M&A, distribution and consumption. The firm helps clients redraft suppliers' contracts, revise competition and pricing clauses, set best-practices governing pricing, sales and promotions, during litigation and with selective distribution and purchase optimization. It also takes part in M&A operations at French and EU level.

Team & differentiation: Recognized for their top-notch technical expertise, as well as an ability provide timely, creative solutions, Cabinet Renaudier's exemplary lawyers deliver high-quality counsel on operational and strategic topics in the field of distribution. The firm is noted for its detailed knowledge of the agriculture sector.

FRANCE

RETAIL: ADVICE TO MANAGEMENT & ORGANISATIONS

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Bain & Company**	Grégoire Baudry, Xavier Bersillon, Pierre-Antoine Dresco, Marc-André Kamel, Olivier Marchal
	McKinsey & Company	Sandrine Devillard, Franck Laizet, Victor Fabius, Kenza Haddioui, Arnaud Minvielle, Clarisse Magnin-Mallez, François Videlaine
2	**Boston Consulting Group**	Stéphane Cairole, Guillaume Charlin, Stéphane Charvériat, Patrick Ducasse
	EXCELLENT	
1	**Accenture**	Laurent Thoumine, Tanguy Jouseau
	Advancy	Éric de Bettignies, Laurence-Anne Parent
	Kearney	Xavier Mesnard
	Mars & Co	Fabien Jacquot, Laurent Julia, Jean-Marie Hennes
	Monitor Deloitte	Marc Becker, Stéphane Bazoche
	PwC - Strategy&	Pascal Ansart
	Roland Berger	Laurent Benarousse
	Sopra Steria Next	Laurent Chabert
2	**Advention Business Partners**	Eric Lesavre, Alban Neveux, Marion Duchein, Jean-Michel Schmitt
	Argon & Co	Laurent de Bourmont, Bertrand Allard, Christophe Durcudoy, Yvan Salamon, Fabrice Bonneau, Nicolas Gellé, Mathieu de Nodrest
	Bearingpoint	Bertrand Clémencin
	Capgemini Invent	Emmanuel Fonteneau
	Cva Corporate Value Associates France	Didier Pain, Olivier Vitoux, Julien Marmonier
	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	Igor de Langsdorff, Marc Sabatier, Olivier Richard, Stéphane Yeou, Sébastien Rougier
	Kea & Partners	Céline Choain, Christophe Burtin
	KPMG	Jean-Marc Liduena
	L.E.K. Consulting	David Bishop, Rémy Ossmann
	Oliver Wyman	Eric Bach, Bernard Demeure, Germain Terreaux
	One Man Support	Arnaud Sourisseau
	Sia Partners	Matthieu Courtecuisse, Anatole de La Brosse, Arnaud Aymé
	Vertone	Fabienne Goarzin, Stéphane Martineau, Raphaël Levi, Pascal Boulnois
	Wavestone	Philippe Pestanes
	HIGHLY RECOMMENDED	
	Advents Consulting	Johan Benilsi, Bruno de Larrard, Emmanuel Gauché, Nicolas Gouzy
	Althea	David Bellaïche, Christophe Ferreira
	Alvarez & Marsal France	David Benichou, Hervé Gilg
	Arthur D. Little	Vincent Bamberger
	Axys Consultants	Marc Sailly, Paul Strippe, Erwan Clorennec, Delphine Bourgeot
	CGI France	Jean-Baptiste Branquart
	CPO Solutions	Marc-Antoine de Saint Blanquat, Olivier de Bouillé, Aurélien Dassonville
	Dxc Technologies	Jean-François Delorme
	Efeso Consulting	Luca Lecchi, Filippo Mantegazza, Sylvère Ode
	Estin & Co	Julien Deleuze, Philippe Estin, Jean Estin, Antoine Ramspacher
	IENA	Toufic-Pascal Naccache, Patrick Vizet
	Nell'Armonia (Accenture)	Mikaël Sitbon
	Spinpart	Anne Thaler, Jérôme Attolini, Stéphanie Thierry
	Square	Vincent Canchon, Jérôme Boucheron
	RECOMMENDED	
	3H Consulting	Anna Malysa
	Adone Conseil	Faddil Farhan, François Grand
	Eleven Strategy	Ambroise Huret, Morand Studer, Stevan Urien
	Exeis Conseil	Erwan Eveno
	Orchestra Consultants	Jean-Dominique Falaize
	Oresys	Luc Molinier, Michel Dardet, Olivier Chaussard, Vianney de Raulin

GERMANY

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

	Lorenz Seidler Gossel	Siegfried Jackermeier, Christian Rassmann
	Noerr	Christoph Rieken
	Preu Bohlig & Partner	Christian Donle, Torben Düsing, Jan Peter Heidenreich
	Prinz & Partner	Ute Feldmann, Adrian Kleinheyer, Werner Sulzbach
	SKW Schwarz	Dorothee Altenburg, Margret Knitter
	Weickmann & Weickmann	Udo W. Herberth, Christoph Vischer
	RECOMMENDED	
1	**Arnold Ruess**	Peter Ruess
	Cohausz & Florack	Rebekka Schiffer
	Dentons	Stefan Dittmer, Constantin Rehaag
	Fechner Rechtsanwälte	Georg Fechner
	Friedrich Graf Von Westphalen	Morton Douglas
	Görg	Oliver Spieker
	Hildebrandt.rechstanwälte	Ulrich Hildebrandt
	Lichtenstein Körner & Partners	Kerstin Gründig-Schnelle, Alexander Hauch, Thomas Sambuc
	Loschelder	Stefan Maassen, Thomas Schulte-Beckhausen
	Maiwald	Walter Maiwald
	Meissner Bolte	Henrik Bolte, Oliver Nilgen, Claus Opatz
	Norton Rose Fulbright	Daniel Marschollek, Manuel Merling*
	Orth Kluth	Anja Doepner-Thiele, Philipp Mels
	Rospatt Osten Pross	Hetti Hilge, Rüdiger Pansch
	Schultz-Süchting	Dirk Bruhn, Lars Kröner, Torsten Spiegelhalder
2	**Ampersand**	Patrick Baronikians
	Bartel Legal	Ursula Bartel
	Klunker IP	Jochen Höhfeld
	Maikovski & Ninnemann	Gunnar Baumgärtel, Fabian Sokolowski
	Mayer Brown	Ulrich Worm
	Siebeke Lange Wilbert	Paul Lange
	Squire Pattons Boggs	Reinhart Lange
	Taliens	Tobias Malte Mueller
	Wuestoff & Wuestoff	Beatrix Breitinger, Steffen Kirschstein-Freund

*Counsel

HOFFMANN EITLE: EXCELLENT STRATEGIC IP COUNSEL

Michaela Ring

Key figure(s): Michaela Ring

Established: 1892

Track record: Trademark prosecution has long been a speciality of the department. Around half of its clients are multinationals for whom the firm handles the enforcement of rights, infringement proceedings and unfair competition matters. Long-standing clients include Beele Engineering, Wavin B.V., Aiwa, Nikon Corporation Vermop Salmon GmbH, Orafol Europe GmbH, Pari GmbH and Hardenberg Wilthen AG.

Team & differentiation: With two partners, one associate partner and seven highly specialized attorneys and located in Germany, the UK, Italy, Spain and Benelux, the team provides clients with pan-European consulting strategies and multilingual advice. The pan-national IP team has knowledge of various IP systems and the respective legal traditions of different countries.

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Bird & Bird	Richard Dissmann, Joseph Fesenmair, Uwe Lüken, Markus Körner, Frederik Thiering
	Harmsen Utescher	Rainer Kaase, Martin Kefferpütz,Till E. Lampel, Karin Sandberg, Matthias Wolter
	Harte-Bavendamm	Michael Goldmannn, Andrea Jaeger-Lenz
	Hogan Lovells	Andreas Bothe, Erhard Keller, Morten Petersenn
	Lubberger Lehment	Cornelis Lehment, Andreas Lubberger
	EXCELLENT	
1	**CMS Hasche Sigle**	Matthias Eck, Gordian Hasselblatt, Thomas Manderla, Carsten Menebröcker, Alexander von Bossel
	Gleiss Lutz	Marcel Pemsel*, Stefan Voelker, Matthias Werner*, Andreas Wehlau
	Grünecker	Holger Gauss, Maximilian Kinkeldey, Nicolás Schmitz, Philipp Strommer
	Klaka	Stefan Abel, Ralf Hackbarth, Carola Onken, Andreas Schulz
	Taylor Wessing	Olaf Gillert, Thomas Raab
2	**Bardehle Pagenberg**	Pascal Böhner, Claus M. Eckhartt, Henning Hartwig, Philipe Kutschke
	Hoffmann Eitle	Michaela Ring, Wedig von der Osten-Sacken
	Lorenz Seidler Gossell	Reinhard Ingerl, Siegfried Jackermeier
	Nordemann	Stanislaus Jaworski, Axel Nordemann, Anke Nordemann-Schiffel
	HIGHLY RECOMMENDED	
	Advant Beiten	Christina Hackbarth, Tanja Hogh Holub, Holger Weinmann
	Baker McKenzie	Michael Fammler, Rembert Niebel
	Bock Legal	Andreas Bock, Jan D. Müller-Broich
	CBH	Ingo Jung
	Dentons	Stefan Dittmer, Constantin Rehaag
	Eisenführ Speiser	Julian Eberhardt, Andreas Ebert-Weidenfeller
	Heuking Kühn Lüer Wojtek	Georg Jacobs, Andreas Schabenberg, Thorsten Wieland
	Hoyng Rokh Monegier	Thomas H. Schmitz
	Jonas	Karl Hamacher, Linda Thiel, Martin Viefhues
	Meissner Bolte	Oliver Nilgen, Tobias Wuttke
	Preu Bohlig & Partner	Torben Düsing, Astrid Gérard, Jan Peter Heidenreich, Ludwig von Zumbusch
	SKW Schwarz	Dorothee Altenburg, Margret Knitter
	Unit4 IP	Jan Weiser
	Vossius & Partner	Mathias Kleespies
	Weickmann & Weickmann	Marcus Danisch, Udo W. Herberth
	RECOMMENDED	
1	**Arnold Ruess**	Peter Ruess
	Boehmert & Boehmert	Rudolf Böckenholt, Andreas Dustmann, Volker Schmitz-Fohrmann
	FPS	Georges Brox, Christoph Holzbach
	Freshfields Bruckhaus Deringer	Matthias Koch, Andrea Lensing-Kramer

	Friedrich Graf Von Westphalen	Stephan Dittl, David Kipping
	Kather Augenstein	Christof Augenstein, Sören Dahm
	Loschelder	Thomas Schulte-Beckhausen
	Luther	Geert-Johann Seelig
	Noerr	Jessica Loew, Valentina Niess*, Christoph Rieken, Janina Wortmann**
	Norton Rose Fulbright	Daniel Marschollek, Manuel Merling*
	Schultz-Süchting	Dirk Bruhn
2	**Allen & Overy**	Jens Matthes
	Ampersand	Patrick Baronikians
	Boesling IP	Thies Bösling, Inga George
	Cohausz & Florack	Erik Schäfer, Rebekka Schiffer
	DLA Piper	Stefan Engels, Burkhard Fürmeyer
	Görg	Oliver Spieker
	GvW Graf von Westphalen	Kristofer Bott
	Heussen	Thomas Beck, Markus M. Hotze, Hermann Waldhauser
	Hildebrandt.rechtsanwälte	Ulrich Hildebrandt
	KNPZ	Christian Klawitter, Mathias Zintler
	Lichtensteinkörner	Kerstin Gründig-Schnelle, Alexander Hauch, Thomas Sambuc
	LLR Legerlotz Laschet	Markus Bagh
	Maikovski & Ninnemann	Ralf Emig
	Maiwald	Susanna Heurung
	Mayer Brown	Konstantin von Werder
	Menold Bezler	Manfred Hammer
	Orth Kluth	Anja Doepner-Thiele, Ulla Kelp, Philipp Mels
	Osborne Clarke	Marcus Sacré
	Patzina Lotz	Christoph Jonas
	Pinsent Masons	Alexander Bayer
	Prinz & Partner	Adrian Kleinheyer, Sebastian Kroher**
	Rospatt Osten Pross	Hetti Hilge, Stephan von Petersdorff-Campen
	Schmitt, Teworte-Vey, Simon & Schumacher	Jan Schumacher, Marie Teworte-Vey
	Siebeke Lange Wilbert	Paul Lange
	Weber . Sauberschwarz	Lambert Pechan
	Wuestoff & Wuestoff	Beatrix Breitinger, Steffen Kirschstein-Freund

*Counsel **Associate Partner

MEISSNER BOLTE: FULL PROTECTION OF IP RIGHTS IN GERMANY AND THE UK

Tobias Wuttke

Key figure(s): Tobias Wuttke
Established: 1908

Track record: With 11 offices in Germany and one in London, Meissner Bolte is known for delivering comprehensive advice on trademark protection, including border seizure, opposition, nullity and cancellation proceedings. It secured a win for musical-instrument manufacturer Warwick against US competitor Gibson, before the DPMA, EUIPO and German civil courts in an important unfair competition dispute.

Team & differentiation: Meissner Bolte bolstered its 10-lawyer team with three new trademark lawyers with plant-variety protection expertise. Historically known for its patent work, the firm has developed a strong trademark footprint in recent years, which now represents a third of its overall activity. It also provides expertise in market research and representation in out-of-court settlement negotiations.

WEICKMANN & WEICKMANN: HIGH-LEVEL ADVICE FROM CROSS-BORDER EXPERTS

Udo W. Herberth

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

Track record: One of the oldest boutiques in Munich, Weickmann & Weickmann provides dependable expertise in trademark and design matters, including registration procedures and legal proceedings, competition, domain-name and copyright law. It regularly runs trademark-portfolio workshops and fights product piracy by checking products on display at trade fairs and exhibitions.

Team & differentiation: The trademark department numbers a dozen experts who are registered lawyers or patent attorneys, and 40 specialist professionals. The recent recruitment of Italian, Brazilian, Romanian and Chinese trademark, design and copyright lawyers has helped broaden its global trademark caseload in various jurisdictions, with a growing number of cases involving China.

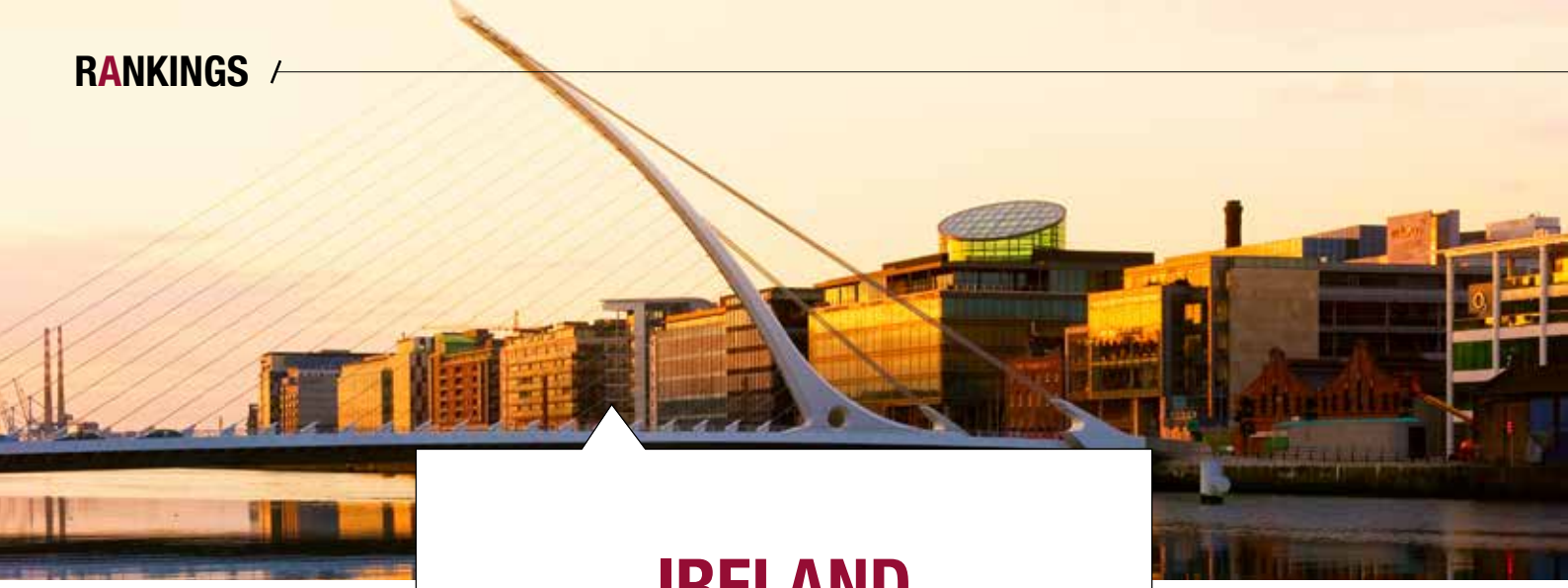
GERMANY

MEDIA, ENTERTAINMENT & SPORT

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**CMS Hasche Sigle**	Winfried Bullinger, Sebastian Cording, Pietro Graf Fringuelli
	SKW Schwarz	Martin Diesbach, Norbert Klingner, Mathias Schwarz
2	**Noerr**	Johannes Kreile
	EXCELLENT	
	Bird & Bird	Joseph Fesenmair, Martin Schimke
	DLA Piper	Stefan Engels
	Greenberg Traurig	Viola Bensinger, Stefan Lütje
	Lausen	Matthias Lausen
	McDermott Will & Emery	Wolfgang Freiherr Raitz von Frentz, Ralf Weisser
	Morrison & Foerster	Andreas Grünwald, Christiane Stützle, Christoph Wagner
	Redeker Sellner Dahs	Gernot Lehr, Christian Mensching
	Taylor Wessing	Axel Freiherr von dem Bussche, Gregor Schmid
	HIGHLY RECOMMENDED	
	Advant Beiten	Andreas Lober, Matthias W. Stecher
	Brehm & V. Moers	Wolfgang Brehm, Stefan v. Moers
	Freshfields Bruckhaus Deringer	Frank Röhling
	Frey	Dieter Frey, Matthias Rudolph
	Hengeler Mueller	Albrecht Conrad
	K&L Gates	Martin von Albrecht
	Osborne Clarke	Konstantin Ewald
	Raue	Jan Hegemann, Robert Heine, Peter Raue
	Strasser Ventroni Freytag	Stefan Freytag, Robert Strasser, Stefan Ventroni
	RECOMMENDED	
1	**Baker McKenzie**	Holger Lutz
	Boehmert & Boehmert	Rudolf Böckenholt, Silke Freund, Martin Schaefer
	CBH	Markus Ruttig
	Graef	Ralph Oliver Graef
	JBB	Thorsten Feldmann
	Heuking Kühn Lüer Wojtek	Dominik Eickemeier, Johan-Michel Menke, Michael Schmittmann, Christopher Wiencke
	Heussen	Marcus M. Hotze, Hermann Waldhauser
	klinkert.rechtsanwälte	Piet Bubenzer
	KNPZ	Gerald Neben
	Nordemann	Stanislaus Jaworski, Jan Bernd Nordemann
	Preu Bohlig & Partner	Torben Düsing
	Reed Smith	Alexander Klett
	SSB	Stefan Söder
	Unverzagt	Andreas Pense
	White & Case	Norbert Wimmer
2	**GvW Graf von Westphalen**	Christian Triebe, Walter Scheuerl, Axel von Walter
	Hertin & Partner	Paul W. Hertin
	Hoffmann Liebs	Andreas Hecker, Philipp Wehler
	König	Alexander Zacharias Bergweiler
	Lentze Stopper	Gregor Lentze, Martin Stopper
	Schalast Law	Udo Kornmeier
	Scheuermann Westerhoff Strittmatter	Angelika Strittmatter, Burkhard Westerhoff
	Schlarmannvongeyso	Hermann Lindhorst
	Schütz	Markus Schütz



IRELAND

GENERAL IP

Best IP Agencies

In each tier, the agencies are ordered alphabetically

	AGENCY	KEY FIGURE(S)
	LEADING	
	FR Kelly	Maura O'Connell, Donal Kelly, Niamh Hall, Shane Smyth
	PurdyLucey	Barry Purdy, Michael Lucey, Mark Carmody
	Tomkins	Christina Gates, Cathal Lane, Olivia Catesby
	EXCELLENT	
1	**Hanna Moore & Curley**	Donnacha Curley, Barry Moore
	Murgitroyd	Joanne Lecky, Anne Marie Carr
2	**Anne Ryan & Co**	Anne Ryan
	Cruishckshank	Mary Rose O'Connor, Donal O'Connor
	MacLachlan & Donaldson	Denis McCarthy, Peter MacLachlan
	HIGHLY RECOMMENDED	
	HGF	Craig Thomson
	Keltie	Sean Cummings

GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	A&L Goodbody	John Cahir, John Whelan
	McCann Fitzgerald	Paul Lavery, Fiona O'Beirne, Shane O'Brien
	William Fry	David Cullen, Leo Moore, Laura Scott
	EXCELLENT	
1	**Mason Hayes & Curran**	Gerard Kelly, Hazel McDwyer
	Whitney Moore	Aoife Murphy, Robin Hayes
2	**Acuatus**	Alistair Payne
	Arthur Cox	Rob Corbet, Olivia Mullooly
	DFMG Solicitors	Patricia McGovern
	Matheson	Deirdre Kilroy
	Pinsent Masons	Clare Tunstall
	HIGHLY RECOMMENDED	
	Beauchamps	Maureen Daly
	Byrne Wallace	Darren Daly, Colin Sainsbury
	Eugene F. Collins	David Hackett
	LK Shields	Jeanne Kelly
	Philip Lee	Anne Bateman

ITALY

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the IP agencies are ordered alphabetically

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

ITALY

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

SPHERIENS: RENOWNED STRENGTH IN TRADEMARK LITIGATION

Pier Luigi Roncaglia

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

Established: 2009

Track record: Spheriens successfully represents top brands, from PepsiCo to Salvatore Ferragamo, in brand protection and anti-counterfeiting cases. The firm offers a full range of services, from extrajudicial assistance to litigation, at every level of the Italian and European justice systems. Spheriens has a high degree of specialization in the fashion industry.

Team & differentiation: Though best known for its strength in the fashion industry, Spheriens represents clients from various sectors in significant trademark cases. The firm's dozen IP partners regularly advise on cross-border matters, aided by a liaison office in Manhattan. Founding partner Pier Luigi Roncaglia is a market-leader; Noemi Parrotta is also recommended.

FASHION LAW

Best Law Firms

In each tier, the firms are ordered alphabetically

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

ADVANT NCTM: COMPREHENSIVE STRENGTH IN FASHION-SECTOR WORK, ESPECIALLY IP

Paolo Lazzarino

Key figure(s): Paolo Lazzarino

Established: 2000

Track record: Advising fashion houses such as Gucci and brands such as Under Armour and Lamborghini, ADVANT Nctm had another busy year in the world of fashion, especially from an IP perspective, but also in other areas such as labor and employment. One mandate included advising one leading fashion house on obtaining clearances for one of its recent collections.

Team & differentiation: ADVANT Nctm handles trademark litigation, advisory work and anti-counterfeiting matters for numerous household-name fashion clients. IP specialist Paolo Lazzarino is the key contact for fashion-sector clients, though Michele Bignami, a corporate partner who often handles labor and employment work, also has experience in the sector.

ITALY

COPYRIGHT

Best Law Firms

In each tier, the firms are ordered alphabetically

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

DIKE LEGAL: IMPRESSIVE AND VARIED COPYRIGHT EXPERIENCE

Maria Francesca Quattrone

Key figure(s): Maria Francesca Quattrone

Established: 2010

Track record: With over a decade of experience on copyright issues, the IP practice at Dike Legal frequently advises actors, artists, producers and publishers on a range of advisory and contentious matters. It recently represented a major American listed company in a case against the Italian Ministry of Culture regarding copyright levies for reproduced works.

Team & differentiation: Dike Legal has offices in Milan, Rome and Calabria, with a partner in each office and 12 lawyers in total. Maria Francesca Quattrone is the key IP contact, and is noted for her expertise in the ever-expanding zone where IP, technology and software cross paths. Though the firm handles trademark work, it is most active in copyright matters.

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

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

AMICONI STUDIO LEGALE ASSOCIATO: RELIABLE MEDIA-LAW EXPERTS

Marzia Amiconi

Key figure(s): Marzia Amiconi

Established: 1922

Track record: Celebrating its centenary this year, TMT and IP boutique Amiconi Studio Legale Associato focuses on corporate and commercial matters in the media sector. The firm acts for major radio and television broadcasters in both a litigation and an advisory capacity, notably on issues relating to new platforms and environmental law.

Team & differentiation: With offices in Rome and Milan, the firm relies on its extensive network of professionals in various sectors to ensure a swift and successful resolution to cases. It is a member of the Carnelutti Group, an association of law firms and professionals dedicated to promoting understanding of competition law issues.

ITALY

ADVERTISING & MARKETING

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**FTCC Studio Legale Associato**	Paolina Testa
	Tavella – Studio di Avvocati	Massimo Tavella
2	**EY**	Elena Carpani
	LCA Studio Legale	Gianluca De Cristofaro, Giulio Vecchi
	Mondini Bonora Ginevra	Carlo Ginevra, Giorgio Rusconi
	RP Legal & Tax	Riccardo Rossotto
	EXCELLENT	
	Bird & Bird	Arturo Leone
	BonelliErede	Giovanni Guglielmetti
	emlex	Aurelio Assenza
	Martini Manna & Partners	Elena Martini
	Portolano Cavallo	Lydia Mendola
	HIGHLY RECOMMENDED	
	Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola
	Dentons	Federico Fusco
	Milalegal	Elisabetta Mina
	Orsingher Ortu	Marco Consonni
	Saglietti Bianco	Emanuela Bianco

TAVELLA: RECOGNIZED LEADER IN ADVERTISING AND MARKETING MATTERS

Massimo Tavella

Key figure(s): Massimo Tavella

Established: 2013

Track record: Tavella continues to actively advise high-profile clients on promotional and social media campaigns, as well as on general commercial agreements and issues, such as food labelling. The firm receives significant mandates from international fashion houses, cloud computing companies, advertising agencies and a range of other companies.

Team & differentiation: The three key branches of boutique law firm Tavella are marketing, advertising and communications. With broad, in-depth experience in all manner of digital communication, firm founder Massimo Tavella is well placed to advise clients from a range of sectors on important advertising and marketing matters. The firm has nine lawyers in total.

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

E-LEX: STRONG DATA PROTECTION AND TECHNOLOGY SKILLS

Ernesto Belisario

Key figure(s): Ernesto Belisario and Giovanni Maria Riccio

Established: 2011

Track record: E-Lex specializes in the areas of new technologies, data protection, digital administration, startups, cybersecurity and IP. As well as advising important clients in the aeronautical, telecoms, financial and media sectors on important and sensitive data protection matters. The firm has assisted public-sector companies with their digitalization.

Team & differentiation: The highly professional team at E-lex has successfully advised on all aspects of technology. Giovanni Maria Riccio advises national and multinational companies in the areas of data protection, copyright, trademarks and patents. Ernesto Belisario assists companies and public entities in the areas of technology, digitalization and privacy.

EMLEX: CYBERSECURITY AND DATA PROTECTION EXPERTS

Massimo Maggiore

Key figure(s): Massimo Maggiore

Established: 2007

Track record: With historic strengths in IP and IT, emlex is well-equipped to assist clients with managing and protecting their own data, as well as that of third-parties. It advised a major American software company on various contractual and public procurement issues as well as cybersecurity and data protection. Clients include Moleskine and Amplifon.

Team & differentiation: Six-partner firm emlex is practiced in matters of cybersecurity and data protection, not least in the cloud computing space; the firm's copyright experience is a complementary skill. A regular advisor to Italian and international clients, senior partner Massimo Maggiore is the key contact for data protection and cybersecurity work.

LUXEMBOURG

IP PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
LEADING	
Dennemeyer & Associates	Robert Fichter, Olivier Lombardo, Manuel Schockmel, Stéphane Speich
Marks & Clerk	Martin Gutwillinger, Luca Polverari
Office Freylinger	Pierre Kihn, Henri Kihn, Romain Lambert, Olivier Laidebeur
EXCELLENT	
Aronova IP	Dieter Heck, Mathis Bruck, Armand Schmitt
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

LUXEMBOURG

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Claw	Claire Léonelli, Elisabeth Guissart, Katia Manhaeve
	Decker & Braun	Nicolas Decker, Marianne Decker
	NautaDutilh	Vincent Wellens
	EXCELLENT	
	DLA Piper	David Alexandre, Olivier Reisch
	Elvinger Hoss Prussen	Gary Cywie, Emmanuèle de Dampierre, Linda Funck
	HIGHLY RECOMMENDED	
1	**Allen & Overy**	Catherine Di Lorenzo
	Arendt & Medernach	Astrid Wagner
	Emmanuelle Ragot Lawyers & Associates	Emmanuelle Ragot
	LG Avocats	Hervé Wolff
	Loyens & Loeff	Véronique Hoffeld, Sabrina Martin
	Molitor Avocats à la Cour	Virginie Liebermann
	PwC Legal	Audrey Rustichelli
2	**Bonn & Schmitt**	Alain Grosjean, Erwin Sotiri
	Brucher, Thieltgen & Partners	Nicolas Thieltgen, Florian Poncin
	BSP (Bonn Steichen & Partners)	Anne Morel
	Thewes & Reuter	Camille Saettel
	Wildgen	David Maria

NETHERLANDS

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Brinkhof	Kurt Stöpetie, Gregor Vos
	De Brauw Blackstone Westbroek	Tobias Jehoram
	Hoyng Rokh Monegier	Frank Eijsvogels, Joris van Manen
	EXCELLENT	
1	**Bird & Bird**	Wouter Pors, Manon Rieger-Jansen
	Hofhuis Alkema Groen	Adonna Alkema, Arnout Groen, Jesse Hofhuis
	Leeway Advocaten	Remco van Leeuwen, Michiel Haegens, Michiel Odink, Marga Verwoert
2	**DLA Piper**	Niels Mulder
	NautaDutilh	Anne Verschuur
	HIGHLY RECOMMENDED	
	Aomb	Marijke van Kan
	Chiever	Maria-Gemma Huijnen, Bas Kist
	HGF	Pieter de Ruijter
	Hoyng Rokh Monegier	Laura Fresco, Joris van Manen
	Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
	Knijff Trademark Attorneys	Trix Ockeloen-Kruit
	Le Poole & Bekema	Anne Bekema
	NLO	Marlous Stal-Hilders
	Taylor Wessing	Wim Maas, Maarten Rijks
	Visser Schaap & Kreijger	Jacqueline Schaap, Dirk Visser
	RECOMMENDED	
	AKD	Roderick Chalmers
	Boekx Advocaten	Marc de Boer, Hidde Koenraad, Diederik Stols
	Hoogenraad & Haak	Maarten Haak, Daniël Haije
	Simmons & Simmons	Paul Tjiam
	VALUABLE PRACTICE	
	Barentskrans	Jaap Bremer
	Bingh Advocaten	Lars Bakers
	CMS	Rogier de Vrey
	Dentons	Alexander Odle
	Eversheds Sutherland	Thera Adam
	Greenberg Traurig	Radboud Ribbert
	Hogan Lovells	Samantha Brinkhuis
	Holla Legal & Tax	Luuk Jonker, Robbert Sjoerdsma
	Klos	Sven Klos
	Louwers IP Technology Advocaten	Ernst-Jan Louwers, Evelyn Peerboom-Gerrits
	LXA Attorneys	Thomas Berendsen
	Pels Rijcken	Sikke Kingma
	Ploum	Willem Leppink, Sabin Tigu
	Van Kaam	Remco Klöters
	Vondst Advocaten	Tjeerd Overdijk
	Windt Le Grand Leeuwenburgh	Timme Geerlof

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
1	**Brinkhof**	Remy Chavannes, Richard Ebbink, Mark van Gardingen, Daan de Lange, Kurt Stöpetie, Gregor Vos
	Hoyng Rokh Monegier	Bart Van Den Broek, Willem Hoyng, Joris Van Manen
2	**De Brauw Blackstone Westbroek**	Tobias Cohen Jehoram, Gertjan Kuipers
	EXCELLENT	
	Bird & Bird	Armand Killan, Wouter Pors, Marc van Wijngaarden
	Freshfields Bruckhaus Deringer	Jelle Drok, Rutger Kleemans
	Hogan Lovells	Samantha Brinkhuis, Bert Oosting, Ruud van der Velden
	NautaDutilh	Anne Marie Verschuur
	Simmons & Simmons	Bas van Woortman, Oscar Lamme, Paul Tjiam
	HIGHLY RECOMMENDED	
	Allen & Overy	Frits Gerritzen
	Barentskrans	Jaap Bremer, Marleen Van den Horst
	DLA Piper	Niels Mulder, Paul Reeskamp
	Hofhuis Alkema Groen	Adonna Alkema, Arnout Groen, Jesse Hofhuis
	Houthoff	Fleur Tuinzing-Westerhuis, Thomas de Weerd
	Taylor Wessing	Wim Maas, Maarten Rijks
	Vondst	Ricardo Dijkstra, Tjeerd Overdijk, Arvid van Oorschot, Otto Swens, Herwin Roerdink
	RECOMMENDED	
	CMS	Rogier de Vrey
	Dentons	Marc Elshof, Alexander Odle
	Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
	Le Poole Bekema	Anne Bekema, Laura Broers, Maurice Joppe
	Leeway	Remco van Leeuwen, Michiel Odink, Marga Verwoert
	Van Doorne	Kriek Wille
	Visser Schaap & Kreijger	Dirk Visser, Jacqueline Schaap

NORWAY

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

NORWAY

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

PORTUGAL

TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

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

INVENTA: FROM STARTUPS TO MULTINATIONALS

Vítor Palmela Fidalgo

Key figure(s): Vítor Palmela Fidalgo

Established: 1971

Track record: Inventa is one of the leading IP firms in Portugal, with broad experience and expertise ranging from trademark, patent and design prosecution, to litigation, customs investigation and copyright protection. It has worked with several universities and also operates in Angola, Cape Verde, Mozambique, Nigeria, Sao Tome and Principe and throughout Europe.

Team & differentiation: The team, led by Vítor Palmela Fidalgo advises a wide range of clients from startups to multinationals. The firm advises clients including food and beverages, communications, IT, pharmaceutical, manufacturers, oil & gas, financial institutions, and business services companies. It has established itself as a partner of startup incubators and entrepreneurship programs.

RCF PROTECTING INNOVATION: DEFENDING CLIENTS' INTERESTS ON THE INTERNATIONAL STAGE

Joao Jorge

Key figure(s): Joao Jorge

Established: 1929

Track record: RCF Protecting Innovation is one of the market leaders in Portugal in the field of intellectual property. In addition to protecting innovation, the firm also advises clients on their internationalization efforts, making sure they have the required level of protection and that the appropriate adaptations of the product to the new market are guaranteed.

Team & differentiation: RCF Protecting Innovation has a strong and experienced team of experts who offer a wide range of IP-related services such as portfolio management and a technological surveillance service that aims to identify third-party requests that potentially conflict with IP rights and/or with clients' commercial/industrial activity.

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

PORTUGAL

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

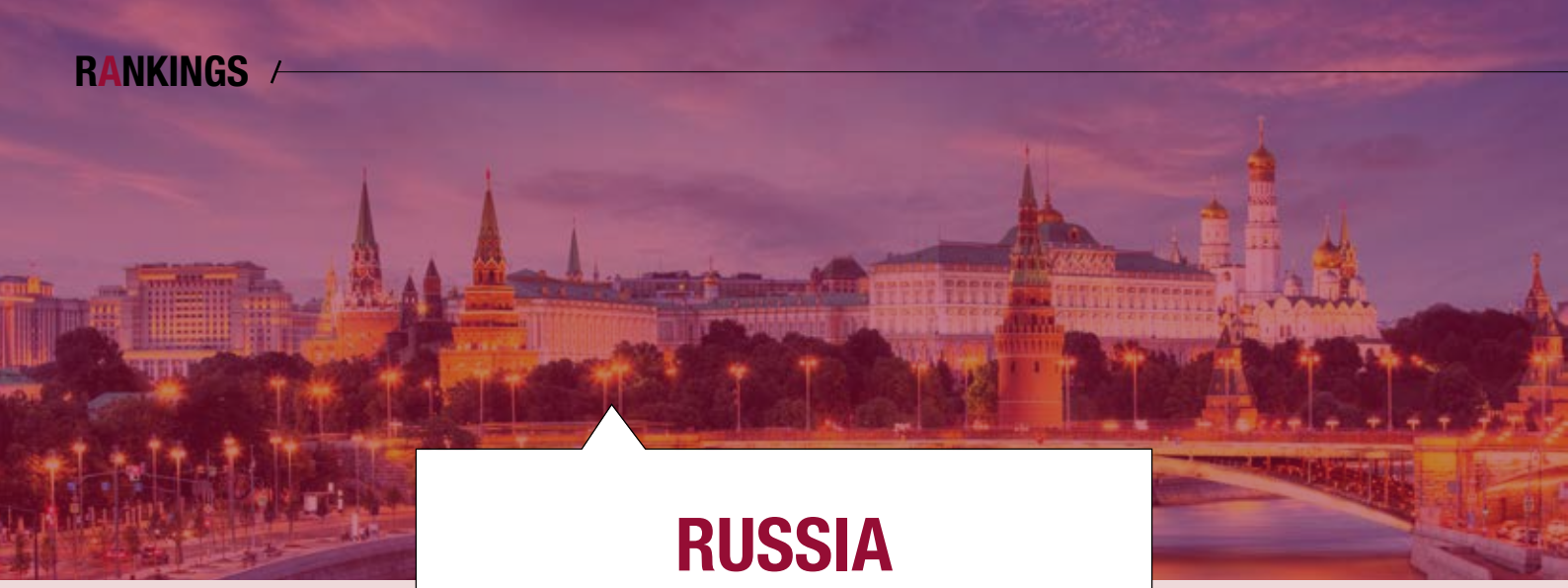
FIRM	KEY FIGURES
LEADING	
DLA Piper	Daniel Reis
Morais Leitão, Galvão Teles, Soares da Silva & Associados	Tiago Félix da Costa, João Alfredo Afonso
PLMJ	Pedro Lomba
SRS Advogados	Luís Neto Galvão
VdA	Magda Cocco, Fernando Resina Da Silva, Inês Antas de Barros
EXCELLENT	
Abreu Advogados	Ricardo Henriques,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

TECHNOLOGY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
PLMJ	Pedro Lomba
SRS Advogados	Octávio Castelo Paulo, Luís Neto Galvão
VdA	Magda Cocco, Fernando Resina Da Silva, Margarida Couto
EXCELLENT	
Abreu Advogados	Ricardo Henriques, Martim Menezes
CCA Law Firm	Filipe Mayer, Martim Bouza Serrano
CMS Rui Pena & Arnaut	José Luís Arnaut, João Leitão Figueiredo
Cuatrecasas	Sónia Queiróz Vaz, Joana Mota Agostinho
DLA Piper	Daniel Reis, João Costa Quinta
Morais Leitão, Galvão Teles, Soares da Silva & Associados	João Alfredo Afonso, Gonçalo Machado Borges
HIGHLY RECOMMENDED	
Macedo Vitorino & Associados	João de Macedo Vitorino
Miranda & Associados	João Luís Traça, Lidia Neves
Sérvulo & Associados	Ana Rita Paínho
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
Antas da Cunha ECIJA	Nuno da Silva Vieira, Ana Bastos
Caiado Guerreiro	Ricardo Costa Macedo, Ricardo Rodrigues Lopes
Gómez-Acebo & Pombo	Pedro Vilarinho Pires
PBBR – Sociedade de Advogados	Carina Branco
Pinheiro Torres, Cabral, Sousa e Silva & Associados	Nuno Souza e Silva
Raposo Bernardo	Mafalda Contumélias Batista, Júlio Martins Jr.
Travassos Albuquerque & Associados	João de Travassos, Inês de Almeida Albuquerque



RUSSIA

NEW RESEARCH INTO THE RUSSIAN MARKET WAS NOT CONDUCTED THIS YEAR IN LIGHT OF THE COUNTRY'S INVASION OF UKRAINE

REPRINTED FROM 2021

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Baker McKenzie	Pavel Gorokhov, Margarita Divina
Gorodissky & Partners	Valery Medvedev, Alexey Kratiuk
Gowling WLG	Maria Aronikova, Alexander Christophoroff
EXCELLENT	
ARS-Patent & Trademark	Vladimir Rybakov, Anna Bogdanova, Elena Solovyova
Hogan Lovells	Natalia Gulyaeva
Sojuzpatent	Tatiana Petrova
HIGHLY RECOMMENDED	
A. Zalesov & Partners	Aleksey Zalesov, Irina Ozolina
Dentons	Denis Voevodin
Patent & Law Firm Yus	Sergey Lovtsov
Patentus	Larisa Grudina, Dmitry Markanov
Vakhnina & Partners	Tatiana Vakhnina
RECOMMENDED	
Baranchikov Ip & It Attorneys	Alexander Baranchikov
Bryan Cave Leighton Paisner	Elena Trusova
Euromarkpat	Marina Grineva, Dmitry Zhitelev
Gardium	Irina Reznikova, Natalia Lyusina
Intel Capital	Vasiliy Zuev, Roman Sklyar
Intels	Anna Baglay, Valeriy Guerman
Liapunov & Co	Ilya Liapunov, Anna Reznichenko, Alexey Grishaev
Lidings Law Firm	Boris Malakhov, Andrey Zelenin
Noerr	Viktor Gerbutov, Vyacheslav Khayryuzov
Schmitt & Orlov	Anna Kornilova
Vash Patent	Anna Grigorieva, Pavel Kostin

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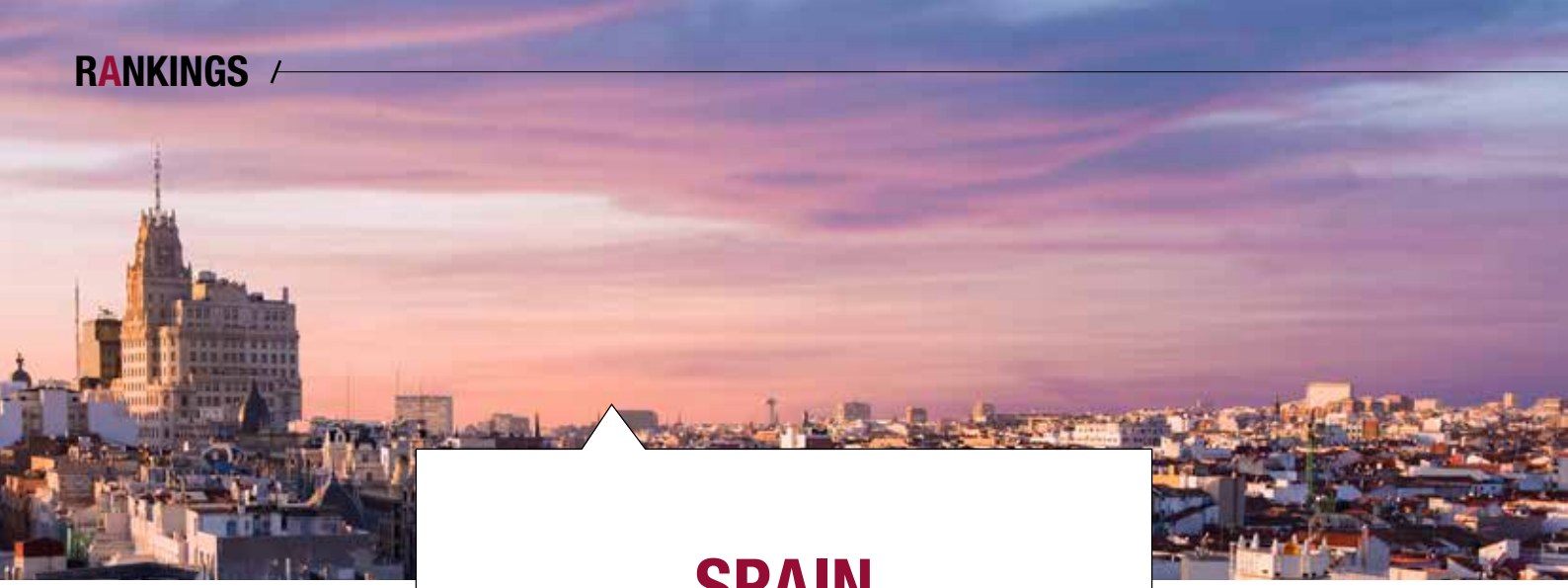
TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Baker McKenzie	Denis Khabarov, Darya Ermolina
Gowling WLG	David Aylen, Maria Aronikova, Alexander Christophoroff
Hogan Lovells	Natalia Gulyaeva, Vironika Pilyugina
EXCELLENT	
A. Zalesov & Partners	Aleksey Zalesov, Irina Ozolina
Dentons	Denis Voevodin
Gorodissky & Partners	Valery Medvedev, Evgeny Alexandrov
Sojuzpatent	Svetlana Felitsyna, Maxim Mikhailov
HIGHLY RECOMMENDED	
Alrud	Maria Ostashenko
ARS-Patent & Trademark	Anna Bogdanova
Eversheds Sutherland	Ekaterina Tilling
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, Elena Schelkunova, Olesya Zakharova
Pepeliaev	Valentina Orlova
Rouse & Co International	Yana Tsygakova
RECOMMENDED	
Bryan Cave Leighton Paisner	Elena Trusova
Capital Legal Services	Irina Onikienko
CMS	Anton Bankovskiy
Dennemeyer & Associates	Larisa Lysenko
DLA Piper	Julianna Tabastajewa
Egorov Puginsky Afanasiev & Partners	Pavel Sadovsky
Gardium	Irina Reznikova, Natalia Lyusina
Intel Capital	Vasiliy Zuev, Roman Sklyar
Intellect-S	Maxim Labzin
Internet & Law Legal Firm	Anton Sergo
KIAP	Elena Buranova
Patentus	Dmitry Markanov, Larisa Grudina
Petosevic	Tatyana Kulikova
Schmitt & Orlov	Anna Kornilova
Vash Patent	Anna Grigorieva, Alexey Robinov



SPAIN

TRADEMARK & DESIGN PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms and IP agencies are ordered alphabetically

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

BALDER: MULTILINGUAL TRADEMARK & PATENT PROSECUTION EXPERTS

Olof Fickert

Key figure(s): Olof Fickert
Established: 2012

Track record: A boutique IP-law firm with offices in Madrid, Bilbao, Barcelona and Pamplona, Balder is an expert in trademark and patent prosecution. With a client base consisting of local and foreign companies, Balder handles around 4,500 patent and 5,000 trademark and design cases per year. Its LatAm business services enterprises in need of IP expertise.

Team & differentiation: Balder's founder, Olof Fickert, has over 30 years of experience in private practice and profound knowledge of patent and trademark prosecution. Leading nine partners and 38 lawyers, Fickert has successfully created a unique one-stop-shop for individuals and companies looking for efficient patent and trademark filing assistance.

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

JACOBACCI & ABRIL: AN AGENCY AND A LAW FIRM

Eleonora Carrillo

Key figure(s): Eleonora Carrillo, Ignacio Martínez and Rafael Linage

Established: 1994 (Abril)

Track record: The firm is the result of a merger between Italian firm Jacobacci and Spain's Abril. It is highly active in the trademark and patent protection fields. It successfully advised Fila in the protection and defense of its IP rights in relation to one of the company's best-selling sneaker lines, enforcing its rights against several counterfeit products.

Team & differentiation: Managing partner Eleonora Carrillo, who is highly experienced in all trademark and design matters relating to international registrations and to domain name disputes, has extensive experience in the defense and protection of clients' IP rights in foreign countries, particularly in LatAm, for which the firm maintains an active desk.

SPAIN

COPYRIGHT & DESIGN

Best Law Firms

In each tier, the firms are ordered alphabetically

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

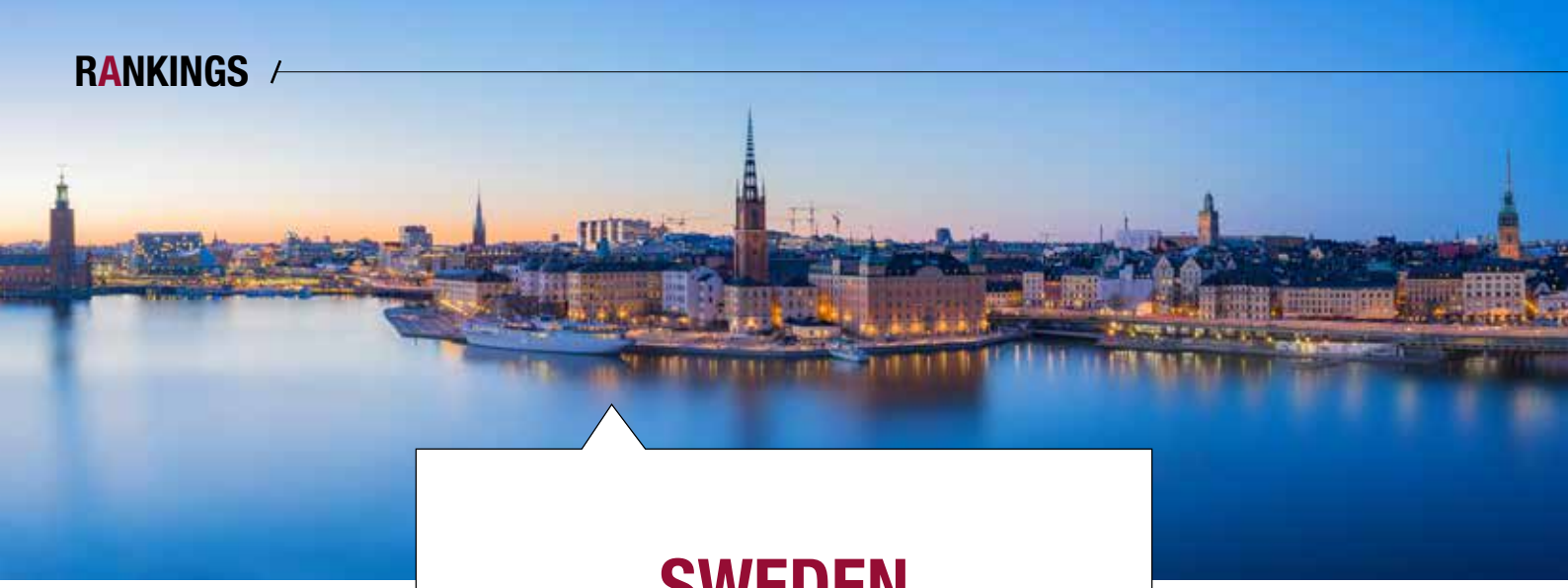
SPAIN

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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



SWEDEN

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

SWEDEN

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

SWITZERLAND

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

TRADEMARK & COPYRIGHT LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

HOMBURGER: ACTIVE IN GROUNDBREAKING TRADEMARK LITIGATIONS

Gregor Bühler

Key figure(s): Gregor Bühler

Established: 1957

Track record: With a main office in Zurich, Homburger's reputation is acknowledged by local and international firms alike. It continues to handle landmark cases in trademark and copyright litigation for clients typically drawn from the automotive, financial services, manufacturing, clothing and technology industries.

Team & differentiation: Headed by Gregor Bühler, who is a leading expert in trademark and copyright litigation as well as contractual issues, the IP/IT team includes six partners. Bühler currently serves as the senior co-chair of the IBA's intellectual property and entertainment law committee.

LENZ & STAEHELIN: RECOGNIZED TRADEMARK LITIGATORS AND PROSECUTORS

Jürg Simon

Key figure(s): Jürg Simon and Thierry Calame

Established: 1917

Track record: Lenz & Staehelin's IP group has an excellent track record in areas such as unfair competition, media law, licensing, and IP strategy. It handles litigations and arbitrations for clients in the pharmaceutical, food and beverages, and IT & retail industries. The firm does both trademark litigation and trademark prosecution work.

Team & differentiation: Co-headed by Jürg Simon, who is a trademark specialist, and Thierry Calame, who focuses on patent litigation, the team handles large-scale trademark disputes and design litigations. Trademark and copyright lawyer, Sevan Antreasyan, was promoted to partner this year.

SWITZERLAND

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bär & Karrer	Michele Bernasconi
Homburger	Gregor Bühler, Georg Rauber
Kellerhals Carrard	Jean-Pierre Morand, David Casserly
Lenz & Staehelin	Xavier Favre-Bulle, Stephan Erni, Lucien Masmejan
Niederer Kraft Frey	András Gurovitz, Daniel Eisele, Tamir Livschitz
EXCELLENT	
Baker McKenzie	Luca Beffa
CMS von Erlach Partners	Olivier Carrard, Philipp Dickenmann, Pierre Ducret
Lévy Kaufmann-Kohler	Antonio Rigozzi, Sébastien Besson
Schellenberg Wittmer	Philippe Baërtsch, Christopher Boog
Times Attorneys	Andrea Mondini, Stephan Netzle, Olivier Ducrey, Ulrich Haas
Vischer	Robert Bernet, Moritz Jäggy
HIGHLY RECOMMENDED	
Archipel	Giulio Palermo
Bratschi	Reto Arpagaus, Mirco Ceregato, Claudio Bazzi
Cavaliero & Associates SA	Marc Cavaliero, Jaime Cambreleng Contreras
Libra Law	Jorge Ibarrola
MLL Meyerlustenberger Lachenal Froriep Ltd	Jean Marguerat
Quinn Emanuel Urquart & Sullivan	Thomas Werlen
RECOMMENDED	
Advokatur Lafranchi + Meyer	Patrick Lafranchi
LBS Legal	Lucien W. Valloni
VALLONI Attorneys at Law	Alexis Schoeb

NIEDERER KRAFT FREY: LEADING SPORTS ARBITRATORS

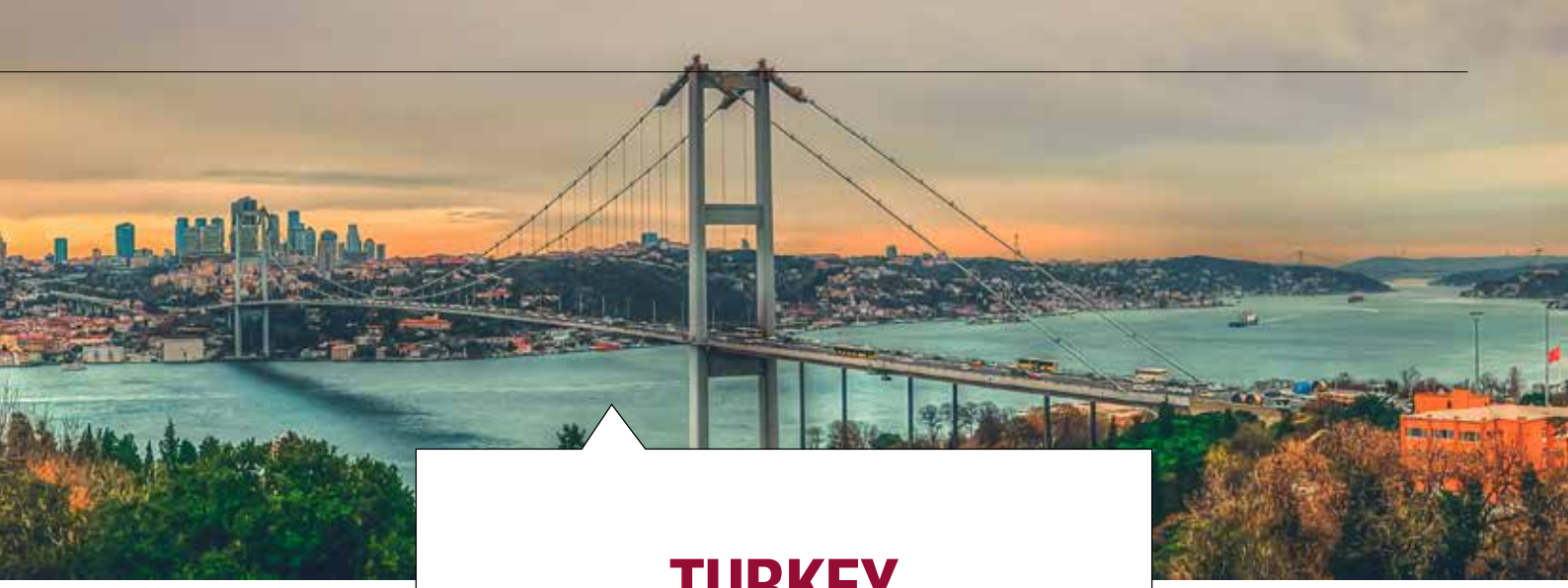
András Gurovits

Key figure(s): András Gurovits

Established: 1936

Track record: Developing and maintaining a unique position in the field of sports law, Niederer Kraft Frey is considered a leading firm in Switzerland and abroad. It is also known for its media expertise as it relates to sports issues. Clients include sports federations and enterprises as well as individuals.

Team & differentiation: András Gurovits, who acted in more than 70 cases this past year, is an appointed arbitrator at the Court of Arbitration for Sport (CAS). Matters typically involve sports-related commercial disputes, sanctions, and anti-doping rule infringements. In particular, the team specializes in providing legal advice to football agencies.



TURKEY

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Deriş	Serra Coral, Mehmet Deriş, Kerim Yardımcı
Gün + Partners	Uğur Aktekin, Pinar Arikan, Hande Hançar, Baris Kalayci, Mutlu Köse
Istanbul Patent & Trademark Consultancy	Abdurrahim Ayaz
Kenaroğlu	Yasemin Kenaroglu
Moroğlu Arseven	Ezgi Baklacı, Gökçe İzgi, Işık Özdoğan
NSN Law Firm	Gülay Göksu, Selma Ünlü
Stock Intellectual Property Services	Kazım Dündar, Ömer Dündar
EXCELLENT	
Ankara Patent	Gonca Başmakcı, Ekin Öcal
ATG Law Firm	Ahmet Akgüloğlu, Gizem Akgüloğlu
Esin Attorney Partnership, a Member Firm of Baker McKenzie International	Mine Guner
Grup Ofis Marka Patent	Kerem Gökmen
OFO Ventura	Özlem Futman
Suluk Intellectual Property Law Firm	Cahit Suluk
HIGHLY RECOMMENDED	
Alacayir law Firm	Esref Alacayir
Cengiz & Camer	Isilay Cengiz
Kodiak Law	Aysen Kunt
Orbis IP & Law	Dilek Zeybel
Sezekkaplan Lawyers	Ufuk Sezekkaplan

TURKEY

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Gün + Partners	Uğur Aktekin, Hande Hançar, Barış Kalaycı
Moroğlu Arseven	Ezgi Baklacı, Gökçe İzgi, Isik Özdogan
EXCELLENT	
Deriş	Mehmet Deriş, Okan Can, Serra Coral, Emre Kerim Yardımcı
Kenaroğlu	Yasemin Kenaroglu
NSN Law Firm	Gülay Göksu, Selma Ünlü
HIGHLY RECOMMENDED	
ATG Law Firm	Ahmet Akgüloğlu
Esin Attorney Partnership, a Member Firm of Baker McKenzie International	Mine Guner
OFO Ventura	Özlem Fütman
Özdirekcan Dündar Attorney Partnership	Esra Dündar
Suluk Intellectual Property Law Firm	Cahit Suluk
RECOMMENDED	
Alacayir law Firm	Esref Alacayir
Ankara Patent	Korcan Dericioğlu
Canpolat Legal	Yaşar Canpolat
Cengiz & Camer	Isilay Cengiz
Kodiak Law	Berrin Dinçer
Mumcuoğlu & Ark	Hande Mumcuoğlu

DERIŞ: INTERNATIONAL LEVEL IP EXPERTISE

Emre Kerim Yardımcı

Key figure(s): Serra Coral, Aydın Deriş, Emre Kerim Yardımcı and Okan Çan

Established: 1912

Track record: Supported by reputable prosecutors, Deriş Attorneys at Law Partnership manages IP cases for clients in industries such as pharmaceuticals, new technologies, textiles and luxury goods. The team helps shape Turkey's legal landscape by offering services that are essential to securing, maintaining and enforcing IP rights.

Team & differentiation: This well-regarded, Istanbul-based IP boutique offers high-quality services in IP prosecution and litigation for large multinationals. Key areas of activity include: patents, trademarks, designs, and plant breeder's rights. Emre Kerim Yardımcı heads the team jointly with Serra Coral, Aydın Deriş and Okan Çan.

UNITED KINGDOM

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

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

UNITED KINGDOM

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Bird & Bird	Katharine Stephens
	Bristows	Paul Jordan, Simon Clark, Ian Gruselle
	CMS	David Parrish, Tom Scourfield, Sarah Wright
	EXCELLENT	
1	**Allen & Overy**	Neville Cordell, David Stone
	Fieldfisher	John Linneker, Nick Rose, Leighton Cassidy
	Lewis Silkin	Dominic Farnsworth
	Mishcon de Reya	Jeremy Hertzog
	Taylor Wessing	Mark Owen, Roland Mallinson
	Wiggin	Sara Ashby, Peter Dawson, Owain Willis
2	**Baker McKenzie**	Hiroshi Sheraton, Michael Hart
	Gowling WLG	Alexandra Brodie, Kate Swaine
	Simmons & Simmons	Darren Meale
	HIGHLY RECOMMENDED	
	Ashurst	Don McCombie, David Wilkinson
	Brandsmiths	Andrew Lee, Adam Morallee, Aaron Wood
	Browne Jacobson	Bonita Trimmer
	Hogan Lovells	Sahira Khwaja
	Osborne Clarke	Arty Rajendra
	Powell Gilbert	Simon Ayrton
	RPC	Jeremy Drew
	Stephenson Harwood	Eifion Morris, Alexandra Pygall
	Stobbs IP	Julius Stobbs
	RECOMMENDED	
	Carpmaels & Ransford	Jonathan Day
	Charles Russell Speechlys	Mary Bagnall, Charlotte Duly
	D Young & Co	Tamsin Holman, Matthew Dick, Anna Reid
	DLA Piper	Ruth Hoy, John Wilks
	Haseltine Lake Kempner	Richard Kempner
	Herbert Smith Freehills	Joel Smith
	Marks & Clerk	Tom Farrand
	Pinsent Masons	Iain Connor
	Reed Smith	Carolyn Pepper, Jonathan Radcliffe
	Venner Shipley	Clare Turnbull

UNITED KINGDOM

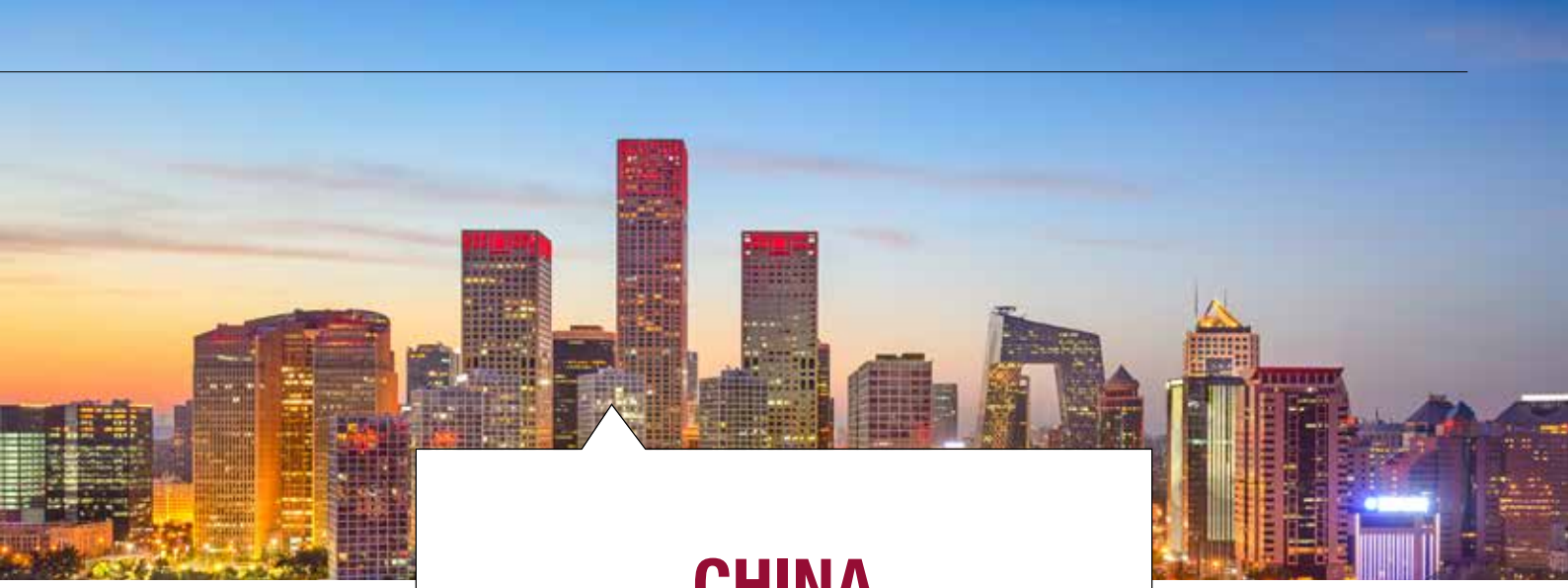
DATA PROTECTION & PRIVACY

Best Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURE(S)
	LEADING	
	Bird & Bird	Ruth Boardman, James Mullock
	Bristows	Mark Watts
	Fieldfisher	Hazel Grant
	Hogan Lovells	Eduardo Ustaran
	EXCELLENT	
1	**Hunton Andrews Kurth**	Aaron Simpson
	Linklaters	Richard Cumbley
2	**Allen & Overy**	Jane Finlayson-Brown, Nigel Parker
	Covington & Burling	Daniel Cooper
	Dentons	Nick Graham
	Eversheds Sutherland	Paula Barrett, Liz Fitzsimons
	HIGHLY RECOMMENDED	
	Baker McKenzie	Paul Glass
	CMS	Emma Burnett
	DLA Piper	Andrew Dyson, Ross McKean
	Latham & Watkins	Gail Crawford
	Osborne Clarke	Mark Taylor
	Pinsent Masons	David Barker, Claire Edwards, David McIlwaine
	PwC Legal	Fedelma Good
	Reed Smith	Cynthia O'Donoghue, Elle Todd
	Sidley Austin	William Long
	Taylor Wessing	Vinod Bange
	RECOMMENDED	
	Bates Wells	Melanie Carter
	Clifford Chance	Jonathan Kewley
	DWF	JP Buckley, Stewart Room
	Farrer & Co	Henry Sainty
	Herbert Smith Freehills	Miriam Everett, Andrew Moir, Christine Young
	Mishcon de Reya	Adam Rose
	Norton Rose Fulbright	Marcus Evans, Ffion Flockhart
	White & Case	Tim Hickman
	Womble Bond Dickinson	Andrew Kimble
	VALUABLE PRACTICE	
	Bryan Cave Leighton Paisner	Kate Brimsted
	DAC Beachcroft	Hans Allnutt, Jade Kowalski
	Deloitte Legal	Anita Bapat
	Lewis Silkin	Bryony Long, Alexander Milner-Smith
	Mills & Reeve	Gary Attle, Jagvinder Singh Kang, Peter Wainman

ASIA



CHINA

TRADEMARK PROSECUTION & LITIGATION

Best International Law Firms

In each tier, the firms are ordered alphabetically

	FIRM	KEY FIGURES
	LEADING	
	Baker McKenzie FenXun	Aggie Liu, Andrew Sim
	Hogan Lovells	Katie Feng
	Rouse	Linda Chang, Hatty Cui, Rachel Tan, August Zhang*
	EXCELLENT	
1	**AWA Asia**	Ai-Leen Lim
	CMS China	Nick Beckett
	Gowling WLG	Elliot Papageorgiou, Jian Xu
	Simmons & Simmons	George Chan
2	**Bird & Bird**	Rieko Michishita
	DLA Piper	Reking Chen, Horace Lam
	Jones Day	Haifeng Huang
	Perkins Coie	Scott Palmer
	HIGHLY RECOMMENDED	
	Allen & Overy	Jill Ge
	Deacons	Patsy Lau
	Kilpatrick Townsend & Stockton	Christopher Woods**
	Mayer Brown	Gabriela Kennedy
	Norton Rose Fulbright	Justin Davidson
	Spruson & Ferguson	Coral Toh

* Managing partner of Lusheng Law Firm, a strategic partner of Rouse.

** Lawyer based in US.

INDIA

TRADEMARK PROSECUTION & LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Anand and Anand Advocates	Prachi Agarwal, Pravin Anand, Safir Anand, Vaishali Mittal, Madhu Rewari
K&S Partners	Ashish Marbaniang, Latha Nair
Remfry & Sagar	CA Brijesh, Ashwin Julka, Devika Mehra, Samta Mehra, Gaurav Mukerjee
EXCELLENT	
AZB & Partners	Akhilesh Rai
Fidus Law Chambers	Shwetasree Majumder, Astha Negi, Tanya Varma
Inttl Advocare	Mamta Jha, Hemant Singh
Lexorbis	Abhai Pandey, Manisha Singh
R K Dewan & Co	Mohan Dewan, Niti Dewan
Rahul Chaudhry & Partners	Rahul Chaudhry, Veena Poolakal, Anuradha Salhotra
RNA Technology & IP Attorneys	Ranjan Narula, Rajiv Suri
Saikrishna & Associates	Ameet Datta, Monica Datta, Saikrishna Rajagopal
Singh & Singh	Sudeep Chatterjee
HIGHLY RECOMMENDED	
Ajay Sahni & Associates	Ajay Sahni, Ankit Sahni
ALG India Law Offices	Sheja Ehtesham
Archer & Angel	Sanjay Chhabra
Groverlaw	Vikram Grover
IndusLaw	Suneeth Katarki
Ira Law	Binny Kalra
Kan & Krishme	Sharad Vadehra
Khaitan & Co.	Shailendra Bhandare, Nishad Nadkarni, Smriti Yadav
Krishna & Saurastri Associates	Manish Saurastri
Lall & Sethi	Jyoti Kaur, Raghav Malik
W.s. Kane & Co	Ashutosh Kane, Himanshu Kane
ZeusIP Advocates	Gunjan Paharia
RECOMMENDED	
Beruar & Beruar	Rahul Beruar
Chadha & Chadha	Chetan Chadha, Sonal Madan
De Penning & De Penning	Malavika Vikram
Khurana & Khurana	Mohinder Vig
LS Davar & Co	Joshita Khemani
Mason & Associates	Neel Mason
Mettle Legal	Rekha Dabas, Ranjan Negi
Obhan & Associates	Essenese Obhan
S.s. Rana & Co	Vikrant Rana
Sagar Chandra & Associates	Sagar Chandra
Sim & San	Sangeeta Goel
Y.J. Trivedi & Co.	Jatin Trivedi

JAPAN

TRADEMARK PROSECUTION & LITIGATION

Best International Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LISTING	
Baker McKenzie	Kensaku Takase, Daisuke Tatsuno
Hogan Lovells	Tomoe Takahashi, Lloyd Parker
Jones Day	Michiru Takahashi

GENERAL IP

Best International Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURES
LEADING	
Hogan Lovells	Frederick Ch'en, Lloyd Parker
Morrison & Foerster	Masato Hayakawa, Max Olson, Chie Yakura
EXCELLENT	
Baker McKenzie (Gaikokuho Joint Enterprise)	Kensaku Takase
Orrick Herrington & Sutcliffe	Shinsuke Yakura
HIGHLY RECOMMENDED	
DLA Piper Tokyo Partnership Gaikokuho Kyodojigyo Horitsu Jimusho	Lance Miller
Finnegan Henderson Farabow Garrett & Dunner	Naoki Yoshida
Latham & Watkins Gaikokuho Joint Enterprise	Stuart Beraha
Morgan, Lewis & Bockius	Motonori Araki
Paul Hastings	Hiroyuki Hagiwara
Quinn Emanuel Urquhart & Sullivan	Ryan Goldstein

EXPERT
INSIGHTS

172 | The structure and members of our team enable us to offer both prosecution and litigation from a single source by Michaela Ring, Partner. **Hoffmann Eitle**

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The composition and quality of our team enable us to offer both prosecution and litigation from a single source

Michaela Ring, a partner at Hoffmann Eitle, shares her insights and experience on the daily practices of a Munich-based international team primarily consisting of attorneys with different ethical and cultural backgrounds.

Michaela Ring

ABOUT THE AUTHOR

University of Marburg graduate Michaela Ring has been a German attorney-at-law since 2002 and with Hoffmann Eitle for over 12 years. Her expertise extends to German, European and international trademark law, design rights law, unfair competition law, trademark and design, in addition to defense and enforcement of IP rights in and out of court.

The Hoffmann Eitle soft-IP department has been continuously striving for excellency in the field of IP protection. With our highly specialized and trained attorneys located in Germany, the UK, Italy, Spain, the Benelux and soon France, the department can provide its clients with pan-European consulting strategies and efficiently coordinate pan-European litigation cases, while always maintaining streamlined quality and high standards set forth by the entire Hoffmann Eitle team. That is our constant aim.

The structure and members of our team enable us to offer both prosecution and litigation from a single source, so that the respective case is examined comprehensively and solved in the best possible way in the interest of the client, which also includes economic aspects.

The team is composed of individually thinking, creative lawyers with different ethnic and cultural backgrounds. Thus, we are in tune with other cultures and their needs and desires.

Especially in Munich, our team consists of many different nationalities. For example, one of our attorneys-at-law has an Asian background. Even though he was raised and trained in Germany, his parents made sure that he inhibits his Asian culture. When it comes to clients based in the Asia-Pacific area, we can always count on his insights on the culture. Also, our Spanish trained lawyer offers insights on the Southern-European culture as well as on the Latin-American culture. Our British trained trademark attorney based in the Munich Office has become an even more valuable asset to us after the Brexit. As earlier European trademarks now are not only registered in the EU, but also separately in the UK, the handling of the trademarks shall be unilateral. Therefore, having our UK trademark attorney in our Munich office gives us the option, not only to proceed unilaterally, but also to discuss the matter internally and even on short notice, if necessary. Solely in Munich, our attorneys as a team cover the main languages (English, Spanish, Chinese). Thus, language barriers are non-existent.

This international set-up of our team also distinguishes our work from other law firms. Our highly specialized and trained attorneys all over Europe are always in touch and align with each other regularly. It is crucial for us that all lawyers at Hoffmann Eitle get access to the same high standard training and offer the same high-quality work to our clients. Due to our close cooperation, we know that we can always rely on our Hoffmann Eitle colleagues abroad.

The soft-IP department continues to grow and is making great efforts to tap into new markets around the world, for example China.

This is not only beneficial for the department itself but also for all our clients, as growing professionally as a team and creating an even bigger network of IP lawyers to work with from around the world will ensure that we can offer the best services to our clients, no matter what IP needs they may have now or in the future. ◆

INNOVATION & IP
FORUM AND AWARDS

500 + EUROPEAN/INTERNATIONAL KEY PLAYERS FROM THE INNOVATION & IP WORLD.

IP DIRECTORS, GENERAL COUNSEL, CHIEF INNOVATION OFFICERS, CHIEF DATA PROTECTION OFFICERS, CHIEF DIGITAL OFFICERS, R&D DIRECTORS AND DIRECTORS OF STRATEGY.

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"The need to adapt is permanent, because technological evolution is also permanent"

João de Travassos, the founding partner of Travassos, Albuquerque & Associados, discusses the biggest technological issues facing Portuguese companies today.

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

"The pandemic convinced the most sceptical of the importance of technology"

LEADERS LEAGUE. What are the most pressing issues companies face with regard to technology?

João de Travassos. The issues reveal themselves in many ways. Essentially, they all boil down to the very nature of technology in its relationship to the internal nature of a company. This can be boiled down to one issue that dictates the success or failure of that relationship, whatever the company's sector: adequacy. From a business perspective, internal methods and procedures are increasingly technology-related and dependent. The pandemic convinced the most sceptical. Technology runs vertically through companies, from production to management. But it is important that the technological choice is adequate for the needs of the company, both for its internal structure and its business. A functionally inadequate product, even if it is the best on the market, complicates procedures instead of facilitating them. This is also the case with a materially inadequate product because technology creates dependence, and dependence goes hand in hand with the reliability of the product.

But the problem is not only to do with the adequacy of the product to the company, but also the adaptation of the company to the product itself, namely in training and qualifications. In this field, the need to adapt is permanent, because technological evolution is also permanent. When we buy a new mobile phone, we also experience this problem of adequacy, not only with issues related to the transfer of information, but also because we are using a new system.

We also bought it because it has new features, but they should be adapted to our needs. Due to the dependence that a mobile phone brings, we bet on its reliability. The big difference in this case is that our choice may not be rational. On the other hand, companies' choices must be rational. Inadequacy is undoubtedly the biggest problem that we have experienced in the technological business.

What are the biggest challenges of software licensing contracts in Portugal?

In Portugal, the dependence of a company on ERP business software is mandatory due to the need for electronic invoicing and reports to the tax authority. The first challenge for the software producer, which occurs prior to licensing, is the software certification process with the Portuguese tax authority. In addition, I would say that the main challenge is managing the client's expectations with regard to the project, which must be clearly defined in the contract. Because the legal relationship between the provider and the client is often inadequately or unclearly defined, potential problems that could have been avoided are introduced at the outset.

We have seen profound contractual inadequacies in Portugal's legal environment ranging from the complete lack of contracts to contracts that lack conditions or service-level agreements, or which have been translated into Portuguese from other languages that include provisions that are illegal under Portuguese law. In addition, licensing agreements are invariably linked to other service-based contracts, whether through implementation, training, or maintenance. The legal relationship between provider and client is often inadequately understood by the client and the vast majority of disputes are based on these misunderstandings. That is why we always say that in addition to a good product it is necessary to have a good contract.

What do companies need to be aware of to adopt the cloud model for software contracts and IP protection?

Since the late 2000s, the cloud model has democratized infrastructure and software. The cost-optimization advantages for companies are numerous, including continuous updates, increased service availability, flexibility in infrastructure, modules, applications, and users, always-on access to information, and greater data security. Data that includes information on IP and trade secrets is vital for companies, particularly when those assets are revenue drivers. The primary concern for companies that adopt the cloud model should therefore be which technologies are used to protect and secure that data. Unlike consumers, companies do not have the luxury of assuming that their data will be stored securely and that there is no risk of critical data becoming public. They must therefore ensure that guaranteed data and backup recovery measures are in place. It is essential that prior critical analyses and assessments are laid out in clear terms in the contract. One of the major advantages the cloud model has created for providers is greater payment security and enforceability due to the provider's ability to immediately cut off access to their services.Unlike previous models, the cloud model allows providers to make access to their services contingent upon payment by the client. Clearly defined rules on data retention and access in the event of non-compliance or contract termination is another important element to consider.

How are blockchain technology and smart contracts changing the landscape for copyrighted materials?

It's been said that we are seeing a revolution in this area. I view it as more of an evolution. The challenge is to appropriately apply the existing legal framework for IP rights to the new opportunities created by these technologies. We are not inventing new rights or revolutionizing the way they are created but developing better methods for protecting them. The application of distributed ledger technology to IP rights makes it possible to limit problems related to protecting and managing IP rights in a digital context by increasing information transparency and accessibility to protecting works, facilitating their licensing, and reducing the associated costs. This technology has improved companies' ability to supervise the distribution and monitor compliance, while smart contracts have created a better and easier way to prove the legitimacy of IP rights. This has created numerous advantages, especially for copyrights that cannot be acquired through traditional registration models. As a result, we've seen the emergence of new applications to manage IP rights based on blockchain technology. Of course, many issues remain unresolved, such as reliability, data ownership, privacy, system liability, jurisdictional applicability, and the principle of exhaustion. The inflexibility of smart contracts due to the programming language they are written in means there is less room to modify terms as a result of negotiation and legal interpretations. There are also technical issues that still need to be addressed, such as system storage capacity and operational flexibility between different platforms. As I said, this is more of an evolution than a revolution, and it is incumbent that we participate in it. ◆

"The cloud model allows providers to make access to their services contingent upon payment by the client"

A unified court is important for the competitiveness of the EU economy

Interview with
VITOR PALMELA FIDALGO
Legal Director, **INVENTA**

Inventa's legal director discusses how the European intellectual property landscape is changing.

LEADERS LEAGUE. One of the biggest things to happen in IP in Europe is the forthcoming Unified Patent Court. What is your opinion of the new court?

Vitor Palmela Fidalgo. Despite the various criticisms that the unitary patent system has been subject to, there is one point that should be stressed: the institution of a unitary patent together with a unified court is important for the competitiveness of the EU economy. As a large economic bloc, competing with the United States and China, it is not possible to maintain a European patent system that has much higher costs and bureaucracy than its peers.

As for the Unified Patent Court, the main advantage is that it will operate as a single court with jurisdiction over multiple European countries. We now have 17 countries on board. It is hoped that we will 24 countries in total. Spain, Poland, and Croatia will unfortunately remain outside this agreement.

The European Patent may be enforced in multiple countries through a single infringement action at the Unified Patent Court. Apart from being less expensive, this will avoid different legal interpretations from the various national courts.

> "It is not possible to maintain a European patent system that has much higher costs and bureaucracy than its peers"

How are blockchain technology and smart contracts changing the landscape for copyrighted materials?

I believe that blockchain technology and smart contracts could be a breakthrough for the copyright system but there is still a long way to go. There is huge potential for blockchain and smart contracts for copyright, specifically to improve the management system.

As has been well documented, there are several problems with the management of intellectual property rights, especially with regard to musical works. The fact that the copyrights are territorial and there is little uniformity at the international level makes management dependent on several collective organizations, which requires cross-border agreements. This situation makes rights management inefficient, costly, and time-consuming, which no one is happy with.

The solution will be to establish a unified system that uses blockchain technology to record information and smart contracts for the monetization of IP rights. This could be done through the tokenization of works and other kinds of intangible assets. One of the most frequently mentioned advantages concerns the ability to perform microtransactions automatically, which may completely change the business model, making it, in addition to being instantaneous, more transparent and fairer in the remuneration of authors and artists – which have been appropriated by more or less secret agreements made between major publishers and online platforms (such as Spotify, Beats Music or iTunes).

However, the use of blockchain technology and smart contracts on a large scale still requires several problems to be solved. Smart contracts seem to be very expensive, cumbersome, and not environmentally friendly. In the current state, there is still no way to solve these problems. Cryptocurrencies seem slow and they have high transaction costs. You need to record all the information in the blockchain and reward miners for doing their part in blockchain technology. As for the specific problems of smart contracts in IP rights, one that stands out it is the trouble this technology has in matching the complexity of intellectual property rights. It would be very complicated to properly translate all the complex and the interconnected rights, durations, exceptions, and limitations.

We will see if the technology advances enough to solve these problems.

How are liability issues for intermediaries changing when it comes to issues like trademark and copyright infringement?

Addressing the issue from the perspective of the European Union, the regime for the liability of intermediaries is present in the

directive on electronic commerce. Inspired by the Digital Millennium Copyright Act, the European legislature decided to introduce a regime that exempts the liability of these intermediary service providers (safe harbors) if certain conditions are met. However, unlike the US system, which is limited to copyright infringement, the European regime applies to any type of violation on the internet, i.e., not only to the violation of intellectual property rights, but also to other illegal acts.

This already old piece of legislation is about to be replaced by the Digital Services Act (DSA), but the general rule will remain the same: there is no general obligation to monitor the information which providers of intermediary services transmit or store, and no obligation to actively seek facts or circumstances indicating illegal activity.

However, there have been many challenges over the years. While the liability exemption was established primarily to ensure free access to the Internet, it must be acknowledged that the Internet, as well as the business models associated with it, has changed a lot in recent years. So one of the main questions is: is the activity being carried out by intermediaries still neutral? Can Amazon, when helping a seller to advertise a counterfeit product, be considered to be infringing on the trademark right of a third party? Where is the border between passive, neutral activity, and infringement of IP rights? This question has led to the introduction of special intermediary liability regimes, and this is another point that should be taken into consideration.

Such was the case with Article 17 of the Directive on Copyright in the Digital Single Market, which makes providers of online content-sharing services liable, upon certain conditions, for the acts of their users. Will we see the same movement in trademark or patent law? We will see.

How is the advent of AI affecting IP and what sort of changes do you think it will create in the future?

Artificial Intelligence will affect intellectual property in almost all circumstances. One of the central problems is that it seems that the intellectual property system is mostly built on anthropocentric premises. This is not only revealed in the question about the inventor or the ownership of rights. It is also revealed in the very theories justifying the existence of intellectual property rights, which, as we know, have no end in themselves. Intellectual property rights exist only in circumstances where there is a public interest. Otherwise, excessive protection of intellectual property rights will have a dysfunctional effect on the market.

If we look at the philosophical theories that justify the existence of intellectual property rights, all of them to a greater or lesser extent are based on anthropocentrism. Both the labour theory, the personality theory and the reward theory are based on the idea that the protection and allocation of IP rights is shaped towards human beings. For example, is it justifiable to protect inventions or works generated by artificial intelligence agents, given that they do not need to be stimulated or rewarded for their "creative" activities? The answer, at the outset, is negative. The same applies to the protection of works as an expression of the personality of the human being.

Before the legislature rushes to establish new IP rights, a careful analysis from an economic point of view will be necessary to verify which solutions are best to maintain the incentive for innovation and free competition in the market. ◆

"Where is the border between passive, neutral activity, and infringement of IP rights?"

"The global changes that we expect are very important"

Interview with
KIKO CARRIÓN
Head of Health and Life Sciences,
EVERSHEDS SUTHERLAND

The head of the Health and Life Sciences practice for Eversheds Sutherland discusses the steps companies are taking to address the effect new technologies are having on IP laws.

"Intellectual property is one of the branches of law that is most closely related to advances in new technologies"

LEADERS LEAGUE. How have IP issues become more entwined with corporate law practices, such as M&A?

Kiko Carrión. M&A transactions depend to a considerable extent on the IP of the companies to be acquired/sold, as IP usually represents a significant percentage of the value of a company's assets on its balance sheet. One of the biggest trends in recent years, for instance, is the growth of e-commerce acquisitions. IP is the main component of value in e-commerce transactions due to the importance of protecting the identification and source of goods sold online. In the due diligence process, ignoring the investigation of patents, trademarks, copyrights or other IP assets and their correct and full registration within the relevant registry can be a failure resulting in high costs that will become evident years later, even after the liability period under the SPA is expired. Let's take as an example that the seller provides a complete list of all its IP titles. If the buyer finds out that any of them are fake or pledged to a third party, the transaction may not be completed or cause unwanted litigation proceedings, damages, or third-party claims.

Buyers need to know that the IP titles to be acquired do not infringe on the IP rights of any third parties, and that no third party is infringing on the IP rights of the seller. It is therefore essential to know if there is any litigation, claim or requirement on any of these IP rights.

Hiring a team of experienced IP lawyers is the smartest option to complete any M&A transaction.

What effects are new technologies having on IP law?

Intellectual property is one of the branches of law that is most closely related to advances in new technologies. Patent law, for example, is specifically designed to protect inventions and, therefore, innovation. Innovation is the engine of change in the world and any company's business strategy must revolve around it and its protection.

New technologies such as artificial intelligence, the metaverse, NFTs or blockchain seem to be here to stay and, for now, their regulation is scarce, as it is not even clear whether they can be protected by copyright or patent rights. We have the example of AI, on which the Europeans have ruled that there must be a human author for a work to be protected by copyright. This decision differs from others in countries outside Europe (e.g., Shenzhen Tencent v. Shanghai Yingxun, in which a Shenzhen court granted protection of an article written by an AI application called Dreamwriter AI).

Likewise, other countries such as the UK have granted authorship of an AI-created work directly to the programmer.

In addition, new technologies such as blockchain can inform us about these IP rights: for example, they help us to access the status of intellectual property and their ownership.

It is important to note that in recent years, experiences from the Covid-19 pandemic have reminded us of how important the protection of new innovative technologies is, as international patent applications reached an all-time high in 2021, with patents on information technology and medical technologies leading the way.

What changes do you expect to see once the EU Unified Patent Court and Unitary Patent go into effect?

Among other things, the Unified Patent Court will have the power to issue decisions on the validity or infringement (including preliminary injunctions) of European patents and European patents

with unitary effect, as well as on infringements relating to supplementary protection certificates issued for products that are protected by a European patent. Locations where the courts will be based include Austria, Germany, France, Italy, Portugal, and France. The unitary patent has unitary effect in the participating member states.

The global changes that we expect are very important. We will see both positive and negative issues for companies.

Among the pros for patentees we see is that this will be a less costly option than national courts, injunctions will be done at a pan-European level, there will be less risk of inconsistency between judgments in different jurisdictions, proceedings will be quicker, and there will be no problems with the use of evidence from one jurisdiction to another.

On the other hand, the possible cons that patent holders will face are that there will be a centralized patent revocation and attack on validity, the judges are unknown, it is not entirely clear how the substantive and procedural law will be applied, and it will be a "front-loaded" procedure with tight timetables once the case reaches the court.

Another disadvantage is that the agreement makes no reference to patentability requirements, which affects certain sectors such as technology, as the provisions of Article 52 (c) of the European Patent Convention will continue to apply, i.e., they will still not be able to obtain a patent.

Companies will have to decide when applying for European patents in countries that are members of the agreement whether those patents will be unitary. For European patents without unitary effect, they will have to decide whether they want them to be under the jurisdiction of the Unified Patent Court or to remain in national courts.

Finally, I think it is necessary to point out that although Spain has decided not to participate for linguistic reasons, the change will affect Spanish companies. For example, if a Spanish company has a patent registered in any participating state, it may be sued before the Unified Patent Court.

How are companies dealing with the increasing level of IP infringements appearing online?

Intellectual property is a company's most important intangible asset, so a large part of a company's investment budget must be dedicated to its protection. Due to the constant digital change we see, it is becoming more and more complicated to protect IP rights online. Companies therefore invest in IP education and training for their internal teams so that they become experts on the different legal issues they can face and how to combat them. It is important for companies to understand what kind of IP they have under protection (copyright, patents, trademarks) by which titles, in which countries, etc. Companies also have their own IP policies, which make clear what can and cannot be done with their protected rights. They are hiring lawyers who are experts in IP and new technologies to flag any potential problems with their IP and develop a clear strategy for protecting their IP online. Finally, companies are working to stay informed about and prepared for upcoming changes in regulations on IP and new technologies. ◆

"Hiring a team of experienced IP lawyers is the smartest option to complete any M&A transaction"

"Today, it is impossible to understand the legal sector without understanding the world of technology"

Interview with
RAUL RUBIO
Partner, **DELOITTE LEGAL**

and
RODRIGO GONZALEZ
Partner, **DELOITTE LEGAL**

Partners from the digital law practice at Deloitte Legal speak to Leaders League about new technologies in the Spanish market and the challenges that may arise when implementing them.

LEADERS LEAGUE. What are the new technology trends that companies are embracing?

Raul Rubio. Due to the evolution of technology, companies of any kind of activity sector are experiencing changes in their day-to-day business. If we think about the use of technologies to facilitate the provision of legal services, we believe that both, local and global, technological trends are aimed at improving and streamlining processes through automation.

We can identify technological tools that seek to reduce or eliminate the need to receive basic advice from a lawyer, but also other tools seek to speed up tasks, reduce human error, and make the collaboration between lawyers and their clients simpler and more accessible. Some notable trends in this regard are, for instance, document automation tools such as those used for contract management, document and contract analysis tools using artificial intelligence, and e-Discovery tools, among others. The use of workflow management tools, such as specialized office management software, are also becoming increasingly common. Finally, we cannot ignore the fact that we are progressively witnessing the emergence of legal advisory services and the provision of legal services in an online environment. These are becoming increasingly standardized.

What are the legal challenges that these new trends bring?

Rodrigo Gonzalez. The greatest challenges we must face within companies are the way that they are structured. Specifically, the existence of cultural barriers in organizations can hinder or delay the acceptance and implementation of these technologies.

Although we can recognize that the Spanish legal industry has been progressively approaching the implementation of LegalTech tools, it is also true that the full maturity of these kind of technical solutions may not have been reached yet. Moreover, the selection and investment process in technological tools is complex nowadays. This complexity could be due to the enormous diversity and heterogeneity of tools which are been offered in the market. This cultural factor, of skepticism towards innovation, is where the challenge lies (threat of being left behind, of not taking advantage of the potential that technology can offer to our work).

> "Organizations need to incorporate profiles specialized in technical disciplines, whose knowledge is very different than the knowledge that traditional lawyers have"

How important is it for technology lawyers to offer both compliance and information security advice?

Raul Rubio. Becoming a trusted advisor to clients on complex, high-value projects is essential. In order to accomplish this goal, it is necessary that the legal profiles evolve in the training and understanding of technological concepts. We still do not have students with an educational background which combines law and technology or business analytics. For this reason, it is advisable to try to train the professionals of the relevant law firms in this

field so that the clients can have a single contact-point with full knowledge and experience.

Why is it important for law firms to incorporate other professionals in the technology practice area?

Rodrigo Gonzalez. Today, it is impossible to understand the legal sector without understanding the world of technology, and without having specialized knowledge in this area. Trying to face the legal challenges ahead from a traditional approach is not enough, specially, because the scope is still unclear.

It is well known that educational institutions are modifying their regulatory programs to generate profiles with this hybrid approach, which we often refer to as "cyberlawyers". While waiting for this change, organizations need to incorporate profiles specialized in technical disciplines, whose knowledge is very different than the knowledge that traditional lawyers have.

The use of these profiles does not replace our traditional work but complements it. A multidisciplinary approach allows us to offer to our clients what they demand: complete solutions, tailored to the complexity of their processes. Our way of thinking is focus on the current challenges that companies are facing.

As many legal services are being commodified, how do lawyers continue to add value?

Raul Rubio. In our opinion, the use of technologies in the legal sector has and should have the objective of improving and streamlining processes. That is, to streamline and reduce the burden derived from those tasks in our day-to-day work that do not generate value, that is, in which the human factor, creativity and intelligence are not strictly necessary.

We must look for technological solutions that facilitate contact with clients and that improve communication and proximity. The human value is nourished by the building of trusting relationships, and the talent and competence of professionals, which cannot be replaced by the capabilities of a technological tool. We must rely on technology, and we must familiarize ourselves with new approaches to problem solving, using these means as a crutch, but without forgetting what the objective of our work is, and what our clients expect from us. ◆

"The use of technologies... [is] to streamline and reduce the burden derived from those tasks in our day-to-day work that do not generate value"

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Marco Guasti

POSITIONING

Harpa is a legal marketing agency with a special focus on legal directories. Our mission is to provide proactive, strategic and effective solutions that achieve results and save time. Whether your firm needs one-off submission reviews or a fully outsourced legal directories and content management department, we can help!

The company was created from the merger of AGMC and Vidigal Marketing, two well-known legal directories consultancies. Its director Marco Guasti, who has extensive experience in this sector.

WHY US?

Highly specialised team

Our seasoned legal directories and marketing specialists have wide-ranging business experience, cultural awareness and well-rounded backgrounds, having worked for legal directories and law firms.

Proactive and flexible

At Harpa we develop bespoke strategies for each law firm and aim to provide proactive services that save time and achieve your goals quickly. Everything is tailored to suit your firm's needs and culture.

Impressive results

Our workflow is clear and objective and it will help you achieve excellent results in a timely and cost-effective manner. In the last 5 years, 92% of our clients retained or improved their rankings and 95% stay with us year after year.

Our services include:

- Legal Directories Assistance
- Legal Marketing

BUSINESS

- Outsourcing of all legal directories work
- Revision of submissions for legal directories and awards
- Training sessions on all matters relating to legal directories
- Legal marketing assistance, including:
  - Strategy development
  - Social media management
  - Branding
  - Website development

OFFICES

- **UK**
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POSITIONING

De Clercq & Partners is your partner for personalized Intellectual Property protection and enforcement. We have extensive experience in assisting clients in building up, evaluating and maintaining a relevant intellectual property portfolio which will both maximize your company's competitive advantage as well as ensuring optimal use of intellectual property assets.

Based on the concrete needs of each client, our services may extend from assisting in addressing specific intellectual property issues, to ensuring the complete development of an intellectual property strategy. Where necessary, we help our clients to understand and feel comfortable with all aspects of intellectual property processes and their requirements. We aim to give our clients complete peace of mind in relation to all intellectual property issues and strive to provide advice tailored to clients' specific requirements.

The firm thrives on a highly specialized and experienced group of over forty enthusiastic experts. Our attorneys have strong academic and technological credentials with PhD degrees in science and/or LL.M. degrees in intellectual property law. The combination of high level scientific skills and strong expertise in IP law enables us to provide you with the highest standards of service in all aspects of IP practice in Belgium, Europe and across the globe at a very competitive price. Thanks to the international diversity of our professionals, we can offer our services in at least 7 different languages.

BUSINESS

Trademarks, designs & domain names

- Identifying optimal protection strategy
- Developing and managing an appropriate IP portfolio, tailored to the product and market with a clear view on costs involved
- Providing strategic advice on the acquisition, maintenance, exploitation and valuation of IP as part of the company's overall business strategy
- Searches and opinions regarding the availability and distinctiveness of trademarks and designs
- Drafting, prosecution, maintenance and enforcement of trademark and design applications before the Benelux Office for Intellectual
- Property (BOIP), the Office for Harmonization in the Internal Market (EUIPO), the World Intellectual Property Organization (WIPO), the French National Institute for Intellectual Property (INPI) and the U.K. Intellectual Property Office (UKIPO)
- Advising in infringement/validity/saisie descriptive procedures
- Anti-counterfeiting through customs measures
- Strategic advice in IP contracting such as licensing, confidentiality and related agreements
- Registration and maintenance of domain names

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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

In 2021, the Intellectual Property Firms Santarelli, Ipside and Brevalex came together to create Santarelli Group.

Santarelli Group was born of their shared belief that the synergy of their skills and capabilities would be an asset for all their clients This newfound alliance constitutes the most significant consolidation in the French Intellectual Property market.

Santarelli Group is a leader in the sector of innovation protection and more generally in that of Intellectual Property (patents, trademarks, domain names), whether in terms of resources (255 staff, including 105 IP attorneys, engineers and attorneys-at-law specialized in IP), skills spectrum (a competitive and comprehensive range of services: protection, exploitation, audit, litigation, mediation, data protection, etc.) and geographical coverage (10 offices and 5 sub-offices in France, one office in the USA, two offices in China). Because the requirements of a multinational are different from those of a start-up, Santarelli Group has constituted ecosystems fully adapted to each client profile: IP divisions of large corporations, SMEs, MMCs, start-ups, partnerships. With its worldwide network of associate firms, Santarelli Group is able to assist its clients the world over.

BUSINESS

Patent law
- Electronics and Physics
- Mechanics
- Chemistry
- Biotechnology and Life Sciences,
- Drafting, filing and examination procedure for patent applications and supplementary protection certificates (SPCs)
- Oppositions
- Opinions on validity and freedom to operate
- Infringement litigation for patents and SPCs, patent portfolio audits as part of asset management or mergers/acquisitions

The law of trademarks, designs and domain names
- Copyright and related rights
- Prior rights searches
- Application filings, renewals and recordals of changes
- Oppositions, proceedings for revocation and requests to intellectual property offices (EUIPO, INPI, WIPO and UDRP)
- Drafting of agreements and licenses
- Audits and due diligence for trademark and design portfolios
- Management of French and international disputes, for example infringement proceedings
- Customs

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

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

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

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

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

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

BUSINESS

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

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Miguel Armando

Matías Noetinger

Mariana Bullrich

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Pablo Armando

POSITIONING

Noetinger & Armando (N&A) provides expert advice to clients on patents, trademarks and IP litigation, as well as on other complex IP matters, Consumer Law, Dispute Resolutions and Complex Litigation.

The firm has been working in the Intellectual Property and Patent field for Argentina, and the entire Latin American Region, for more than 25 years. Throughout these years, it has developed a proven track record and a strong cross-border expertise in portfolio management.

This regional practice has enabled N&A to maximize the efficiency of their services and IP management. Clients benefit on the possibility of centralizing their patent, trademark and design portfolios thus to have a one contact person, a uniform approach on every matter and a consistent management of their portfolio in a very cost-efficient way. They also value partners and team members availability and the quality of their work, always focused on obtaining cost-efficient results.

Besides IP Prosecution, the firm has a very strong practice on enforcement and complex IP litigation cases in particular related with enforcement of IP rights, cancellation actions and nullity actions that came from different industries and implicated all types of IP rights. Many of them have become leading cases that are still considered by the Federal Courts when deciding in present cases.

More than legal advisors, Noetinger & Armando intends to be strategic partner for its clients accompanying them in a personalized way, in order to ensure an adequate knowledge of their needs and provide accurate and precise answers to every issue.

Noetinger & Armando´s team includes lawyers, technicians and other professionals with a recognized track record in their respective areas of specialization. Committed to providing an excellent service to their clients, N&A is an innovative team working towards efficient results focused on customer needs and requirements

BUSINESS

- Industrial & Intellectual Property
- Trademarks
- Copyright
- Patents
- Data Protection
- New technologies
- Consumer Law
- Class Actions
- IP litigation
- Unfair Competition
- Anticounterfeiting Actions
- Publicity
- Entertainment Law
- Media
- Sports Law

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Federico Augusto Aulmann

Juan Martin Aulmann

POSITIONING

Founded in 1889, Obligado & Cia. has devoted itself actively to the protection of its clients' interests and rights for more than 130 years.

Professional integrity is our letter of introduction. Talent, creativity and determination are key factors that have developed our firm since its founding.

We are highly experienced, forward-looking, with sound knowledge in all aspects of Intellectual Property, from registration of rights and portfolio handling, to transactional IP work and complex litigation. Our teams are selected by a variety of clients, from individuals and emerging businesses to renowned multinational companies, in order to protect and enforce their most valuable IP assets.

Understanding clients' needs and providing quality services are essential in the current business world. And we know it.

Obligado & Cia. is one of the leading Intellectual Property firms in Argentina, a point of reference for Intellectual and Industrial Property rights.
Our extensive experience supports our commitment.

BUSINESS

- Trademarks
- Patents
- Models & Designs
- Legal Department
- Internet domain names

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Daan De Jaeger

Stéphane Criel

POSITIONING

Monard Law is an independent full-service business law firm in Belgium. Established nearly 30 years ago, the firm currently includes over 100 lawyers forming multi-disciplinary sector teams. Our clientele ranges from private individuals, governmental authorities, small or medium sized companies to major multinationals. We are recognized in the market for our pragmatic, no-nonsense approach coupled with a strong commitment to deliver concrete and pragmatic solutions to help clients reach their objectives. We handle our clients' legal challenges at both local and cross border levels. We collaborate closely with other stand alone top-tier firms in their respective local markets allowing us to bring a seamless service to our clients.

Monard Law has developed regional desks such as China, France, German and Poland desks, which serve as a knowledge hub for clients' in or outbound investments.

BUSINESS

- Administrative Law
- Banking, Finance & Capital Markets
- Commercial/Contract
- Corporate
- Data Protection / Privacy
- Dispute Resolution / Arbitration, Mediation
- Environment
- Fraud, White-Collar Crime
- Government Relations and Public Affairs
- Insolvency
- IP, TMT
- IT
- Employment & Pensions
- Insurance
- M&A, Private Equity
- Construction / PPP
- Private Estates
- Real Estate
- Tax
- Transport Law

OFFICES

- ANTWERP
- BRUSSELS
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- LOMMEL

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POSITIONING

MVVP is an independent, full service business law firm located in Brussels. With a strong commercial tradition at MVVP, we are committed to offering high quality business law services at attractive rates. We distinguish ourselves with our pragmatic, results-driven approach and our commitment to understand the commercial interests of our clients.
We represent both Belgian and international clients in strategic advice, negotiations and transactions, as well as proceedings before the Belgian courts and European Union courts. Our clients range from start-ups, to medium-sized companies, to large multinational organizations. All our lawyers are fluent in English, French and Dutch, and the firm also works in German and Spanish.

Intellectual Property, Information Technology & Media

Our IP/IT & Media practice group is active in all matters related to the protection of creative works. Our services encompass advising on and litigating copyright, trademark and patent, databases, models and designs, as well as trade secrets, technology licensing and outsourcing of IT services, software, multimedia and telecom.
We are recognized for our extensive experience in the advertising sector where we act mainly for advertising agencies, in media law, and in the entertainment industry where we assist principally clients from the TV, the motion picture and the music sector as well as from the design sector.
Our team is also very active in data protection since many years; we advise clients on all issues related to data protection, and assist them in their GDPR-compliance processes. We also act as DPO for various clients.

Corporate and Tax

Our corporate team assists a broad range of clients – from international corporations to growing and start-up businesses – throughout their entire corporate life, from incorporation and setting-up businesses, financing their activities, to corporate governance and restructurings. Our team members have a large experience in local and international M&A work. We draft and negotiate merger, purchase and sale agreements in various forms and we assist our clients in setting up shareholder agreements and establishing joint ventures.
Our tax team advises both individuals and companies with regard to international and domestic issues of company tax, income tax and VAT. We also advise on special tax schemes for investment in the entertainment sector (tax shelter) and on tax treatment of IP-rights.
We represent our clients in filing applications for advance tax rulings, obtaining the special tax regime for foreign executives, and in tax litigation.

BUSINESS

- Commercial Law
- Corporate
- Employment and Social Security
- Environmental Law
- Finance
- Intellectual Property, Information Technology & Media
- Public Law
- Tax

SECTORS

- Consumer Goods
- Energy
- Food & Beverage
- Healthcare & Pharmaceuticals
- Media, Entertainment and Advertising
- Public Procurement
- Real Estate
- Sports & Leisure
- Technology

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Martha Landívar

POSITIONING

Established by Gaston Landivar Iturricha in 1962, Landívar & Landívar is a pioneer in the field of Intellectual Property in Bolivia. Our international reputation was gained through a legal service very prominent in our area of expertise, as well as an excellent professional team.

Our firm has grown, adding new experts in different areas of Intellectual Property and Corporate Law, with the aim of offering our customers a plus in every field of our work.

Our offer has evolved into a chain of Corporate Legal Services and Integral Consulting, aiming to guide entrepreneurs and national and international entrepreneurs to success in their activities.

Landívar & Landívar focuses on personalized service to each of its customers, constantly modernizing to maintain a dynamic and organized information to allow faster and more effective responses.

BUSINESS

- Intellectual Property
- Patent and Utility Models
- Designs and Trade Secrets
- Trademarks and Service
- Names and Slogans
- Web Domains
- Renovations, Annuities
- Changes of Name and Address
- Transfers, Mergers
- Oppositions and Defenses
- Administrative Resources
- Annulments, Cancellations

CONTACTS

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Ramiro Moreno Baldivieso

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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Alexandre Atheniense

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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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POSITIONING

Backed by an experienced team with outstanding academic and professional know-how, b/luz is Brazil's full-service legal powerhouse for innovative, cutting-edge, tech-based businesses.

We are a complete firm for the media, technology, and innovation sectors, and large companies that engage us to help their digital transformation paths. We are also proud to work with more than half of the Brazilian unicorn startups and, simultaneously, with more than 30 public companies.

Our Data Protection, Media, Tech Transactions, Venture Capital, and Fintech practices specialize in advising complex transactions involving the most innovative, cutting-edge businesses in Brazil and have been recognized by important publications and clients as a reference and guiding light to the sector.

In Data Protection, we stand out as one of the most experienced teams in Brazil, having worked with over a hundred different compliance programs in the last two years. In Media, Advertising & Entertainment, we are one of the digital media trailblazers in Brazil, being the most requested law firm in the sector.

Venture Capital is also one of our most renowned practices, with more than 80 transactions each year, also helping startups growth path through our full-service approach. Finally, our Fintech practice has a long experience in complex deals and structures, and we also set up a specific practice for Crypto Economy challenges.

Our portfolio and track record also include advising startup associations in their public policy initiatives and helping foreign startups set up their business in Brazil with all legal certainty. We also support large public companies in their R&D challenges, being on the frontline of the most advanced trends in the industry, such as gaming, crypto economy, and virtual realities.

BUSINESS

- IP & Tech Transactions
- Startups, Innovation & Venture Capital
- Media, Advertising & Entertainment
- Tech Regulation

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Ana Paula Bialer

Mauro Falsetti

POSITIONING

BFA is a firm that specialises in legal and public policy advice. BFA was established in São Paulo in 2009 as a boutique firm to address the needs of stakeholders in the technology, media and telecommunications industries and has since then expanded to provide support in the privacy arena, as compliance spreads through all sectors. BFA provides not only legal but also regulatory and policy consulting services to key players in the telecommunications, media and internet industries, with outstanding results and a sizeable network. The firm also has offices in Brasília to ensure proximity with regulators, policy makers and a quick turn around for client's needs.

BUSINESS

- Technology
- Telecommunications
- Audiovisual
- Data Protection and Information Security
- Corporate Law
- Government Affairs
- Intellectual Property
- Digital Law

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Tiago Moura

Luiz Gustavo Silva

Otávio Carvalho

POSITIONING

BVA - Barreto Veiga Advogados is a Brazilian law firm with a unique service profile, being one of the few Brazilian firms focused on the middle market, but which also serves large national and foreign corporations.

The clients list includes foreign and national companies listed in Fortune's 500, NYSE, Nasdaq and B3 (the Brazilian stock exchange), as well many others companies from over 60 countries. BVA is one of the most recognized law firms for matters related to Private Equity, Venture Capital, M&A, Start-ups, Tech and Innovation, Corporate Law and Intellectual Property, having straight ties with the technology, internet, mobile, software and hardware (including VC's, investment funds, and angel investors). The firm is also considered a transactional powerhouse and a leading law firm in Venture Capital and M&A in Brazil with more than 100 transactions, according to TTR - Transactional Track Record.

BVA also assists several foreign law firms doing business for their clients in Brazil, as well Brazilian 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).

BUSINESS

- M&A, Private Equity and Venture Capital
- Advertising, Entertainment and Gaming Law
- Banking
- Contracts
- Corporate Law
- Data Protection
- Electronic Fraud and Payment Method
- Environmental, Social and Corporate Governance
- Foreign Investment
- Intellectual Property
- IT & New Technologies
- Labor and Social
- Security Law
- Legal Ops
- Litigation
- Secondment
- Startups and Digital Services
- Tax

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Sérgio Cury Meirelles

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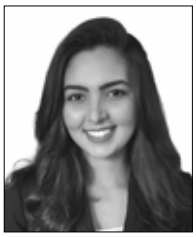
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POSITIONING

Campos Thomaz & Meirelles Advogados is a law firm focused on the technology industry, with a wide range of activities in various areas of law and providing top-notch legal services to national and international clients. The law firm works in transactional, regulatory, and litigation matters, offering unique expertise in topics such as regulation of new technologies, privacy and data protection, venture capital, mergers and acquisitions, corporate, fintech, tech transactions, public policy, law enforcement, in addition to regulatory topics such as artificial intelligence, social media, e-commerce, online services, telecommunications, information technology, and intellectual property. Campos Thomaz & Meirelles Advogados' representative clients are in the technology, banking and finance, and healthcare sectors.

After structuring the firm's governance with one of the best consulting firms in the market, the firm adopted a collaborative governance and management model between partners, applying the best practice in corporate governance used by first-tier law firms in the United States and Europe. This model promotes the multidisciplinary and joint work of professionals from various teams. For each client or subject matter, a team with the best expertise on the topic is allocated. Campos Thomaz & Meirelles Advogados' mission is to advise clients on strategic business decisions and compliance with legislation based on a business-oriented and assertive approach.

BUSINESS

- Technology and Digital Business
- Venture Capital, M&A and Corporate
- Privacy, Data Protection & Cybersecurity
- Intellectual Property & Entertainment
- FinTech, Banking and Finance
- Healthcare and Life Science
- ICT & Commercial Contracts
- Labor
- Law Enforcement and Litigation
- Public Policy
- Tax

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Clarke Modet

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POSITIONING

ClarkeModet is the largest group specialized in Intellectual Property in Spanish and Portuguese speaking countries, founded in Spain in 1879. Since the 1960s, the company is also present in Venezuela, Brazil, Argentina, Portugal and Mexico. More recently the expansion included Colombia, Chile, Peru and Uruguay. Currently we operate a unique structure that combines presence in these 10 countries with more than 500 professionals and an international network of experts serving global leaders in all industry sectors.

We operate in Brazil since 1965, working from 3 offices across the country. Counting with 100 professionals, we cover the full range of IP practice specializations, e.g., IP portfolio management, IP consultancy services, protection of IP rights and technical advice. We are ISO 9001:2008 / 9001:2015 certified since 1999, covering our systems and management processes, and ensuring homogeneous quality across the entire group.

Our IP and Innovation Management Consulting services assist R&D and Innovation Managers reach strategic decisions throughout the entire R&D process, delivering patent landscape and freedom-to-operate reports; infringement and validity analyses; intangible assets valuation; monetization strategies; technology transfer and licensing advice; compliance to data protection regulation; and trade secret management.

We have a flexible organization, allowing us to constantly adapt to different working cultures and client needs. All our offices work as a single team, optimizing time, delivering excellence and optimizing costs across countries and continents.

BUSINESS

- Patents and Utility Models
- Industrial Designs
- Plant Varieties
- Trademarks and Copyright
- Know-how and trade secrets
- Anti-Counterfeiting
- Technology Transfer
- IP Strategic Landscapes / IP Analytics
- IP and Innovation Management Consulting
- IP Valuation and Monetization
- Unfair competition
- Domain name disputes
- Data Privacy

OFFICES

- Rio de Janeiro
- São Paulo

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CQS FV ADVOGADOS
25th anniversary

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Aline Akemi Freitas

POSITIONING

With experience and work developed in 25 years, CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados has the excellence and dynamism necessary to do business and run projects in a modern and unique way since its establishment.

Since 1996, the firm has contributed in a pioneering way to the professionalization and growth of the Media & Entertainment market in Brazil, as well as recently in the Sports and Technology segments. According to market feedback, the firm is sought after because of its "extensive experience in advising on complex regulatory issues and leading transactional mandates."

Such recognition is the result of the solid and cutting-edge legal advice provided to clients. CQS/FV has always known how to adapt to changes in the market and legislation; forming interdisciplinary teams with lawyers who have an in-depth understanding of clients' activities and of the industries in which they operate. Over the years, the firm expanded its activities from São Paulo to Rio de Janeiro, Brasília, and Los Angeles in order to serve in other strategic locations and be able to provide service to new clients both from Brazil and abroad.

The firm has clients with a wide range of profiles within their respective areas, including large foreign companies, Brazilian business groups, small and medium-sized companies, nonprofit institutions, social enterprises, and individuals working with arts, technology, business in general, and social entrepreneurship.

OFFICES

- Brazil: São Paulo, SP - Rio de Janeiro, RJ - Brasília, DF
- USA: Los Angeles, CA

BUSINESS

CQS/FV's full-service and multidisciplinary activities are developed based on the following practices:

Corporate: CQS/FV operations range from opening companies to internalization and going international.

Media & Entertainment and Culture: CQS/FV is known for its excellent legal advice in a wide range of areas of the Creative Economy.

Technology and Startups: CQS/FV provides advice to clients ranging from internet influencers, games, and technology enterprises.

Nonprofit and Social Enterprise: CQS/FV has outstanding expertise in establishing social business and in their corporate planning.

Additionally, CQS/FV is responsible for one of the largest Copyright and Media & Entertainment lawsuit portfolios in Brazil.

To meet the needs of these major segments, the firm operates in several areas of law, such as: administrative law, agreements, clearance, compliance, corporate, environment and sustainability, government relations, intellectual property, litigation, media and entertainment, mergers and acquisitions, nonprofit and social enterprise, personal data protection, real estate, succession planning, tax, technology, and white-collar crime.

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POSITIONING

With more than 120 years' experience, Dannemann Siemsen assists national and international clients in the advisory area and in strategic lawsuits of a civil/business nature, acting in various fields of law.

The firm's successful trajectory has been guided by a strong social commitment, which includes investments in inclusion projects, policies to promote diversity and sustainable practices. In addition to being leaders in Intellectual Property in Latin America, Dannemann Siemsen is a reference standard in strategic litigation and in the area of legal advice.

Among over 800 employees in Dannemann Siemsen's offices in Rio de Janeiro, São Paulo, Brasília and a partnership in Montevideo, Uruguay, the firm assembles teams of highly trained multidisciplinary professionals with solid academic backgrounds, which allows the firm to develop innovative and creative solutions for each case. Its team of lawyers has extensive experience before all Brazilian courts and public bodies, including developing approaches that are frequently cited by the higher courts.

The firm acts in repetitive cases to complex lawsuits, valuing, whenever possible, alternative means of dispute resolution, such as mediation and arbitration.

BUSINESS

- Intellectual Property: Patents, Trademarks, Industrial Design, Copyright, Entertainment, Trade Secrets and Geographical Indications;
- Litigation: Intellectual Property, Civil and Business, Arbitration, Criminal, Mediation and Judicial and Extrajudicial Reorganisation;
- Consumer Relations: Advisory, Judicial Litigation, Administrative Litigation and Business Prevention;
- Contracts: Intellectual Property Agreements, Commercial Agreements and Franchises;
- Law and Technology: Privacy and Data Protection, Blockchain and Smart Contracts, Software and New Technologies Regulation;
- Environmental Law: Environmental Litigation, Environmental Arbitration and other methods of alternative dispute resolution, Administrative procedures, Environmental Licensing and
- Environmental Consultancy;
- Other areas: Advertising Law, Regulatory Law, Corporate Law, Tax Law, Compliance and Internal Investigations, and Evaluation of Intellectual Assets.

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Luiz Claudio Garé

Sari Franco Schnaider

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POSITIONING

Founded in 1990, Garé Advogados is a boutique law firm, with over 30 years of experience, covering all areas of Intellectual property, litigation and brand protection. During these years of experience, the firm attended well-known brands of a wide range of sectors, such as luxury goods, sportswear, clothing, footwear, consumer products, hygiene and cleaning, beverages, auto parts, cosmetics, electronics, among others.

Garé Advogados' mission is an unceasing search for improvements and innovations. The attorneys Team is formed by specialized professional committed to provide the best results for the clients.

Working alongside all judicial spheres and several federal management agencies from all Brazilian states, the firm organizes and provides practical trainings on recognizing counterfeit products for public authorities and is involved in all initiatives carried out by public agencies, some of which include the formation of task forces to combat illicit products trade.

The Anti-counterfeiting department is one of the most stand out areas of the firm, focused on strategic actions against piracy and counterfeiting, also works against smuggling, parallel import, fraudulent importation, dumping as well as the sales and importation of products that do not meet public agencies requirements.

Garé Advogados relies on multifaceted professionals in the Litigation, Criminal Law and Customs departments, the firm is always investing on the improvement of infrastructure and technology and it's on a path of ongoing growth, as an example of that since the last year the office is investing in the strengthening of the Prosecution department and intelligence monitoring systems.

In addition, the office is focused on working in compliance with the best practices of the market and providing a great environment for its collaborators, business partners and clients.

BUSINESS

Garé Advogados is a specialized law firm, attending all areas of Intellectual Property and supporting the fight against Illegal Market.

Areas of expertise:

- Brand Protection: Anti-counterfeiting measures and combat of the illegal market; Strategic actions and raids; Permanent network with Customs and other law enforcement authorities; Trainings.
- Consultancy: Licensing agreements and other IP contracts; Privacy and Personal Data Protection; Consumer Law; Commercial Law; Environmental Law; Fashion Law.
- Investigation (In-house Team): Identification of the main points of sale, distribution, and manufacture of illegal products; Market Survey; Intelligence network.
- Litigation: Civil and Criminal litigation for counterfeiting, infringements, unfair competition, trade dress and other IP rights violation.
- Online Monitoring: Detection of illegal offers; Takedown request; Test Purchase; Intelligence and online investigation to track relevant targets.
- Prosecution: Trademarks; Patents; Copyrights; Industrial Design; Regulatory.
- Institutional: Working with the National Council do Combat Piracy and permanent network with all Law Enforcement agencies to assist a Brand Protection Associations.

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Luciana Minada

Patrícia Lopes

Priscila Kashiwabara

Tarso Machado

Felipe Monteiro

POSITIONING

We were founded over a century ago, in 1919, and today Kasznar Leonardos is recognized worldwide when it comes to Intellectual Property Law. As innovators by essence, we were built to share and encourage creativity and diversity at all times. With extensive knowledge and experience in various areas of law, we create customized solutions to protect and optimize innovations that help to move the world forward.

Our aim is to offer a wide range of technical, legal and strategic services in numerous fields of trademarks, patents and more. Our extensive experience in the area and a specialized team to meet the needs and technical and legal demands of your project are ready to work in the most diverse sectors and sizes of companies – whether large national companies, international companies and conglomerates, small businesses, startups, public entities, or even inventors and authors of works in general.

We are constantly updating our skills, studying public policies related to innovation and technology, both national and international. We also have a consolidated partner and correspondent network, allowing effective coordination and centralization of the client's operation in multiple countries.

In addition, we act as legal advisors in contractual matters, including intellectual property licensing, and as lawyers, arbitrators and mediators in different spheres of the Judiciary.

BUSINESS

- Trademarks
- Patents
- Industrial Design
- Marketing & Entertainment Law
- Copyrights
- Geographical Indications
- Unfair Competition
- Plant Varieties
- Regulatory Law
- Biodiversity
- Anti-piracy & Compliance
- Sport Law
- Life Sciences
- Technology Transfer, Licensing and Franchising
- Trade Secrets and Protection of Confidential Information
- Data Protection and Digital Law
- Fashion Law

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LAW FIRM • INTELLECTUAL PROPERTY

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POSITIONING

Ana Paula Brito

Leading Brazilian Intellectual Property (IP) law firm, specializing in complex IP Litigation, IP Prosecution and Enforcement. Montaury Pimenta, Machado & Vieira de Mello is one of Brazil's top IP law firms, working across national and international markets, with technical expertise in the areas of electrical engineering, electronics, mechanical engineering, physics, life sciences and healthcare, biotechnology, chemicals and pharmaceuticals, software and computer sciences, telecommunications and nanotechnology with a strong patent litigation practice. The services include strategic consulting, legal analysis, searches, filings, filing of oppositions, administrative and legal disputes, as well as franchising agreements and technology transfer. The firm also helps in the process of negotiating agreements and taking actions before national and international arbitration chambers.

In addition, the firm has reported a remarkable growth, upholding an outstanding position in the market, especially regarding strategic and complex patent litigation, patent matters, including patent filing and prosecution, freedom-to-operate and infringement opinions.

Montaury's reputation for resolving disputes before Brazilian IP courts is one of the firm's top remarks. The litigation practice is very active and combative, always focused on efficiency and obtaining results. The firm handles complex domestic and international patent litigation and counseling with a high rate of successful decisions in Federal and State courts. The agility in meeting clients' needs and commitment to issues brought to the firm, along with the high success rate in cases handled are undoubtedly the firm's strengths.

The firm has an integrated structure of correspondents throughout the national territory and abroad, providing local support and consequently agility and security for clients who demand services in other regions or countries.

Its professionals are members of several national and international IP associations. This engagement is extremely important so that the professionals are always up to date with the practices adopted not only in Brazil but abroad and with the current jurisprudence in the main issues of Intellectual Property in Brazil and worldwide, thus being able to contribute to a more effective performance in favor of their clientele.

The firm's highly trained technical experts provide first-class representation through all stages of the patent process, from the preliminary administrative level to the courtroom. Roberto Vieira de Mello, one of the firm's founding partners, leads the patent team, which is made up of a large group of engineers, lawyers and pharmacists.

BUSINESS

The firm's reputation was built on its expertise, availability and proactiveness in defending its clients' IP rights in the following practice areas:

- Patents
- Utility Models
- Industrial Designs
- Freedom-to-Operate opinions
- Plant Varieties
- Patent Litigation
- IP Litigation
- Trademark Management
- Geographical Indications
- Copyright and Software
- Anti-piracy Programs
- Domain Name Disputes
- Digital Law
- Fashion Law
- Licensing
- Trade Dress
- Unfair Competition
- Advertising Law
- Life Sciences
- Payment of Annuities
- Patent Transactions;
- Patent Licensing; and
- Know-How Licensing

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POSITIONING

For 30 years, Albagli Zaliasnik (AZ) has been dedicated to providing clients with creative and innovative solutions. It is a leading non-traditional law firm providing a full spectrum of legal and business services, based in Santiago de Chile. At AZ, the goal is to add value to everything it does. Keeping this in mind, the firm proactively works with its clients using a holistic approach in order to produce forwardthinking and ingenious results in an ever changing technology-focused world.

AZ is one of the only law firms in Chile that has a skilled team which expertly mixes business with litigation. The firm regularly advises on complex crossborder transactions, has profound knowledge and experience within regulated markets, and is an expert in preventative and criminal compliance. As a result of increased globalisation, Chile and Latin America have implemented extensive regulatory requirements which increase the risk for national and international corporations to operate within these markets.

AZ is the only Chilean Firm associated with the Global Advertising Lawyers Alliance (GALA), an organization that is at the forefront in Advertising Law. Through this alliance, we have excelled and become leaders in all aspects of national and international regulations that impact marketing and advertising.

BUSINESS

- Corporate
- Compliance
- Intellectual & Industrial Property
- Labour & Employment
- Litigation
- Life Sciences
- Public
- Regulatory:
- Tax
- Dispute Resolution: White-Collar Crime
- Intellectual Property
- Life Sciences
- TMT (Telecoms, Media, Technology)

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Enrique Dellafiori

Mauro Dellafiori

Cristian Carril

Franco Dellafiori

POSITIONING

Founded by Enrique Dellafiori in 1986, Dellafiori Abogados actively recognizes that Intellectual Property is a vital mechanism for Chile's progress, along with the need to protect innovations based on the creative capacity of individuals and society.

For over 30 years, the firm has been has been renowned for delivering a personalized, exclusive and efficient service with highly competitive rates. Our expertise in IP and IP related matters covers the food, pharmaceutical, automobile, wine, agriculture, technology and the fashion industries.

Dellafiori Abogados is dedicated solely to providing services in the area of Intellectual Property and Industrial Property in the broadest sense, including: trademarks, patents, drawings and industrial designs, utility models, copyright and related rights, trade secrets, Internet, contractual issues, new technologies, unfair competition, data protection and other related matters.

Dellafiori offers a wide range of IP protection and IP services around the world due to their broad correspondents network that has been fostered professionally for over 30 years. Therefore making it the law firm's conviction to endure as a competitive and reliable choice for its national and international clients regarding the surveillance of their Intellectual Property Assets.

Our firm strives on keeping a professional and healthy relationship with our clients. One of our firm's primary goals is to maintain a high level of client confidentiality, engage in transparent practices and deliver an efficient and superior legal service.

BUSINESS

- Brands
- Litigation
- Industrial Design
- Copyright
- Domain Names
- Patents & Design
- Consultations
- Contracts
- Infringement

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POSITIONING

Our legal advice is mainly focused on the sports field together with the marketing of all its commercial and audiovisual rights, besides having expertise in the field of labor law.

The particularity of this industry -taking into account the issues and challenges faced by the sports environment-, added to the constant transformations suffered by its legislation (both at national and international level), requires specialized and professional legal advice.

Gasman Abogados, in association with the Brazilian law firm Carlezzo Advogados, one of the main law firms in the American continent specialized in sports law, has broad experience to advise all sports players in all kinds of operations involving a legal component. Such operations include, among others, national and international transfers of athletes and proceedings before national and international entities, such as FIFA and the Court of Arbitration for Sport (CAS). Along with the foregoing, we also provide advice at the highest level in investment, restructuring and corporate modernization of soccer clubs.

The firm has vast experience in sports issues, being constantly involved in national and international transfers of players and handling a number of judicial and out-of-court proceedings in the sports field.

BUSINESS

- Sports Law
- Commercial Rights & Broadcasting
- Labor Law

OFFICES

- Brazil
- Chile

In addition, one of the essential pillars of the sports market is the broadcasting of sport events through the most diverse media platforms, whether through conventional media, such as television channels, or through new media, i.e. by streaming, VOD, OTT, among others.

The sports audiovisual market has experienced a great and fast transformation in recent years due to the importance that digital media have acquired. However, conventional media still play an important role for the broadcasting of competitions, being one of the main sources of income for sports entities.

In this context, aware of the trends in terms of the rapid development of new media, on the one hand, and knowing the importance of traditional media for sport, on the other, Gasman Abogados plays a key role in the sports audiovisual market, with experience in various transactions and continuously advising the most important players in this market.

Through its professional excellence in the practice of sports and labor law, Gasman Abogados intends to provide the fundamental legal support for the adequate decision making in the field of all sports businesses. Thus, our motivation and objective is to help our clients maximize the value and quality of their activities and obtain the greatest legal certainty in all their operations.

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Allan Jarry

Olga Moreno

Paula Mardones

Magdalena Barros

POSITIONING

JarryIP is a flexible, specialized, and sophisticated IP boutique. For more than 9 years, Jarry IP has successfully managed to position itself in Chile and LATAM. Being recognized by its high level of technical experience and excellence in protecting and marketing of intangible assets, which has bestowed the appreciation of its clients, ranging from large multinational companies to young regional Startup companies.

The essence of our team is the experience gained in the field, procuring, and integrally protecting Intellectual Property. ***JarryIP*** excels by bringing highly educated and trained specialists in the areas concerning the creation, processing, procurement, and defence of intellectual property rights. And to benefit the needs of each client we favour a communicative integration among our practice areas.

Our team is led by ***Allan Jarry,*** founder and managing partner, with more than 25 years of experience working in Intellectual Property both in Chile and Latam, with an MBA and a Master in IP from Franklin Pierce Law Center. ***Olga Moreno*** is head of patent division with more than 30 years involved with patents matters, former examiner of the Cuban Patent Office in the biotechnology field and patent agent since 1988. Licensed in Biological Sciences, specialist in Genetics. Olga has been a WIPO permanent expert in patent searches and drafting. ***Paula Mardones*** is partner in the patent division, and she handles all our patent cases outside Chile. She has specialized in protecting life science inventions thanks to her strong background in biochemistry and microbiology. Our partner ***Magdalena Barros*** heads the legal department which unites all IP areas handled by the office. Magdalena has a strong background in IP matters acquired at both Universidad de Chile (J.D) and Duke University (LL.M.).

As ***JarryIP*** our mission is to maintain a responsive, professional and affable relationship with our clients, where their needs are properly heard, addressed, and solved.

BUSINESS

- **Industrial & Intellectual Property:**
- Trademarks
- Domain Names
- Copyright
- Patents
- Utility Models
- Industrial Designs
- Plant Breeder's Rights
- Innovation
- IP Litigation
- Data Protection
- Sanitary Registrations

OFFICES

- Santiago
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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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LAW FIRMS

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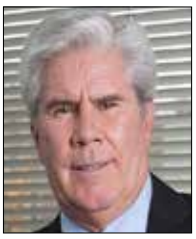
Bernardo Serrano


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

CONTACTS

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Paula Zapata

Javier Ballen

Luisa Correa

Juliana Bedoya

Sandy Álvarez

POSITIONING

MS LEGAL, is a law firm specialized in Commercial, Corporate and Data Protection matters, offering services involving a broad understanding of the way in which clients operate their own business. Its work is based on an honest and quality practice which results in the construction of a mutual relationship of trust and commitment.

We are committed to information management which have allowed us to become a benchmark in this area of expertise, going beyond the compliance with the law, looking to provide guidance for our clients with a business vision.

The firm also provides advice and legal support in different subjects related to the activity of our clients in Commercial and Corporate affairs, founded on a rigorous analysis of their needs, applying high standards of legal compliance and efficiency. We believe in entrepreneurship and the generation of value in today's business ecosystems, advising a new generation of entrepreneurs in Tech field.

Addiotionally, We recently incorporated DataCert, a new brand of the firm aimed to offer audit services in compliance with current data protection regulations, based on national and international standards, as well as cases that have been the subject of decision of the national authorities such as the Superintendence of Industry and Commerce.

BUSINESS

- Personal Data Protection
- Commercial
- Corporate
- E-Business (Data-Financial-Tech)
- Audits

CONTACTS

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Top Advisors Directory
LAW FIRMS

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Partner | Head of Asia Office

Juan Felipe Acosta
Partner | Litigation and ADR Director

María Alejandra Pava
Trademarks Area Director

Liliana Galindo
Patent Litigation Coordinator

Catalina Jiménez
Compliance and Privacy Director

Santiago Lombana
Co-chair Antitrust and Consumer Law

Camilo Andrade
Co-chair Antitrust and Consumer Law.

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 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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Álvaro Valladares Aldás

Lina Marcela Londoño Ramírez

POSITIONING

Vera Abogados was founded in 1972, to attend the legal needs of the business sector in the area of Intellectual Property. Currently the firm provides its services to all fields of the law.

The firm is a reference in the Andean community, it's partner of PRAGMA, International Network of Law Firms, and it's an authorized law firm to promote the Colombia Country Brand. Also, Vera Abogados is part of important international associations such as INTA, ASIPI, ABPI and ASPI.

The team is made up of specialized lawyers in each of the legal areas and expert multilingual professionals (Spanish, English and French) that respond with efficiency and competitiveness to the needs and demands of our customers around the world.

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

CONTACTS

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Aaron Montero

POSITIONING

We have come a long way since Eproint opened its doors for business in October of 2000.

We are intellectual property attorneys with an international reputation for quality and approachability. From our various offices located in Central America and the Caribbean, our team of professionals offer local and international IP advice to clients from around the world, with a particular emphasis on Caribbean, Central-American and South American IP law.

Regardless of the size of your company, at Eproint we can take care of legal processes to create and protect your brands, while providing you with an Intellectual Property strategy to achieve your goals including monetization and investment.
At Eproint you are our priority and we are dedicated to providing you with skilled, professional advice and support throughout each step of the process.

Our modern vision of legal structures enables us to deliver consistent advice to our clientele not only in connection to filings but to parallel aspects such as contracts, distributorship, Venture Capital and Private Equity.

Regional projects in a cost-efficient way for our clients, is our main specialty!

We have been privileged in representing the business and intellectual property of many well-known companies, as well as small-medium enterprises.

At Eproint we craft personalized legal services. We focus on determining what is important to you, we then structure and design a personalized winning legal strategy, foreseeing possible obstacles and focusing on the opportunities that arise along the way.

BUSINESS

- Anti-Counterfeiting
- Biotechnology
- Copyright
- Corporate Law
- Cybersecurity
- Data Protection
- Fashion Law
- Foreign Investment
- Franchising
- Health Registrations
- Technology & Law
- IP Strategy and Management
- IP Litigation
- Know-How
- Medical Cannabis
- New Technology
- Patents
- Private Equity
- Regulatory Law
- Trademark
- Use Licenses
- Venture Capital
- Contracts

CONTACTS

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LEADERS LEAGUE INTELLIGENCE REPORT & DIRECTORY SERIES

Top Advisors Directory
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Oscar Reyes

Mónica Jarrín

Sebastián Páez

POSITIONING

BUSTAMANTE FABARA INTELLECTUAL PROPERTY is renowned not only for the breadth of its legal counsel in every area of intellectual property, its professionalism, personalized service and accessibility; but is also frequently sought after, for its well-recognized litigation expertise in all intellectual property matters; especially in cases related to trademarks, patents, plant breeders' rights, copyrights and unfair competition. It has and relies on the most comprehensive private trademark applications and registrations database in Ecuador, which allows adequate and accurate management of its clients' portfolio and to have direct and timely access to information for the defense of the interests of its clients in Ecuador.

The Firm is also recognized for having a robust and very experienced, active and professional multidisciplinary team specialized in trademarks management and worldwide trademarks protection, life science matters, patents preparation and litigation in all these areas, 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, e-commerce and data protection.

BUSINESS

- Industrial property
- Copyright and Related rights
- New technologies
- Litigation and Conflict resolution
- Plant breeding rights

OFFICES

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- **Guayaquil**

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international standards, local vanguarc

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Maria Cecilia Romoleroux

Francisco Gallegos R.

Felipe Samaniego

Xavier Rosales

Ana Samudio

Rafael Serrano

POSITIONING

CorralRosales is a full-service law firm in Ecuador with over 40 years' experience advising national and international clients in a broad range of matters.

Xavier Rosales heads the firm, while Maria Cecilia Romoleroux and Francisco Gallegos co-head the IP department, all offering decades of experience in their respective areas.

In IP, we advise local firms and multinationals of all sizes, providing comprehensive portfolio management, strategies, and solutions to all of their IP challenges in Ecuador and throughout Latin America. We have for several years been the number one filer of both patents and trademarks in Ecuador.

The CorralRosales IP team has a significant litigation pedigree, handling some of the most contested matters affecting IP law in Ecuador in recent times, with a proven track record of successful outcomes.

We are considered an industry leader in the area of anti-counterfeiting, with a proactive approach to working with the relevant authorities seeking out counterfeits, conducting raids, and seizing goods. Our dedicated infringements and anti-counterfeiting team will litigate when necessary, obtaining criminal sentences where appropriate.

BUSINESS

- Trademarks
- Patents & Utility Models
- Industrial Designs
- Copyright
- Anti-counterfeiting
- Regulatory
- Technology
- Media
- Data Protection

OFFICES

- Quito
- Guayaquil

CorralRosales has the only full-time, full-service, in-house patent department in Ecuador, with a team of lawyers, engineers and technicians working on patent prosecution, enforcement and litigation. The patent department is led by Gabriel Kuri, widely considered to be the leading authority in this field.

We have the largest most comprehensive regulatory practice in Ecuador. Led by partner Felipe Samaniego, we advise clients not only on legal matters but on technical aspects as well. With a team of full-time in-house technicians, we are able to deftly navigate through the complex bureaucracy necessary to actually operate, advertise, market and sell in Ecuador. Our regulatory team also works closely with our IP department, making sure that all requirements for companies to get their goods and services to market are met with agility.

We also have significant strength in the media & entertainment fields, offering expert advice on securing permits and authorizations before the relevant entities. CorralRosales also represents clients in administrative procedures, relationship and regulatory management, and contract negotiation. Senior associate Ana Samudio is another key figure to our offering in this area.

Data protection is another key area; led by senior associate Rafael Serrano, we have advised and continue to train national and international companies on the effects of implementing national and international data protection legislation. CorralRosales is at the forefront of this fledgling legal area for Ecuador.

The key to our firm's achievements stem from our ability to promptly deliver the highest quality results that clients can depend on, with guaranteed response times, accuracy, and precision.

CONTACTS

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Xavier Rosales, Partner - Head of Department Media & Entertainment
Ana Samudio, Associate - Media & Entertainment
Rafael Serrano, Associate - Data Protection

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Byron Robayo

Bruce Horowitz

Mónica Cortez

Lorena Sandoval

Verónica Chiriboga

Sofía Cárdenas

Mario Cedeño

POSITIONING

As a global firm, we understand that innovation and technology are valuable assets that help our clients meet the constant market demands. In an increasingly competitive business environment, you can count on Dentons Paz Horowitz's Intellectual Property and Technology team to deliver innovative, practical, and cost-effective legal services that will give your business a competitive edge.

As our client's strategic partners, we focus on protecting your investments, whether it's a new tech device, software, product, formula, brand, etc. Our Intellectual Property area is famous for its creative legal and consulting work, including the first sound brand registration in South America, the first recognition of an Ecuadorian Denomination of Origin, the first registration in the world of a Tactile Trademark, and the use of new criminal procedures in enforcing IP rights against pirates and counterfeiters.

To provide an outstanding experience to our clients, we offer an integral legal approach strategy to deliver the best solutions tailored to your business priorities and needs. Our service portfolio includes legal advice on innovation, patents, and technology transfer; software, cybersecurity, telecommunications, and data protection; trademark applications and trademark rights; as well as recognizing, protecting, and negotiating IP assets.

We are the first legal firm in the region that has an area focused on delivering innovation and technology transfer solutions services to help companies, universities, and entrepreneurs add value to their research and products. The area specializes in advising and supporting organizations to develop products with high added value using cutting edge technology.

BUSINESS

Our key 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 and innovation analysis.
- State of the art search.
- Research analysis to lead to patent generation.
- Mentoring intellectual property issues.
- Feasibility analysis of innovations.
- Analysis of software protection, licenses, and data privacy in digital markets.
- Advice on the launch of technological products/services in the country.
- Advice on FinTech services.

Our Intellectual Property team has received international recognition as a leader in the field. This success stems from our meticulous involvement in registration processes and litigation, creative dispute resolution strategies, and clear communication with our clients.

In this regard, Byron Robayo, who leads Dentons Paz Horowitz's IP team, has advised the World Intellectual Property Organization (WIPO) and the Ecuadorian IP Office; and our IP&T professionals lecture, publish and take part on Intellectual Property related organizations and committees.

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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

CONTACT

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José Meythaler

Margarita Zambrano

Karina Loza

POSITIONING

Meythaler & Zambrano, founded in 1995, is an Ecuadorian firm highly specialized in Intellectual Property, Dispute Resolution, and Administrative Litigation that advises an impressive portfolio of national and international clients, mostly pharmaceutical, agrochemical, cosmetic, food, and beverage companies. To provide comprehensive, practical, and timely advice, we have a team of 35 lawyers specialized in Litigation, Tax and Customs, Corporate and Commercial Affairs, Public Contracts, Criminal and Labor Law. The scope of our professional resources translates into an integral, efficient, and high-quality professional service, under a competitive price and cost structure.

We are recognized as one of the most successful and innovative law firms in Ecuador for our accomplishments. Recently, we have achieved jurisprudential precedents in matters of foreign trade of medicines, direct protection of test data of medicines and agrochemicals, drug pricing, and collusion in public procurement processes of pharmaceuticals. Our success is based on efficient and prompt communication with our clients, strict compliance with the law and ethics, and the effective defense of our client's individual and corporate rights and needs.

Meythaler & Zambrano has offices in the main cities of Ecuador: Quito and Guayaquil, belonging to a wide network of correspondents in America, Asia, and Europe. Likewise, we are part of the most reputable and relevant professional circles, contributing our experience 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

- Quito
- Guayaquil

CONTACTS

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Francisco Villacreses Real

Daniela Moreira Sarmiento

POSITIONING

PlusLaw IP are the Ecuadorian firm of lawyers specialized in litigation in matters of Intellectual Property and Competition. The quality and innovation of their work has allowed them to be one of the fastest growing firms.

Their strength is the solid, fresh, innovative legal arguments in Ecuadorian practice, in accordance with the latest directives of the European Union, the Court of Justice of the Andean Community, Superintendence of Market Control Power, of the Ecuadorian Trademark Office and doctrine specialized in trademarks; which has allowed them to obtain important success cases.

It is one of the leading Ecuadorian firms in the market for national pharmaceutical trademarks, which also places it among the leading Ecuadorian firms to register trademarks abroad. It also has a broad portfolio of trademarks in food, beverage, veterinary, agrochemical sectors.

PlusLaw IP Abogados also stands out for the transparency in the information that transmits to its clients. It is a corporate firm, for those who pursue excellence; creators of ideas, businesses; for those people who evolve the world, introducing changes; for those who make of their jobs and projects a full commitment to society; for those who risk their potential and value the skills of all the members of their teams.

BUSINESS

- Trademarks
- IP Litigation
- Competition
- Regulatory
- Trade Secrets

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Javier Robalino

Pedro Cordóva

María José Peñaherrera

Víctor Murillo

POSITIONING

Robalino manages issues regarding the protection of intangible assets, which are critical to the success of our clients. Our highly experienced professionals specialize defending and monitoring them, safeguarding them from attempts to copy or infringe upon them.

The Intellectual Property area of ROBALINO provides consulting services to local and international companies in different industries. We constantly monitor different trademarks, and identify intangible assets that require additional protection.

Likewise, our team has advised several companies on their creations and inventions, providing them with legal defense in situations that merit it, safeguarding the interests of our clients. We have an experienced anti-piracy defense team that has been widely recognized for the judicial and administrative results it has achieved.

Through our Intellectual Property audits, we identify intangible assets belonging to our clients that require additional protection.

ROBALINO has provided consulting services to local and foreign companies on obtaining and maintaining sanitary registrations and notifications, operating permits, processes for certifying good manufacturing practices, inspections carried out by regulatory authorities, sanction proceedings, and the use of cannabis.

ROBALINO has an experienced team of professionals, including lawyers, engineers, biochemists and others, which provides creative solutions to issues arising when obtaining permits, registrations, and notifications required by the corresponding authorities.

We have provided multiple solutions to companies that have been subject to inspection by different supervising entities.

We also manage recall processes, obtaining permits for many different kinds of medical devices, and in general defending sanitary registrations in the interest of our clients.

Likewise, we work closely with the firm's areas of Competition, Litigation and Intellectual Property, which helps us provide comprehensive advisory services in Life Sciences.

BUSINESS

- Personal Data Protection
- Life Sciences
- IP Litigation
- Trademarks
- Copyright

OFFICES

- Quito
- Guayaquil
- Cuenca
- Manta
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LAW FIRMS

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SOLINES & ASOCIADOS
ABOGADOS

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Juan Carlos Solines

Ximena Moreno

Pablo Solines

Andrea Muñoz

Santiago Solines

Yael Fierro

Diego Beltrán

Sofía Román

POSITIONING

Ever since 1973, and based on the vision of its founding partners, Carlos Solines Coronel y Ximena Moreno Echeverría, **SOLINES & ASOCIADOS Abogados** has been consolidating itself in the country as a comprehensive business-centered law firm for which ethics, knowledge, and innovation are the basis for providing legal counsel at the very highest quality standards. We offer our services throughout the nation's largest cities, with an extensive network of correspondent firms in LATAM, the USA, and Europe.

The firm has been expanding its scope of services to include areas that have seen accelerated growth in the country in recent years; namely, telecommunications and technology, energy, entertainment, compliance, and sports, becoming one of the fastest growing firms in the areas of intellectual property, data protection, and corporate law.

Our Intellectual Property Department has mainly focused its work on the area of brands, copyrights, and related rights.

BUSINESS

- Intellectual Property
- Technology
- Data Protection & Privacy
- Telecoms
- Internet, Information & Communication
- Corporate
- Tax
- Labor & Employment
- Migratory
- Compliance
- Energy
- Real Estate
- Entertainment & Sports

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.

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Karine Turbeaux

Muriel Perrier

Marianne Le Moullec

Violaine Ayrole

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.

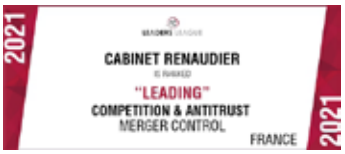
For cases with an international aspect, Renaudier works closely with foreign firms selected for the high quality of their skills in distribution and competition law. For matters relating to other areas of law (employment, tax, corporate, mergers and acquisitions, etc.), Renaudier law firm works closely 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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POSITIONING

Founded in 1992, Paris-based Gilbey Legal has continually provided legal assistance and expertise to clients worldwide for the protection and defence of their industrial property and IP assets (other than patents). Although firm founder Richard Gilbey retired last summer, the unchanged team have been assuming his mantle, and ensuring the continuing quality in services.

Gilbey Legal advises French and international clients and associates, including many multinational corporations in the pharmaceuticals, animal health, tobacco, food and beverages, alcoholic products, cosmetics, electronics, IT and social media, multimedia, consumer products, apparel, design and luxury goods industries in all aspects of management, exploitation and enforcement of industrial property and IPassets.

As a boutique firm, Gilbey Legal is a member of the Paris Bar and provides complete and personalised legal services, encompassing the entire lifecycle of IP rights, including:

• clearance and protection of trademarks, designs, domain names, geographical indications (GIs) and other distinctive signs and enforcement thereof;
• centralised worldwide coordination of IP portfolios and litigation through our extensive network of selected associate firms; and
• expertise in customs surveillance and enforcement, providing both domestic and international clients with strategic anti-counterfeiting solutions.

Gilbey Legal is recognised by its peers and the industry at large in major rating organisations for the quality of its services, its reactivity and its pragmatic, hands-on approach to problem solving. We pride ourselves on our policy of providing high-level services for equitable fees, and we always strive to meet our clients' budgetary and management requirements.renewal, recordal) in France and abroad. The three members of her team hold – or are studying to obtain – the certification for trademark paralegals delivered by the French Trademarks Office.

BUSINESS

- Selection of Intellectual Property Assets
- Protection of Intellectual Property Assets
- Administration of Intellectual Property Assets
- Enforcement of Intellectual Property Assets
- Customs works

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Gwendal Barbaut

Angeline Champanhet

POSITIONING

The firm is active in all areas of intellectual property, advising its clients, acting in litigation and as counsel. It represents its clients before all types of French and European jurisdictions and has developed particular expertise in mediation and arbitration.

Operating at a human scale enables it to maintain close relationships with its clients, providing a tailored and fast response to their needs.

The firm advises and assists major companies as well as SME's in all sectors and in particular the aeronautical, automotive, pharmaceutical, fashion and cosmetics industries, the agri-food sector, etc.

Enhanced by its partnership with IPSIDE CONSEIL, a firm of intellectual property attorneys, the firm guides its clients in developing a comprehensive strategy of development, protection, exploitation and defense of their rights. It is also able to rely on its substantial international network to coordinate proceedings throughout the world.

BUSINESS

- Litigation and disputes
- Strategic planning and audits
- Mediation
- Negotiation and drafting of agreements
- Copyright and related rights
- Patents
- Trademarks
- Industrial designs
- Know-how
- Unfair competition and "parasitism"
- Internet and e-commerce
- Protection of personal data

OFFICES

The partnership with IPSIDE CONSEIL enables the firm to be present throughout France and abroad.

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- Lille / Tel : +33 (0)3 20 22 18 26
- Nantes / Tel : +33 (0)9 81 97 24 43
- Paris / Tel :+33 (0)1 80 40 08 01
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- Quimper / Tel : +33 (0)2 98 05 08 07
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POSITIONING

"HOFFMANN EITLE is one of the largest intellectual property law firms in Europe with a market-leading, strong presence of 100+ highly qualified, specialized and experienced patent attorneys and attorneys at law working across all technical fields.

We were one of the first to create a one-stop IP boutique providing outstanding quality services in all areas of intellectual property. With this wealth of human capital and a unique, tailor-made IT platform, we take professional care of our clients' IP. No other European firm is entrusted with more EPO opposition cases.

HOFFMANN EITLE's forceful team of passionate litigators has profound experience in patent disputes in all relevant industries, including pharma and other life sciences, medical devices, telecommunication, automotive etc. A further strength is our vast expertise in international coordination of multijurisdictional disputes, advising our clients regarding their overall European litigation strategy.

With offices in Munich, London, Dusseldorf, Hamburg, Milan, Madrid, Barcelona, and Amsterdam, we are taking the truly European approach, and our attorneys from Japan, the US, China and Korea add a broader international perspective. In Japan, we are well known for being able to advise our clients in Japanese. We do, of course, also have a strong francophone team."

BUSINESS

- Patents
- Utility Models
- Trademarks
- Designs
- Copyright Law
- IP Contracts & Licenses
- Unfair Competition Law
- IP Due Diligence
- IP Litigation & Nullity Proceedings

OFFICES

- Munich
- London
- Düsseldorf
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- Amsterdam
- Barcelona

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www.iplawgalli.it/en

Cesare Galli

POSITIONING

Placed by all the international Directories at the top of the Italian legal profession, the law firm IP Law Galli was established in 2004 and it is still led by Atty. Professor Cesare Galli, Chair of Industrial Property Law in the Department of Law of the University of Parma, who has been dealing since 1986 with important litigation in Europe regarding all branches of IP Law, often tackling cross-border problems too. In 1999 Professor Galli obtained the first Italian final ruling on biotech patents. In 2004 the firm secured the first Italian ruling on computer-implemented invention patents, and between 2005 and 2022 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 and London.

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 300**.

The value of the group is regarded as a pillar 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 contributed to establish Legance as a recognised leader in domestic and international markets.

Due to its **outstanding international approach** Legance can support clients over several geographical areas, and can organise and coordinate multi-jurisdictional teams whenever required.

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.

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Luigi Goglia

Simona Lavagnini

Tankred Thiem

POSITIONING

Founded in 2003 LGV Avvocati has established itself as a leading Italian law boutique, in particular in the fields of IP (patent, copy¬right, trademark, competition, know-how), IT, privacy & cyberse¬curity, 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 deal¬ing 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 develop¬ment of brand-building strategies. LGV aims at accompanying companies in increasing their awareness of their own value, an approach that is condensed in the slogan:

Lawyers Generating Value

BUSINESS

- Patents
- Copyright
- Trademarks
- Design
- Media & Entertainment
- IT, internet & E-commerce
- Privacy & Cybersecurity
- Corporate & Business
- Advertising
- Competition & Antitrust
- Litigation & Arbitration
- German Desk

Client testimonials :

"What LGV are good at doing is speaking the same language as the IT engineers. They are able to interpret the IT side. This is hard to find in other lawyers. They have done a very good job understanding the needs of our IT team."
"Luigi Goglia and Tankred Thiem are very competent and reliable partners in patent litigation matters. Their input in working out complex strategies is always helpful and to the point."
"Simona Lavagnini is an exceptional professional, always avail¬able and ready to support us for any eventuality. Over years of consultancy, an excellent relationship has been established with the lawyer."
"The LGV team is unique in its ability to support us on a daily basis."

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Domenico Colella

Marco Consonni

Matteo Orsingher

Fabrizio Sanna

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 propriety, 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

OFFICES

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POSITIONING

Bonn & Schmitt is a leading Luxembourg full-service law firm with an extensive international practice.

Our attorneys are experienced practitioners in the Luxembourg legal environment and present a unique combination of expertise allowing us to deliver unrivalled legal solutions in one of Europe's leading financial centres.

Bonn & Schmitt has established strong working relationships with leading law firms throughout Europe and in the international community with whom we interact closely and collaboratively to provide our clients with innovative and integrated solutions to multi-jurisdictional matters.

Our global client base stretches through Europe, to Russia, the U.S., South America, South Africa and Asia.

We are trusted legal partner of leading international financial institutions, industrial corporations, national governments as well as media companies, pharmaceutical groups and food and beverage groups listed on the Forbes Global 2000 List.

The firm regularly advises Luxembourg state/local and regulatory authorities on a wide range of legal matters.

Bonn & Schmitt's lawyers are registered with the Luxembourg Bar and many are members of several international legal organizations, including the International Bar Association, the Union Internationale des Avocats and the International Fiscal Association.

BUSINESS

Banking, Capital Markets and Regulation
- Banking and Finance
- Financial Services and Regulation
- Capital Markets and Securities Laws

Investment Funds, Asset Management and Private Equity
- Asset Management and Services
- Investment funds
- Alternative Investment Funds
- Private Equity

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José Antonio Arochi

POSITIONING

Arochi & Lindner is a premier law firm with offices in Mexico and Spain and more than 25 years of experience of providing world-class advice and representation in Intellectual Property, Life Sciences, Advertising and Marketing, Civil and Commercial Dispute Resolution, Corporate, Regulatory and Data Privacy law matters.

We resolve the challenges faced by our clients by delivering clear and practical advice, identifying and mitigating risks, and anticipating and solving problems, while making the most of the business opportunity.

Our firm distinguishes itself with client-oriented services and an unwavering commitment to delivering results, efficiently and responsively, using our knowledge, experience and creativity. We tackle every matter with insight, savvy and an exceptional understanding of business needs.

Whether you are enforcing, protecting or commercializing your intellectual property rights; marketing products or services; creating, organizing or dissolving a corporation; expanding into new markets; dealing with disputes or complex regulations, at Arochi & Lindner, we can help.

Arochi & Lindner's main offices are in Mexico City, with subsidiaries in Madrid and Barcelona, Spain.

We have more than 25 years of experience in the field of Intellectual Property, allowing us to hold our place as one of the best law firms in the field.

BUSINESS

- IP Litigation
- Licensing & Franchising
- Copyrights
- IP Enforcement
- Patents
- Trademark
- Trade Secrets
- Information Technologies
- Life Sciences
- Data Privacy & Protection
- Advertising & Marketing
- Regulatory Affairs

OFFICES

SPAIN

- Madrid
- Barcelona

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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 110 years of experience assisting clients in doing business throughout Mexico and abroad.

The firm's large group of lawyers and support staff are committed to maintain the highest professional and ethical standards. In addition, Basham's lawyers actively participate in worldwide associations, as well as in international transactions. This in turn improves the firm's growing capacity to serve its clients by constantly adjusting to the dynamics of the global business environment for over a century.

The firm's clients include financial institutions, individuals, medium-sized companies and prominent international corporations, such as the The Coca-Cola Company, Canon, Volvo, America Movil, Kia Motors among others.

The intellectual property practice group of Basham is one of the largest and most important in Mexico and is dedicated to the protection of some of the world's most famous trademarks, patents and copyright.

The firm provides legal assistance in connection with patents, industrial models and designs, trademarks and names, slogans, copyright, and all other related legal matters.

The firm's IP services are very broad and encompass all aspects including developing strategies, advising on tax issues, carrying out civil, administrative and criminal litigation, and developing measures to protect IP rights and prevent piracy.

We operate in the Spanish, English, French, German, Portuguese and Chinese languages.

BUSINESS

- Industrial Secrets
- Trademarks and Copyright
- Litigation and Licensing
- Industrial Creations
- Franchising
- Patents
- Information Technologies

OFFICES

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POSITIONING

Today, with more than 50 years of experience since our foundation, in BC&B we evolve and transform ourselves by creating integral solutions with which we commit to go along with our clients from their ideas to the starting up and the operation of their projects, powering their ideas while preventing and reducing risks. BC&B has taken the step to change from a boutique firm specialised in intellectual property to a firm that offers a wide range of solutions that guarantee integral counseling in protection, legal matters and innovation momentum. BC&B adds to its assets a wide, diverse and expert group in litigation, which covers civil & commercial litigation, as well as commercial arbitration among a wide variety of legal services to provide every legal solution in these matters. BC&B also adds an expert group that provides and creates business solutions focused on strategic and commercial transformation and systematic innovation of retail businesses through a very specialised group. Through all these actions, BC&B has and will continue evolving our service offering to guarantee our clients the fulfillment of the imminent needs that arise in this era of constant change and transformation.

Throughout the years, we have preserved and evolved our strengths, looking to generate novel ways of increasing our scope of solutions, developing the ability, the infrastructure, and our competency to create them. That is how we achieved on shaping the BC&B Technology Transference Office, created to support entrepreneurs, startups and companies to create and implement business strategies that generate economic benefits through their intangible assets, giving then momentum to innovation and protecting their IP rights with our philosophy of integrally taking care of the creations and technological developments of entrepreneurs and business owners.

During this journey, innovation as a constant in BC&B, has taken us through a series of technological and organisational transformations that have positively changed the way we offer our services. These factors, together with our acknowledged quality and customer service today has positioned us in Mexico and in foreign countries as a leading boutique firm specialised in intellectual property, offering not only the traditional IP services, but also creating and developing unique and differentiated services that result from the vision, ability and expertise of our IP specialists, to take care of the most complex needs that our clients face. That is how we have achieved recognition in patent and trademark prosecution, patent and trademark litigation, patent and trademark strategy, licensing and business management on a sustained basis for several years now.

BUSINESS

- Commercial Litigation
- Corporate Finance/M&A
- Intellectual Property (Patents, Trademarks, Copyrights)
- Litigation
- Media
- Marketing
- Sports & Entertainment
- Technical & Legal Translation
- Internet & Technology Information
- Enforcement of IP Rights
- IP Rights Maintenance
- Licensing & Technology Transfer
- IP Value Extraction

OFFICES

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Marcela Arellano Lucatero

Carlos Díaz Sobrino

Elia Sosa Pérez

Jonathan Rangel Lora

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.

BUSINESS

- Data Protection/Information Society
- TMT (Telecoms, Media & Technology)
- Sports, e-Sports & Entertainment
- Intellectual Property
- Litigation/Dispute Resolution
- Banking & Finance
- Corporate/M&A
- Energy and Infrastructure
- Government Procurement
- Insurance/Reinsurance
- Real State & Venture Capital
- Compliance
- Health

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Leticia Natividad

Jorge Arteaga

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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Your ideas. Our business.

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Israel Escobedo
Partner and Head of Litigation

POSITIONING

Dumont is a Mexican IP law firm founded in 1940. We are committed to assisting our clients in the selection, clearance, protection, enforcement, and exploitation of their IP rights and business interests. We are experts on inventions (patents, utility models, and industrial designs) and distinctive signs (trademarks, trade names, commercial signs and appellation of origin and geographical indications).

Our practice extends to highly specialized topics such as litigation, copyright, Information Technology, corporate Law and anti-counterfeiting, appraisals of both trademarks and patents in compliance with the Financial Reporting Standards (NIF) by a team of expert lawyers, litigants, and advisors in the various disciplines covered by our area. Our associates stay on top of recent developments in the market and in the legal area to provide value-added services. While taking our clients' commercial situation into account, we provide high-quality services that are tailor-made to fit the needs of our clients around the world.

We are committed to maintaining a leadership position in legal trends, technology, and business, as well as offering personalized, proactive and preventive legal strategies, corporate tax advice (related to IP issues) and value-added services. We strive to provide the most responsive advice in order to achieve and exceed our clients' expectations.

Our broad experience in the field, specialization in IP, and close contact with clients sets us apart. Additionally, we use top-notch technology created for our area of expertise (Patrix ® Helpware) and we are the only firm in Mexico certified by TÜV Rheinland (Registration No. 74700 8162) since 2008 in both the operational and administrative quality system (ISO 9001:2015). These distinctions allow us to provide services with highest-quality standards.

BUSINESS

- Patents
- Trademarks
- IP Litigation
- Privacy Law
- Copyright

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Ana L. Vargas

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POSITIONING

IBERBRAND® is conformed of trademark, patent attorneys, experienced litigators, strategic IP portfolio managers, engineers, technical advisors that work as a team to achieve the best results and satisfy every client needs. We not only register and protect IP, we work with you to effectively enforce your IP and where necessary, fiercely enforce your rights.

We specialize in registering your Industrial Property rights (trademarks, patents, designs) and Intellectual Property (copyright and entertainment) before the Trademark Office in Mexico (IMPI), National Copyright Registry (INDAUTOR) and other authorities.

Our Team's range of experience and expertise guarantees that the job will always be performed by the right professionals, increasing our efficiency and seeking to lower cost to the client. We pride ourselves on an open, supportive and flexible environment between professionals.

We believe that not always costly and complicated is the best choice. Every professional at IBERBRAND ® is passionate about his or her work and takes matters personally. Teamwork is also highly encouraged and brings successful outcomes for everyone.

BUSINESS

- IP
- Copyright
- Trademarks
- Patents
- Utility Models
- Industrial Designs
- Plant Varieties Prosecution & Enforcement
- Litigation
- Regulatory Law
- Franchises
- Entertainment

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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
- Distintive Signs Registration
- Copyrights

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BUSINESS

- Patents
- Trademarks
- Copyrights
- Litigation
  - IP Litigation
  - Anti-Piracy | Anti-Counterfeiting
  - Civil Litigation | Commercial Litigation
  - Constitutional & Administrative Litigation
  - Alternative Dispute Resolution (ADR) | Mediation & Arbitration
- Licensing, Tech Transfer & Franchising
- Corporate and Commercial Law
- Regulatory Law / Administrative Law
- Translations

POSITIONING

Our mission is to provide innovative solutions and highly specialized legal advice for clients facing the most complicated legal and business challenges in Mexico.

OLIVARES is continuously at the forefront of new practice areas concerning copyright, litigation, regulatory, anti-counterfeiting, plant varieties, domain names, digital rights, and internet-related matters, and the firm has been responsible for precedent-setting decisions in patents, copyrights, and trademarks.

Our firm is committed to developing the strongest group of legal professionals to manage the level of complexity and interdisciplinary orientation that clients require. During the first decade of the 21st century, the team successfully led efforts to reshape IP laws and change regulatory authorizations procedures in Mexico, not only through thought leadership and lobbying efforts, but the firm has also won several landmark and precedent-setting cases at the Mexican Federal and Supreme Courts levels, including in constitutional matters.

Today, the team at OLIVARES includes 9 partners and more than 45 associates working across intellectual property, regulatory, administrative, civil, and commercial and corporate law, serving many different industries, and is constantly awarded for excellence in legal service.

We aim to utilize every available resource to help clients achieve optimum results, protecting their business interests, intellectual property and other rights at every level and through the applicable administrative or judicial venue, in order to maximize successful outcomes - all while maintaining an overarching goal of contributing to Mexico's broader stance in the global economy and for the greater good of the Mexican people.

Our vision is to shape the legal environment that opens Mexico to the greatest innovations the world has to offer by:

•Providing exceptional legal services that result in client growth and business success
•Creating an atmosphere where lawyers, technical experts and staff, work together on solutions that lead to brilliant achievements
•Inspiring improvements to the legal landscapes in Mexico that foster economic progress

KNOWLEDGE • INNOVATION • RESPONSIBILITY • TRUST

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Agustín Ríos

Fátima Cambronero

POSITIONING

R1OS 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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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

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POSITIONING

Law firm that was born in 2007 by the hand of its founder Arturo O. Diaz, specialized in Industrial Property matters, the same one that has consolidated its prestige through academic rigor in Peru and other Latin American countries, and that since In 2012 with an experienced human team and in response to the need to extend services to our traditional intellectual property clients from Peru to other countries in Latin America from a regional perspective, we reinvented the practice at a regional level and today we can affirm that Our experience has made us experts in the region as a whole, which today allows us to achieve the total satisfaction of our clients at the highest level of service in all areas of Corporate Law and Intellectual Property practice.

We are oriented to advising towards an experience, multidisciplinary, comprehensive and regional with a solid reputation in values of Honesty and Integrity in which we believe and promote, adapting to constant changes, based on our solid experience.

How do we do it:

Intellectual property,
Experience has allowed us to know and identify a series of legal instruments available to protect your ideas in matters of Industrial and Intellectual Property; the registration of trademarks, patents, industrial designs, utility models, plant varieties and advice in Advertising and entertainment, Copyright, Consumer Protection is a versatile practice in our firm, but above all protection, monitoring and evaluation of controversies and litigation in matters of trademarks, patents related to their registrations, oppositions, cancellations due to lack of use, nullities, in addition to actions for infringements of trademarks, patents, copyrights, border measures, Unfair Competition, Advertising, the Investigation and Criminal Actions against counterfeiting and reproduction and, how you can make use of legal instruments to protect your organization, makes us capable today of creating strategies to effectively prevent and protect your Intellectual Property Rights.

Corporate Law
We are a highly specialized firm in everything related to corporate matters and represent our clients in all the activities that a commercial company can carry out, from its creation, merger procedures, transformation, to its liquidation and extinction. We advise and represent our local or foreign clients before the different entities and agencies of the state and municipal government throughout Peru, we address business problems based on our experience based on legal institutions.

BUSINESS

- Intellectual Property Law - Competition Law
  - Fashion & Intellectual Property
  - Trademarks
  - Patents
  - Industrial Designs
  - Utility Models
  - Anti-counterfeiting actions
  - Anti-piracy
  - Enforcement
  - Plant Breeder Right
  - Advertising and Entertainment
  - Copyright
  - Consumer Protection
  - Unfair Competition – Internet
- Corporate law
- Commercial Law
- Customs law
- Criminal Law: Crimes against the
- Economic Order - Customs Crimes - Crimes Against Intellectual Property
- Regulatory Law: Registration and Maintenance of Agrochemicals

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Giovanna Vila

POSITIONING

BARLAW – Barrera & Asociados is a leading IP firm in Peru and the Latin America region that arises from the experience gained by its members in activities related to the protection of Intellectual Property of national and foreign clients, as well as the fieldwork carried out in application of legal measures against product piracy and counterfeiting, which its founding members have performed for twenty-five years. Professionals in BARLAW provide legal advice and defense with a personalized approach in an opportune and efficient manner that allow our clients to maintain efficient management of issues related to Intellectual Property in business.

BARLAW through all these 11 years of continuous and remarkable work being responsible of important IP portfolios, handling interesting and complex cases has been recognized number 1 in IP litigation and enforcement by different international rankings and magazines as Chambers & Partners, WTR 1000, IP Stars, Leaders League, Legal 500, World IP Review - WIPR, Patent Lawyer Magazine Ranking, Trademark Lawyer Magazine Ranking, IAM Patent 1000, Benchmark Litigation, Global IP Awards, Global Law Experts and Women in Business Law Expert Guide – Euromoney.

This year 2022 Managing IP awarded Adriana Barrera as the best Latin America practitioner of the year and recognized our firm as Best Peruvian IP firm 2022, considering that last year our firm was shortlisted as Peruvian IP firm 2021. IP Stars, from the same magazine, highlighted our partner Adriana Barrera for fourth year in a row as a Top 250 Women in IP and considered our partners Adriana Barrera and Maria Ines Herrera as Trademark Stars 2022. Likewise, WIPR has also recognized our partners Adriana Barrera and Medalith Albarracin as Trademark Leaders 2022 for second year in a row.

BARLAW is committed with diversity and inclusion initiatives, and we dedicate our efforts in these matters in our daily activities to develop opportunities that benefit all of us. To date, BARLAW has been recognized by Managing IP, Chambers Diversity & Inclusion in its Latin America Awards 2020, and WIPR. Our managing partner Adriana Barrera along with our of Counsel Catherine Escobedo and associate Giovana Palacios have had the honor of being highlighted in these rankings

BUSINESS

- Trademarks
- Copyrights
- Patents
- Anti Counterfeiting & Anti Piracy
- Brand Protection & Enforcement
- Fashion and design law
- IP litigation
- Licensing and IP transactions
- Media and entertainment law
- Unfair competition
- Advertising law
- Life sciences & Regulatory
- E-commerce and domain names
- Data protection

SOCIAL MEDIA

https://www.facebook.com/BarlawPeru

https://www.linkedin.com/company/barlaw---barrera-&-asociados/

https://twitter.com/BARLAWIP

https://www.instagram.com/barlawperu?r=nametag

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Top Advisors Directory
LAW FIRMS

Country
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Carolina Ore Gomez & Asociados
INTELLECTUAL PROPERTY & INNOVATION

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Alexander Trujillo

Diana Sandoval Eustaquio

Giancarlo Napanga

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

OFFICES

- Lima
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Clarke Modet

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Jimena Ugarte

Alvaro Arias

Cynthia Huamán

José Marquis

Gheira Mori

POSITIONING

ClarkeModet Peru belongs to ClarkeModet group which is the largest group specialized in IP within Spanish and Portuguese speaking countries, founded in Spain in 1879.

With more than 500 experts, working from 25 offices in Europe and Latin America and supported by a carefully chosen global network of IP agents, we work seamlessly to design the best strategy for our client´s IP portfolio. Over 140 years of experience establishes us as THE leading one-stop IP boutique, providing tailor-made solutions in over 180 countries. The key to our success is constant adaptation to the present and knowing how to anticipate market needs, which has always allowed us to offer ad-hoc customized solutions to accompany our clients throughout the life cycle of their IP rights.

ClarkeModet Peru is operating in Lima since 2002 and relies on a highly qualified and multidisciplinary team composed of lawyers and qualified scientific and technical professionals working together to offer a wide range of Intellectual Property services, such as Prosecution, IP Strategy, thorough IP Technical & Legal advice and Enforcement. We also render comprehensive innovation consultancy, as well as Blockchain and Artificial Intelligence-based tools and solutions to provide tailored value-added 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 methodological approach 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

CONTACTS

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Luis Diez Canseco

Robert Venero

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Roxana Arellano

Daniel Schmerler

Tommy Deza

Omar Alvarado

POSITIONING

Diez Canseco is a highly specialized boutique law firm which has been consistently devoted to address the most complex matters required by our clients mainly in the Competition, Intellectual Property, Telecommunications, Media and Technology (TMT) and Data Privacy fields. Regardless of how challenging or one-in-a-kind the mandates entrusted to us are, our vision is client-centric and, therefore, we are committed to provide practical solutions in a language that is understandable not only by legal counsels but also by business teams, always under the supervision of a Partner who is the direct responsible for each project

Despite initially focusing on the four topics mentioned above, we have steadily expanded over the past six years, establishing new departments and hiring capable partners and senior associates able to handle regulatory issues whether in public utilities sectors (such as electricity or oil and gas) or not; or matters concerning administrative law advice, life sciences, merger clearances, as well as compliance needs.

BUSINESS

- IP Litigation
- IP Prosecution
- Trademarks
- Patents
- Copyright
- Domain Names
- Consumer protection
- Advertising
- Antitrust
- Merger Control
- Trade Remedies
- Anti Bureaucratic Barriers
- Energy
- Telecom
- Public Utilities
- Data Protection
- Regulatory
- Life Sciences
- Public Law
- Administrative Litigation
- Andean Community Law
- Bankruptcy Law
- Compliance

Litigation is ingrained in our DNA. Our firm is actively involved in litigating some of the high-profile antitrust cases (including leniency and rewards programs), as well in merger control filings. Moreover, we cover unfair competition, advertising law, consumer protection, bureaucratic barriers, data privacy, bankruptcy law and dumping and subsidies cases in Peru and the Andean Community. Furthermore, in line with our interest to assist our clients not only in a reactive but also in a proactive way, we have made significant efforts to strengthen our involvement in compliance programs, the issuance of opinions concerning commercial initiatives, and daily advice on ordinary course of business issues.

In terms of intellectual property, national and international key players have sought us due to our high degree of specialization in the broadest range of trademark, copyright and patent concerns. We are capable of covering litigation, prosecution and contractual demands such as franchise and license agreements with the same degree of specialization and in a timely manner. Our global network of agents enables us to deliver this service on an international scale as well, leading the IP initiative on multiple jurisdictions that our customers are interested in.

Unlike the vast majority of legal firms on the market, Diez Canseco has a team of professionals who take a unique approach, combining private expertise with extensive public background at the highest level of many government agencies. Almost all of our team has served as officers at the Peruvian competition and intellectual property agency (INDECOPI), and we have former members of the telecommunications regulatory agency (OSIPTEL), the energy and mining regulatory agency (OSINERGMIN), the Social Security Administration (EsSalud), the Ministry of Justice, the United Nations Conference on Trade and Development (UNCTAD), the World Bank (WB), the World Intellectual Property Organization (WIPO), the Organization of American States (OAS), and the Andean Court of Justice. This powerful background, as well as the strong academic credentials of our team (professors and lecturers at Peruvian most prestigious universities) are key factors in encouraging deference for our views and arguments.

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Javier Duany

Jessica Ortiz

POSITIONING

At DS Casahierro Abogados, our clients' needs require us to get involved in more sophisticated aspects of Intellectual Property and Competition, preparing ourselves to move forward with them, towards new trends, to always provide a suitable and timely legal advice that allows them to compete successfully in the market.

The synergy generated allows us to manage the different elements that affect the interests of our clients and that has allowed us to achieve leadership and develop adequate brand protection through anti-piracy actions in ports, in marketplaces as well as online.

In addition, our Firm has advised clients from different industry sectors on the proper implementation of the legal framework for the administration and protection of a portfolio of trademarks, patents, copyrights and new technologies at the national and international level, and the different litigations in Intellectual Property, as well as the protection of personal data, through data collection, cross-border data transfers and audits in order to avoid regulatory violations.

Likewise, we provide preventive advice and litigation advice in the areas of free competition, unfair competition, consumer, elimination of market access barriers, dumping and subsidies, and at the regulatory level in the different business sectors.

BUSINESS

- Anti Counterfeiting
- Enforcement
- Brand protection
- Trademark
- Copyright
- Patents
- Domain names
- Data Protection
- Sanitary regulation
- Competition & Antitrust
- Consumer Protection
- Regulatory Matters

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IP Since 1904

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Ariana Gayoso

POSITIONING

Estudio Colmenares & Asociados, established in 1904, has been devoted exclusively in IP protection, advice, surveillance and litigation. Our legal department is capable of handling oppositions, defenses, cancellations, litigation in court, conciliations, infringement and nullity actions and all kind of services related to the IP field. With more than 40 people working together with the single aim of offering the best Intellectual Property service in Peru, maintaining the optimum level of professional ethics.

Our services are focused on multinational firms. Our expertise is based on mayor international clients and agents around the world. Our clients are mainly within the pharmaceutical field, fashion designers, cosmetics, agrochemicals, lubricants, automotive, machinery, food industry, liquors as well as digital services.

Trademarks
With 8 lawyers, 4 paralegals and a total staff of 25 professionals, our Trademark Department is capable to handle:
- Immediate searches with official information and legal opinion. This service is free of cost for intend to register the corresponding mark.
- Applications, multiclass or single class, same day online applications (if requested) at no extra charge
- Registrations with monitoring system
- Trademark renewals with very special rates.
- Modification of records, limitation of goods, licenses, assignments, changes of name and address, etc.
- Litigations, infringement actions, domain names and digital actions, conciliations, cancellations and nullity actions, oppositions, defenses, court actions and all kind of IP legal matter with the PTO and in court.

Patents and Designs
With 3 patent lawyers, 2 paralegals, 2 biologists, 1 bio scientist and a total of 14 professionals our Patent and Design Department is capable to handle:
- Patent searches
- Patent applications either PCT or convention application
- Patent analysis after receiving a technical report
- Modification of records, licenses, assignments, changes of name and address, etc.
- Any legal Action related to Patents at the PTO or court
- Annuity services

We have been considered as the No.1 patent agent since year 2017. We are ranked in the top tier for trademark and patent prosecution by Managing IP and Leaders League.

BUSINESS

- Trademark and Patent Searches
- Trademark and Patent Registrations
- Trademark and Patent Litigations
- Trademark and Patent Modifications
- Trademark Renewals
- Annuities
- Industrial designs and Utility Models registrations
- Domain name registrations and litigation
- Infringement actions at Customs
- Litigation in court

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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

Promote digital businesses and an adequate ecosystem for its development. In this purpose, we 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 principal 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

Pierino Stucchi, Principal partner and Head: *pstucchi@munizlaw.com*

Top Advisors Directory
LAW FIRMS

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www.iriartelaw.com

Erick Iriarte Ahon

Fátima Toche Vega

POSITIONING

Iriarte & Asociados is a group of lawyers specialized in the inter-relationship between Law and the Information Society, being the areas of policies and regulatory framework of the Information Society our main strength, together with the so-called law of new technologies. and intellectual property.

Our legal practice is constantly fed with academic work and scientific activity, as well as policy consulting, which allows us to understand in greater depth the new changes that information and communication technologies pose in society, and in this way be able to provide the services that your company or organization requires to face the new challenges demanded by the Information Society.

The correct understanding and knowledge of new information and communication technologies, added to our experience in technological businesses and the use of intellectual property as a tool for protection and enhancement of our clients' companies are some of our main strengths. ; Therefore, we are able to provide you with a wide range of strategies for the registration, maintenance, use and protection of your intangible capital, intellectual and industrial property, as well as facing the challenges of the Information Society in strict compliance with current legislation. .

But we have not only taken the New Technologies as a guideline, the Material and Intangible Cultural Heritage, as a human creation that must be respected; as well as the Environment, which is where the human being unfolds, are part of our specializations, achieving together with Intellectual Property, Cultural and Creative Industries and the Law of New Technologies, an amalgam of modernity and respect for our historical legacy; of new digital technologies and recognition of the inventive capacity and sensitivity of the human being through creation and art. We are a mixture of our past and our future living in the present.

Our professional services are combined with a personalized approach to our clients, in order to find the solutions that best suit their needs and requirements.

Iriarte & Asociados is a group of lawyers and specialists in public management widely linked to the Creative and Cultural Industries that is concerned with new information and communication technologies. In the latter field, since its inception in our country and throughout the Latin American region, which has allowed us to understand and learn in depth the new challenges posed by the Information Society as direct actors in the regulatory changes that have taken place. given in our country and at the regional level.

BUSINESS

- Information Society and New Technologies,
- Intellectual Property
- Environmental Law
- Advertisement Law
- E-government
- E-commerce
- Data Protection / Personal Data
- Digital Law
- Cybercrime
- Cybersecurity
- Information Society Policies
- Copyright
- Privacy
- Cultural Heritage
- Creative Industries
- Telecom

SOCIAL MEDIA

https://www.facebook.com/ialaw

https://pe.linkedin.com/company/iriarte-&-asociados

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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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POSITIONING

At MERTZ, we dedicate ourselves to recognizing and protecting our clients' intellectual capital. Our added and differentiated value comes from our professionals' strategic and multidisciplinary approach to intellectual capital management.

We specialize in turning our clients' IP portfolios into a competitive advantage on an economic, legal, or technical basis.
We see innovation as a cyclical process that must be controlled in order to produce outcomes that benefit the company, its people, and society as a whole.

At Mertz, we have the expertise and experience to use a variety of tools and services in our work with clients on R&D, innovation and entrepreneurial initiatives.

We provide a full range of IP filing, prosecution and litigation services. Our patent and non-patent literature research services offer high quality research solutions to our international clients, who are looking to outsource steps in their clearance processes.

Our services include R&D legal and IP support, innovation programs, TRL assessment, support for entrepreneurial activities, technology transfer assistance, as well as filing, prosecution, and litigation services. We help companies create and maintain IP portfolios that are aligned with their goals.

Along with comprehending technological sectors, our innovation services also involve work with the orange or creative economy, where we work with copyright intensive industries and initiatives, cultural and social based initiatives such as geographical indications, collective marks, Indigenous cultural intellectual property.

BUSINESS

- Patents
- Industrial Designs
- Utility Models
- Trade Secrets
- Access to Genetic Resources
- Plant Breeder's Rights
- Innovation
- Startups
- Technology
- Grants and Tax Benefits for Research and Innovation
- IP Due Diligence
- Unfair Competition
- Copyright & Related Rights
- Trademarks
- Trade Names
- Slogans
- Health Registrations
- Geographical Indications

CONTACTS

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Oscar Montezuma

POSITIONING

At Niubox we believe in the benefits that technology generates in our lives and we want to build a more digital and inclusive society. We are a leading consulting firm in legal advice on technology and digital business, strategic consulting in public and regulatory affairs and legal innovation specialized in the technology industry with a presence in Peru and Ecuador.

We assess all the legal and regulatory needs of a digital or technology business, from the drafting of terms and conditions for a mobile application to the negotiation of a complex core banking contract and its corporate and tax implications. We have developed solid experience in addressing the legal challenges imposed by digital platforms, electronic commerce and sharing economy businesses in terms of consumer protection, competition, data privacy and intellectual property rights, as well as the legal needs of innovation and digital transformation labs.

In terms of privacy and cybersecurity, we have been acknowledged as the leading practice in the market for having a wide spectrum of services that include gap-analysis and implementation of data protection legal framework, privacy by design assesments, data breach advice, support in data governance, monetization and big data projects and compliance audits.

As the fintech ecosystem continues to evolve globally, its legal and regulatory needs have grown in matters related to the innovation of financial services platforms, the tokenized economy, blockchain, cryptocurrencies and digital assets in general. We offer specialized legal advice that allows our clients to navigate the main challenges presented by web3 and the crypto economy.

The firm has a pioneering and leading public and regulatory affairs' practice through which we design public and regulatory affairs' strategies by combining legal, political insights and policy expertise through deep knowledge and understanding of the digital ecosystem, the legal framework and its key stakeholders.

Finally Niubox has developed unique expertise in legal innovation consultancy focused in legal design, legal operations and legaltech for Legal Departments in order to lead them to generate out-of-the-box business oriented solutions and strengthen soft skills aligned with their organization's purpose.

Our clients range from Fortune 500 multinational technology companies to emerging startups developing disruptive technologies.

BUSINESS

- Privacy & cybersecurity
- Competition, consumer and intellectual property
- Technology contracts and digital transformation
- Telecommunications law
- Entertainment and media
- Fintech, blockchain and cryptoassets.
- Public and regulatory affairs
- Legal innovation & legal tech.

OFFICES

- Ecuador
- Peru

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 its 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 investors, including venture capital funds and corporate clients in pursuing corporate venturing strategies and investments. Our venture capital and technology practices naturally led us to build a recognized Fintech and Data Protection practice.

Jose 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 andachieving customer's objectives and key results.

BUSINESS

- Telecommunications
- Technology Transactions & Regulations
- Startups and Venture Capital
- Entertainment and Media
- Data Protection
- Fintech

CONTACT

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Gustavo Rodríguez

David Encinas

POSITIONING

In Rodríguez García & Encinas Abogados we specialize in market, intellectual property, real estate, data protection and compliance issues. We are a boutique firm dedicated to serving your needs in all competition, market controversies and intellectual property matters, real estate projects and compliance programs development.

The benefit of our service is based in our result-oriented approach and a deep understanding of market and corporate needs.

Our approach is oriented to the prevention of contingencies, the active defense of the interests of our clients and the generation of added value. In Rodríguez García & Encinas we are interested in transforming attributes into advantages. Our vocation is clear: to be strategic partners that achieve tangible results.

BUSINESS

- IP Litigation
- Trademark prosecution
- Oppositions
- Infringements
- Advertising Law
- Competition
- Consumer protection
- Fashion Law and Entertainment
- Real Estate
- Construction
- Data Protection
- Compliance - Market Regulation
- Compliance – Prevention of Money Laundering and Terrorist Financing
- Compliance – Data Protection

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LAW FIRMS

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SCAVIA&SCAVIA
TURNING EFFICIENCY INTO EXCELLENCE

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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

Carlos Peña Salas

POSITIONING

The Peruvian law firm Zegarra & Schipper was founded in 2015 by his founding partner Diego Zegarra Valdivia, who began providing legal services to public and private entities, specializing in administrative law issues, mainly in the area of data protection, regulatory affairs, arbitration, public employment, state consulting, and others.

Throughout the years, due to the efficiency and excellence of its team, the Firm has a wide portfolio of clients from industries such as retail companies, banking, finance, energy, transportation, health, education, real state, technology, media and telecommunications.

BUSINESS

- Administrative Law
- Arbitration
- Construction and infrastructure
- Data Protection / Privacy
- Energy Law
- Public Employment
- Public Law
- Regulated Sector
- State consulting
- Technology, media & telecommunications (TMT)
- Training
- Transport Law

SOCIAL MEDIA

www.facebook.com/zegarra-schipper/
www.linkedin.com/company/zegarra&schipper-abogados/

The practice and experience are guaranteed by its founding partner, Professor Diego Zegarra Valdivia PhD., who has high academic recognition and research, as well as extensive experience in undergraduate and postgraduate teaching in the Law Schools of Peru and other countries.

What distinguishes the professionals that make up the Zegarra & Schipper team is their excellence, their solid academic background and specialization in administrative law, data protection, regulatory affairs and others, in addition to their knowledge of the economic activities in which they provide legal services.

DATA PROTECTION: Our practice in this sector covers both the adaptation to current regulations on the protection of personal data, the audit of personal data protection, as well as advice on the launch of new products, management of personal data of collaborators, contracts with suppliers, use of platforms, e-commerce, among others; also, the actions of inspection, legal and technical defense in sanctioning procedures initiated by the National Data Protection Authority. Our practice in this sector has mainly two characteristics:

Advice and adaptation:
- Diagnosis of impact on privacy
- Audit and training
- Preparation of regulatory documents and inventories
- Answer to inquiries
- Database registration

Legal defense: Sponsorship in sanctioning administrative procedures initiated by the National Data Protection Authority.

CONTACTS

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intellectual property

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Vitor Palmela Fidalgo

Vera Albino

Inês Monteiro Alves

João Pereira Cabral

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POSITIONING

Inventa is a leading Intellectual Property Law Firm, specialized in the protection and internationalization of trademarks, patents, industrial designs, copyright and domain names. With over 50 years of experience in Portugal, the European Union and all the African jurisdictions, Inventa has served thousands of clients holding large trademark and patent portfolios, and other entities dealing with R&D daily. 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 headquarters are based in Lisbon, Portugal, and we also have offices in Angola, Mozambique, Nigeria, Cape Verde, Sao Tome, East Timor and Macao. Inventa also holds 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.

Due to our wide network of contacts and associate level, we offer our clients a highly specialized team of professionals in the Intellectual Property field and related strategic sectors. Our professionals guarantee personalized and efficient accompaniment in 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

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Pedro Alves Moreira

Cláudia Amorim

Elsa Canhão

Jorge Faustino

João Jorge

António Trigueiros de Aragão

POSITIONING

Welcome to RCF – Protecting Innovation S.A. is a company wich has been rendering industrial property services since 1929.

RCF– Protecting Innovation, S.A. is a leading IP Firm in Portugal, with more than 90 years old of activity and a total of 41 employees, RCF PI is one of the largest, oldest and most prestigious IP Law Firms operating in Portugal, with a strong international component and a reference partner for IP matters in Portugal.

We are also represented in Angola, Cape Verde Islands, Macao, Mozambique, São Tomé and Principe 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 Principe 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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João de Travassos

Inês de Almeida Albuquerque

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POSITIONING

Founded in 2014, Travassos, Albuquerque & Associados is a young law firm, composed of young lawyers, with a matrix of multidisciplinary and internationalization, which brings together an eclectic personal and professional experiences whose result is revealed in dedication and commitment. Since its foundation, its activity has focused on advising companies, in all business and operations matters, with special emphasis on the technology and software sector.

- IP and Information Technology
- Commercial, corporate and M&A
- Employment Law
- Public procurement
- Privacy and Personal Data Protection
- Real estate and construction
- Arbitration and Litigation

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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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Raul Rubio

Rodrigo Gonzalez

POSITIONING

Deloitte Legal addresses your challenges with comprehensive thinking, powered by experience and insights drawn from diverse business disciplines, industries, and global perspectives. We bring together legal advice, strategy, and technology to develop innovative solutions, create value for you and your business, and transform the way in which legal services are delivered and consumed. The future of law is here, today. Deloitte provides industry-leading audit and assurance, tax and legal, consulting, financial advisory and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Our more than 345,000 professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Our organization has grown tremendously in both scale and capabilities, yet our shared culture and mission—to make an impact that matters—remains unchanged. This is evident not only in Deloitte's work for clients, but also in our world class ambition, our world climate initiative and our ALLIN diversity and inclusion strategy.

BUSINESS

- Audit & Assurance
- Consulting
- Risk Advisory
- Financial Advisory
- Legal
- Tax

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Eleonora Carrillo

Ignacio Temiño

Salvador Díaz

POSITIONING

Jacobacci Abril was founded in February 2020 as a result of the merger between Jacobacci & Partners and Abril Abogados, two consolidated firms with a long history in the sector.

Jacobacci & Partners is one of the largest European IP law firms, with 150 years of experience and presence in more than 14 cities in Italy, France and Spain. Abril Abogados is a Spanish boutique firm in the sector, founded in 2001, with a wide national portfolio and representing high-level international firms.

The experience and knowledge of the market of both firms, acquired by their years of work and training in this area, has allowed Jacobacci Abril to be born as one of the law firms with a greater projection in the Spanish legal sector.

Currently, the team in Spain exceeds fifty people, distributed in different offices located in the most important Spanish cities.

What characterizes and differentiates Jacobacci Abril from other firms and offices in the sector, in short, our added value, is our mixed nature and the high level of preparation of the staff that works with us: from the beginning, we sought to combine provision of legal advice with prosecution services, guaranteeing a complete and coherent service in all its phases.

The continuous legislative and procedural development experienced in this field requires constant training and updating, which can only be achieved with a serious and responsible commitment.

This permanent improvement of our human capital, together with the constant revision of our technical resources, is what allows us to provide a responsible and high quality service.

BUSINESS

- Data Protection
- Patents
- Trademarks
- Latin America
- Copyright
- Plant Varieties
- Designs
- Geographic Indications
- New Technologies
- Antipiracy
- IP valuation
- Privacy
- Advertisement and Marketing
- Litigation
- Domain Names
- Paypal Payment

OFFICES SPAIN

- Alicante
- Barcelona
- Madrid
- Murcia
- Valencia
- Vigo

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Georg Rauber

Gregor Bühler

Andri Hess

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POSITIONING

IP / IT practice

Our IP / IT Team provides support in litigation, administrative proceedings and transactions in all areas of intellectual property, media, IT and privacy/data protection. We are fascinated by technology and support enterprises and entrepreneurs with all aspects of technological change.

Representation Before Courts and Authorities

- We represent clients before courts and authorities in proceedings relating to intellectual property and matters with a particular focus on technology. Our core competencies include:
- Disputes on validity and enforcement of patents, trademarks, industrial designs, copyrights, software or business secrets
- Disputes about IT matters (such as rights in proprietary software, software development, etc)
- Disputes about licensing and technology transfer especially in pharmaceutical, life sciences, health, IT, energy, automotive industry as well as automation and robotics sectors

IP and IT Strategy and Transaction Advice

We advise our clients on IP strategies and all intellectual property topics in a transactional environment. In addition, we provide support with the structuring, negotiation and documentation of transactions over IP rights. This includes, in particular:

- Development and implementation of strategies to safeguard business models by way of patents, trademarks, industrial designs, copyrights or regulatory instruments
- Transfer and licensing of IP rights

IP | IT BUSINESS

Our IP | IT practice focuses on the following areas:

- Representation before courts and authorities in proceedings concerning intellectual property rights, advertising and fairness in competition.
- Advice on IP strategies and all intellectual property topics in the transactional environment.
- Structuring, negotiating and documenting transactions in respect of patents, brands, software and e-commerce.
- Support in all types of transactions, with a focus on IT, telecommunications, media and sport.

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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Lukas Morscher

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POSITIONING

Intellectual Property

Lenz & Staehelin's Intellectual Property group is renowned for its longstanding practice and excellent track record in every field of intellectual property (patent law, trademark and design law, and copyright law), including related areas such as unfair competition. We offer full services in trademark and design prosecution, represent clients in IP litigation (before the Swiss Federal Supreme Court, the Federal Patent Court, the Federal Administrative Court and cantonal courts across the country), and in IP-related international arbitration. In addition, we advise on complex commercial transactions such as licensing, franchising, joint ventures, R&D cooperations, all kind of technology transfer issues, and IP due diligence in M&A matters.

Lenz & Staehelin has a transaction-oriented approach to intellectual property, and always focuses on immediate client benefit. The breadth and depth of expertise available in-house translates into higher productivity and better services for clients. Because, unlike most other law firms, we also offer administrative services such as trademark and design applications and portfolio management, we can provide a one-stop shop for all IP-related matters (excluding patent applications).

Technology and Outsourcing

Our Technology and Outsourcing practice offers a wide range of transactional and regulatory work in technology, media and telecom matters, including outsourcing, hosting and ASP, online services, mobile entertainment, broadcasting, media and convergence issues, digital transformation, e-commerce, telecoms regulatory and transactional work, international roaming and MVNO (mobile virtual network operator) agreements, ICT contracts, complex IT projects, public procurement, software development, licensing and distribution structures, strategic business alliances and joint ventures.

As regards media and entertainment law, we advise broadcasters, media companies and content providers active in print and online media, TV, radio and cinema operators, on regulatory, licensing, advertising and sponsoring matters, performance marketing and social media as well as content regulation and liability aspects. We frequently represent clients before Swiss regulatory authorities.

BUSINESS

- Asset Management
- Banking and Finance
- Capital Markets
- Commercial and Contracts
- Competition
- Corporate and M&A
- Employment, Pensions and Immigration
- Insolvency and Restructuring
- Intellectual Property
- Investigations
- Litigation and Arbitration
- Private Clients
- Real Estate
- Tax
- Technology and Outsourcing

OFFICES

- Zurich
- Geneva
- Lausanne

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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
- Sports
- Tax
- Technology

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Founding Partner/Senior Counsel

Nükhet Serra Coral
Managing Partner

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 Yardimci 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

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POSITIONING

CERVIERI MONSUAREZ is a full-service IP law firm.

Each partner or senior associate leads a different area in which he is highly specialized. Each area has its own team of senior lawyers, junior lawyers and paralegals, which is repeated in each one of the offices. This allows a wide specialization in each area and the client receives a very specific treatment according to the subject matter. All partners actively participate as speakers in events (in the region and in the rest of the world).

CM is the only law firm that has developed its own software that allows the monitoring of its clients' brands and products, in the main platforms and social networks, allowing online research, product removal, market studies, etc.

CM is in charge of the most representative cases in IP matters, with international notoriety, which position the firm as a reference in IP litigation. It also has a Brand Protection department, which represents world brands in Latin America. We are the representatives of several brands, defending their IP rights in all that territory, representing them in seminars, training authorities and assisting in the coordination of the global work.

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- IP strategy and global anti-counterfeiting in charge of Dr. Virginia Cervieri
- Litigation, by Dr. Pablo Monsuárez
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- Trademarks, patents and copyrights, by Natalia Paladino
- Online monitoring by Agustina Viera
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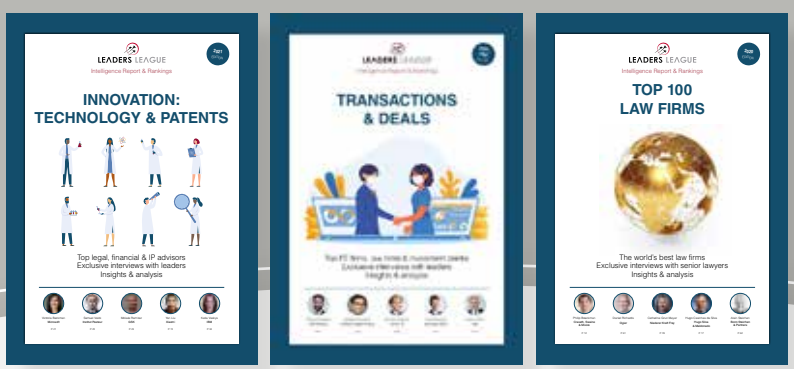

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