



LEADERS LEAGUE

INTELLIGENCE REPORT & RANKINGS

MARKETING, BRANDS, TRADEMARKS & COPYRIGHT

TOP LEGAL, MARKETING AND IP ADVISORS
EXCLUSIVE INTERVIEWS WITH LEADERS
INSIGHTS & ANALYSIS

RANKINGS

Trademark Prosecution & Litigation
Enforcement & Anti-Counterfeiting
Copyright
Marketing & Advertising
Media, Entertainment & Sport

2024 EDITION



**DANA BROWN
NORTHCOTT**
INTA



VICTOR GUERRA
PHILIP MORRIS INTERNATIONAL



ANA LUIZA MCLAREN
ENJOEI



OLIVER SCHMID
SUISA



ROBERT SILLEN
CASTERMAN

LEADERS | EXPERT INSIGHTS | DIRECTORY



YOUR MAP TO MEXICO AND LATIN AMERICA

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

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

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

LEADERS 2024

MARKETING

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MARKETING

“Today, football is in direct competition with streaming platforms”



Interview with

REGINALDO DINIZ
CEO, END TO END

“End to End aims to solve the relationship issues between fans and clubs, to turn the fan’s passion into something tangible”

Reginaldo Diniz is the CEO of End to End, a Brazilian marketing agency that acts as a bridge between football fans and the clubs they support. In this interview, he discusses the company’s activities and the current state of sports marketing in the South American football hotbed.

LEADERS LEAGUE: What are End to End’s main areas of activity?

Reginaldo Diniz: End to End aims to solve the relationship issues between fans and clubs, to turn the fan’s passion into something tangible. We work on connecting fans with clubs through social media management, content creation, campaign generation, video production, and other PR aspects. Essentially, we are a fan engagement company. We have a consumer relationship area, which serves clients such as Allianz Parque, Botafogo FC’s Camisa 7 membership scheme, Bet Nacional, Piquet Júnior and Piquet Sports, and Projeto Manto da Massa, which produces collaborative shirts for Atlético Mineiro. We also have a dedicated live marketing division, complete with an in-house production company for events for BMG, for Globo network channels, Sport TV, and Combate. Additionally, we possess a technology department well-versed in software development, landing pages, websites, apps, and fan-member systems. In this way, we understand that, by covering all of this, in addition to sponsorship acquisition and other products, we serve the club’s relationship with its fans and vice versa, from end to end.

With the rise of social media, the importance of marketing in sports has increased massively. How do you view this evolution?

Today, audiences are being inundated with content on various fronts, and football competes with streaming platforms and consumes or delivers content within these platforms so that consumer attention is centralized. Off the pitch, it has been about modernizing and understanding there is no one-size-fits-all approach to connecting sports fans with the club they support. So, from connecting to e-sports for video games like FIFA, to teams playing with a club’s brand based on that, you create better products, better engagement, and have increasingly advanced cross-selling and upselling opportunities. Sports brands

have also been expanding their relationship with clubs, delivering better sports material, there is much more diversity in sports broadcasting, seen with phenomena like Cazé TV. There are also club’s in-house TV stations, such as Santos TV or Palmeiras TV. In short, you have a range of products and services beyond the pitch, which demonstrates that football has been modernizing, creating new properties and revenues, and growing more attractive and able to connect with various new audiences.

Until recently, many clubs did not grasp the importance of such granular marketing. What role do you see sports marketing playing today?

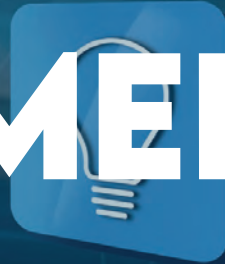
There is a famous saying by a great leader in Brazilian football that goes, “Marketing in football is an easy goal to score” and in fact, you have to understand that in a football ecosystem as competitive as Brazil’s, some teams will usually lose and others will usually win. So you have to be able to communicate in both situations, because to fans, their relationship with their club is about more than just victories and defeats. All of our clubs today, without exception, are centenarians. So, marketing plays an important role in connecting with the various types of audiences spread across Brazil: In the stadium, watching at home, those consuming experiences, properties, new products, and services etc.

What can we expect from End to End in the next 12 months?

We have a policy of never announcing what we are going to do; we always deliver when it’s ready, not before and that’s why it has a charm. It is proven to be better when we deliver projects fully realized. What I can say for sure is that End to End will become a mar-tech company; we have an ambition for brand internationalization deeply embedded in our DNA. We will continue to grow and bring fresh new ways of connecting the fan with their passion. ♦



BRANDS & E-COMMERCE



For PMI, eliminating the illicit tobacco trade has been a long-standing priority



Interview with

VICTOR GUERRA

Legal Director for Prevention of Illicit Trade LA&C/US, **PHILIP MORRIS INTERNATIONAL**

“Illicit trade goes beyond the border of one State, therefore international cooperation is fundamental”

Victor Guerra tell us about the strategies Philip Morris International uses to combat the illegal trade in tobacco and the measures the company is taking to protect its brand and reputation.

LEADERS LEAGUE: What are the main strategies Philip Morris International implements to combat contraband tobacco in Latin America?

Victor Guerra: No one can fight illicit trade on their own. In 2022 illicit cigarettes in LATAM represented around 31.4% of total cigarette consumption, or 72 billion cigarettes. The resulting loss of tax revenue is estimated at between \$3.4 and \$6.3 billion yearly, depending on the on cheapest tax paid brand. The World Health Organization indicates that the illicit tobacco trade accounts for roughly 10% of global consumption. Also, in LATAM, illicit tobacco consumption is significantly higher compared to other regions. For example, a recently published KPMG report put illicit consumption in the region at 8.2%. That said, one of the main strategies implemented by PMI is public-private partnerships, based on an inclusive, common-sense approach by governments, the private sector, and civil society. This is one of the main strategies helping combat the practice. Secondly, given today's hyper-connected world, with growing concerns over global security, the proliferation of criminal organizations, and the surge of new digital tools, at PMI, we believe that it's more important than ever to sustain our collective efforts and to promote inclusive dialogue around novel and technological solutions to tackle the criminal scourge globally.

What kind of technological tools do you use to track illegal tobacco products in the market?

For PMI, eliminating the illicit tobacco trade has been a long-standing priority. PMI focuses its efforts on securing our supply chain and protecting our products. And we do it by leveraging technology and innovation for the better. For example, by using multiple applications of authentication and security technology to track and trace our products across the supply chain. Furthermore, we believe in the following key principles relating to the development and implementation of track-and-trace solutions: I. independent and interoperable systems; II. digital solutions are better than physical stamps; III. solutions based on open, neutral, and in-

ternationally recognized standards; IV. promotion of a single standardized coding structure; and V. an open bidding process in the selection of track-and-trace solutions, including reasonable timeframes for their implementation. PMI also leverages machine learning to identify and prevent illegal online sales. Thus, it is fair to say that technology is helping us to detect and to address illicit trade to a significant degree.

In Colombia specifically, how has collaboration with the local authorities worked in the fight against illicit tobacco?

Colombia is an example of best practices. Colombia has law enforcement agencies like those in other markets of the region, e.g., customs, port authorities, border police, prosecutors, and intellectual property offices. However, the difference in Colombia is that authorities are receptive to keeping an open dialogue with us, and efficiently pass on the necessary intelligence to tackle the illicit tobacco trade, therefore we have excellent results in this market. A very good example is the collaboration with the Colombian Navy, which also goes beyond this market and facilitates collaboration with other navies in the region.

What initiatives are being undertaken to promote the purchase of legal and regulated products?

Capacity building, training and education of civil society are fundamental to create a long-standing culture of countering the illicit and the criminal scourge. As I always say in my conferences and lectures: #EveryPennyCounts or #CadaPesoPesa. It means that every time someone spends a penny/peso and buy an illicit cigarette in the street at an informal point of sale, they are enriching the coffers of criminal organizations. This is cash that is used to finance corruption, terrorism and violence, human trafficking, among other transnational crimes. Secondly, all initiatives need to be cross-border. Illicit trade goes beyond the border of any one State. Thus, international cooperation is fundamental, and we at PMI promote such connections among different law enforcement agencies to share information and further collaborate to dismantle criminal cartels. ♦

Enjoei allows people to easily and safely sell used products while promoting the circular economy



Interview with
ANA LUIZA MCLAREN
Founder, ENJOEI

“36% of Brazilian consumers want to minimize their environmental impact when buying a piece of clothing”

In this exclusive interview with Leaders League, Enjoei founder Ana Luiza McLaren talks about her career as an entrepreneur, the popularity of the e-commerce site among younger shoppers, and the marketing strategies integral to the growth of the online second-hand-product market.

LEADERS LEAGUE: Could you share a bit about your entrepreneurial journey and the challenges you faced in establishing the Enjoei platform?

Ana Luiza McLaren: Enjoei was founded in 2009, born from the idea of creating a platform where people could easily and safely sell used products, while promoting a circular and sustainable economy. Enjoei has its roots in a blog, but we identified a business opportunity and decided to invest. My experience in large retailers at a time when e-commerce was still finding its footing proved to be an asset. The challenges of turning Enjoei into a major company were numerous, especially for a woman working in the male-dominated tech industry. Today, we are not only Brazil's largest platform for second-hand items but also offer an opportunity for extra income to over a million sellers.

How has Enjoei used its influence to change consumption habits?

Enjoei has had a significant impact on changing consumption habits, especially among young people. We know that younger generations tend to be a driving force behind major changes in society – this is reflected in everything they consume, what they expect from brands and companies, and in many other ways. It is possible to notice in this age group an even greater level of concern for the planet and in conscious consumption. When we started out, buying and selling used clothes was still taboo, and our light and fun language allowed for a genuine connection with the consumer. As a result, Enjoei quickly gained popularity in Brazil and became one of the leading marketplaces for used products and fashion in the country, allowing us to lead the way in promoting sustainable and responsible consumption. A report on the circular economy commissioned by Enjoei identified that 36% of consumers

want to minimize their environmental impact when buying a piece of clothing and 29% consider sustainability an important factor when selling used clothes – this movement has a strong correlation with the behavior of younger consumers, which in turn impacts those around them.

What marketing and expansion strategies have been most effective in driving the platform's growth?

Enjoei's significant growth since its foundation can be attributed to a combination of strategies. Communication with a light and informal tone and a strong visual identity that's been successful from the start. Then came celebrity shops, bazaars, and initiatives with partners, which further propelled us. More recently, we expanded the business' operations and consolidated ourselves as the Enjoei Group, through the acquisitions of the Elo7 portal and part of the second-hand children's item store network Cresci e Perdi.

In the crowded online resale market, what sets Enjoei apart?

We are proud to be one of the first companies to bet on a high-growth-potential market, spotting an opportunity in the sale of second-hand items when no one else saw it and creating the platform of reference in this segment. We innovated by turning the sale of used items into a business allowing for extra income, by bringing celebrity shops to the public, and by working in partnership with fashion brands for the launch of collections with upcycled and exclusive items. Our next step is the convergence of the physical and digital worlds, taking the Enjoei that the public has only experienced online to physical stores, integrating the online experience that consumers already know with the in-person experience, in a move that bets on the omnichannel approach. ♦



ARTS, CULTURE & COPYRIGHT

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“The shift towards online music consumption has significantly impacted Suisa’s operational activities”



Interview with

OLIVER SCHMID

Head of Legal, **SUISA**

“A pressing issue is determining how rights holders are compensated when AI accesses their works, which is a copyright-relevant act”

In the digital age, the creation, distribution and consumption of music is undergoing rapid transformation, introducing complex challenges for copyright management organizations such as Suisa, a Swiss cooperative representing composers, lyricists and music publishers. Oliver Schmid, who leads its legal department, tells Leaders League how his organization is adapting to these changes.

LEADERS LEAGUE: Could you provide an overview of Suisa’s remit and what your specific role entails?

Oliver Schmid: Suisa is a Swiss cooperative society that manages copyright for composers, lyricists and music publishers. It operates as a collective management organization, responsible for collecting royalties on behalf of its members when their musical works are performed publicly, broadcast, or reproduced. The organization plays a crucial role in protecting and promoting the rights of music creators in Switzerland and ensures that they receive fair compensation for the use of their works. We have about 40,000 direct members. Through agreements with foreign royalty-collection societies, we represent rights globally, covering usage in Switzerland. Although we have reciprocal agreements with many countries, there are some with which we do not. The distribution of funds is central to our members. The legal framework for distribution is outlined in our distribution regulations, which include clearly defined guidelines for the process. These regulations are subject to approval by the Swiss Federal Institute of Intellectual Property to ensure compliance with the copyright requirements of the Swiss Copyright Act. Ultimately, revenues are distributed based on the income generated from individual works and performances, and our members are transparently informed in their financial statements about their remuneration.

To what extent does Suisa engage with the legislative review process, in order to influence the development of copyright law?

Suisa has indeed been pivotal in shaping copyright law, particularly in adapting it to technological advancements. We actively defend and represent the interests of musicians and publishers during consulta-

tions. Suisa is involved in every legislative process that affects the protection of our members’ rights, whether pertaining to the Copyright Act or other legal sources like civil procedure law, or debt collection and bankruptcy law.

From your perspective, what are the key legal challenges facing music copyright in the 21st century?

Music production, distribution and consumption have transformed significantly and continue to evolve. This evolution presents numerous challenges for Suisa, both legally and practically, particularly with the rise of AI-based tools in music production. A pressing issue is determining how rights holders are compensated when AI accesses their works, which is a copyright-relevant act. Licensing the input used by AI, which it learns from, remains a major issue for us at the moment.

Our primary challenge is identifying the content that is fed into the AI tools to determine if it includes works from our repertoire. This understanding is crucial as it shapes our licensing efforts.

We are seeing an increase in registrations of music that is purely created by AI. Such works are not protected by copyright law due to the absence of human creation, which means they cannot be licensed. While some fear that AI-generated music might replace human-created music, I do not. AI must rely on existing human-created works to generate anything new.

Consumer behavior has already shifted towards more online usage, and I expect this trend to continue. The shift towards online music consumption has significantly impacted Suisa’s operational activities, particularly the effort required to track online usage. I believe that AI will continue to be an important tool in the future for both creating and consuming music. ♦

“AI-generated works represent a clear risk of unfair competition for a creative sector such as ours”



Interview with

ROBERT SILLEN
General Counsel, **CASTERMAN**

“Legal departments have an ambassadorial role to play, one that can greatly influence and help establish beneficial relationships”

Robert Sillen pulls back the curtain on how the legal department of iconic publisher Casterman is driving the company’s digital transformation. Sillen details the innovative strategies his team is deploying to propel the Tintin publisher forward, while fiercely safeguarding its intellectual property.

LEADERS LEAGUE: How does Casterman’s legal department contribute to creating value for the company?

Robert Sillen: Our legal department plays a key role in terms of developing and protecting Casterman’s intellectual property. We ensure that the intellectual rights assigned to us on the works in our catalog fully cover all the potential exploitations we may consider for these works. For example, when acquiring intellectual rights on these works, we pay particular attention to the scope of the copyrights assigned to Casterman, so as to ensure the broadest possible exploitation, particularly in the context of their commercialization in the form of adaptations in other media. This was the case with the adaptation of our books into audiovisual form, such as the recent film “The Killer” by David Fincher released in September 2023, which is adapted from one of our comic book series by Matz and Jacamon.

Do you consider Casterman’s legal department a business partner to the company?

The legal department strives to favor a business-oriented approach to the subjects entrusted to it. By this I mean considering the other party in a contractual negotiation or even in a nascent dispute as potentially remaining a commercial partner for Casterman, despite our respective interests, which may be opposed at a given moment. The subjects and matters submitted to us by Casterman’s other departments often concern a regular business partner for the department concerned (a supplier, a customer, another publishing house, etc.), which can be of significant strategic importance for the company. We therefore most often take a pragmatic approach to the matters entrusted to us, favoring as much as possible a negotiated outcome in good

faith with our partners, so as to promote the maintenance of long-term business relationships. Winning a conflict or a legal negotiation by being completely inflexible or unnecessarily rigid with the opposing party can end up costing you in the long term, from a business point of view. I believe that the legal department has a role to play, alongside the other departments, in terms of the positive image it can give to its company. In some cases, the general counsel of a company is even the first strategic point of contact: I am thinking for example of the acquisition of an external company. Here we have a real ambassadorial role to play, one that can greatly influence and help establish a beneficial relationship with the company being acquired, when it comes to the smooth integration of a new branch of activity.

How is the evolution of artificial intelligence being anticipated at Casterman?

The specific threats facing our sector are indeed multiple. The possibility of AI tools capable of creating new works at a frantic pace and at reduced financial costs represents a clear risk of unfair competition for a creative sector, such as ours. In the immediate future, however, our focus will primarily be on the risk of scraping (some might say “looting”) of the works in our catalog by AI programs for the purpose of training and improving their generative tools outside of any legal framework and without the agreement (nor, a fortiori, information) of the copyright holders on the works concerned. That said, provided it is properly managed and used, I believe that artificial intelligence can be an opportunity for our activities. For creators of artistic content, AI can be a great technical tool, one which leaves the human in total control of artistic creation. ♦

IP professionals can no longer operate in silos and only understand a particular area of IP, it's increasingly about complimentary rights



Interview with

DANA BROWN NORTHCOTT
President, **INTERNATIONAL
TRADEMARK ASSOCIATION**

"A key area of focus for INTA is counterfeiting, and how to really and truly affect large-scale IP enforcement and reduce dangers to brands and consumers"

As INTA's 2024 Annual Meeting drew to a close in Atlanta, Leaders League caught up with incumbent president Dana Brown Northcott, who discussed the rising influence of the event among the broader IP community, and the increasingly entwined issues of sustainability and brand value.

LEADERS LEAGUE: You are president now, but have been dedicated to INTA for a long time. How have you helped to improve the association over the years?

Dana Brown Northcott: I think, instead, I should emphasize how the association has improved me! It's been integral to my education, to making connections, and has really framed what leadership skills we all should master going forward. In terms of my INTA career, I led several committees and then participated on the board of directors, then the nominating committee, then the executive committee, before becoming an officer. I have been involved with INTA for 23 years and the folks I've met and the experiences I've had have been integral to my career. For me, INTA is irreplaceable.

During your presidency, you want to focus on INTA values and to drive sustainable growth. What kind of progress has been made on these goals?

It's important for every leader within INTA to further the Association's strategic mission. We are currently under the 2022-2025 strategic plan, and as a part of pillar two of the strategic plan – building a better society through brands – there are a lot of efforts that INTA has made, from DEI to leadership among women, to what we do with the Carbon Offset and Green Swag programs during the Annual Meeting—all very important initiatives that we've leaned into over the years.

The goal of the 2024 presidential taskforce is to take that further and to look at the interconnection between sustainability and brand value. Studies have shown that a company's commitment to CSR or ESG has been really important in communicating with customers and helping them understand the value of a brand.

Messaging on subjects like diversity, leadership, and empowering women has become ubiquitous. Do you see a real impact of your efforts in these areas?

I sure hope so. We currently have a gender study underway to help us understand where things stand right now in terms of gender equality in the IP community. I also have numerous anecdotal stories from junior women who have approached us and talked about how integral The Women's Leadership Initiative has been in their learning over the last several years, and the skills they have developed as a result of it. I think that INTA's DEI Council has been very important in advising the board on how to consider and be curious of the many differences within our industry, and how we can embrace them within the INTA community. I think there certainly has been an impact, both on our individual members and across our larger community.

Diversity can mean so many things to so many people and can depend on where you are internationally. Gender is something that we talk about quite a bit, and while that's important in the US., every country has different views of what could lift up an under-represented community. Learning about the specific challenges that we can affect and the change we can drive in particular countries is really important.

The board of directors thinks very deeply about diversity and how to make sure that we have a balanced view across the INTA community. As we are assembling the board and nominating officers, we are very mindful of finding a balance of skills, talent and things that everyone can teach each other to best reflect the diverse members of our community.

For those who were not able to attend INTA's 2024 annual meeting, what developments took place in Atlanta?

There were a few different focuses of this annual meeting. First, the meeting and educational programming were themed around the business of innovation. For the first time, registrants could select educational journeys where sessions covering particular subject areas were scheduled at the same time each day. Our goal here was to simplify the programming and help registrants include more education into their meeting schedules which, for everyone, is always packed with meetings.

We also held a China Enforcement Workshop for the first time this year, which talked about a range of activities in China. It educated brand owners and practitioners about key enforcement challenges in China right now. A key area of focus for the Association is counterfeiting, how it really and truly affects largescale IP enforcement, and how to reduce the dangers of this illicit trade for brands and consumers.

I'm sure that folks will highlight the INTA Foundation sports fundraiser and the Game-On Sports Arena. That's different this year, and I think these events allow for fun and easy ways to build connections. I've seen a lot of business development come out of those events, because it's easier to get to know someone over a common interest. And, of course, we had the amazing Dr. Bernice A. King as our Opening Ceremonies Keynote presenter.

Initially, INTA was more focused on trademarks but in recent years there have been a bunch of people involved in patents and

other subjects not exactly to do with trademarks attending. Is INTA trying to broaden its scope?

IP professionals can no longer operate in silos, and only understand a particular area of IP, it's increasingly about complementary rights and how they affect brand value. To be a well-rounded IP practitioner, there are many different areas of law to get to know and I think that is an emphasis that INTA is bringing to the forefront in recent years – you need to understand marketing, CSR, and AI developments, as well as traditional IP structures. But at the core of it, what remains important is INTA's support and dedication to IP professionals overall.

Do you have a geographical breakdown of the attendees at INTA's 2024 Annual Meeting?

Sure. We had nearly 10,000 registered – 9,749 as of this morning – we have 1,035 corporate representatives, 185 government officials and 136 jurisdictions represented. Traditionally, the United States is the largest participant, accounting for roughly a third of all attendees (3,196 this year), next followed by China, the UK, Germany and India. Those are the top five.

What about Africa? At the IBA we saw that Africans are getting more involved in these kinds of big international events.

We have seen a lot of growth in Africa. There has been a large increase in the number of African participants at INTA events in recent years. More than 200 registrants from across Africa joined us this year in Atlanta. ♦

"The board of directors thinks very deeply about diversity and how to make sure that we have a balanced view across the INTA community"



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RANKINGS 2024

| | |
|------------------------------|-----|
| North America | 22 |
| Central America | 38 |
| South America | 42 |
| Europe | 96 |
| Asia | 150 |

NORTH AMERICA

CANADA

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

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



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--------------------------------------|--|
| LEADING | |
| Bereskin & Parr | Janice Bereskin, Donald Cameron, Terry Edwards |
| Gowling WLG | Shelagh Carnegie |
| Smart & Biggar | Mark Biernacki, Mark Evans, Steven Garland, Francois Guay, Graham Hood |
| EXCELLENT | |
| Baker McKenzie | Jim Holloway |
| Blake, Cassels & Graydon | Sunny Handa, Christine Hunter |
| Borden Ladner Gervais | Jamie Mills |
| DLA Piper | Sangeetha Punniyamooth |
| Norton Rose Fulbright | Christopher Wilson |
| Osler, Hoskin & Harcourt | Bradley White |
| ROBIC | Barry Gamache |
| HIGHLY RECOMMENDED | |
| 1 Aird & Berlis | Timothy Lowman |
| Aitken Klee | Bill Mayo |
| Bennett Jones | Dominique Hussey |
| Cassels Brock & Blackwell | Mark Edward Davis |
| Goodmans | Andrew Brodtkin |
| Marks & Clerk | Jonathan Colombo, Andrew Jones |
| McMillan | Peter Giddens |
| 2 Cpst Intellectual Property | Anthony Prenol |
| Deeth Williams Wall | Gervas Wall |
| Dentons | Christopher Zelyas |
| Fasken | Jean-Philippe Mikus, Marek Nitoslawski, Sébastien Roy |
| McCarthy Tétrault | David Tait |
| Ridout And Maybee | Timothy Bourne |
| Torys | Andrew Bernstein, Andrew Saughnessy |

MEXICO

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| Arochi & Lindner | Roberto Arochi |
| Basham Ringe y Correa | Eduardo Kleinberg, Adolfo Athié, Juan Carlos Hernandez, Mariana Vargas |
| Olivares | Alonso Camargo, Víctor Ramírez, Jaime Rodriguez |
| Uhthoff, Gómez Vega & Uhthoff | Eryck Castillo Orive, Consuelo Gonzalez, Marcela Bolland |
| EXCELLENT | |
| 1 Axkati Legal | Luis Alcaraz, Eduardo Toledo |
| Becerril, Coca & Becerril | Juan Carlos Amaro, Victor Adames, Roberto Durán |
| Calderon & De la Sierra | Carlos Mauricio Salazar Gutiérrez, Mariel Velez, Carlos Pérez de la Sierra |
| Clarkemodet Mexico | Claudia Márquez, Roman Soto, Fernando Escudero |
| Dumont | Laura Collada, Ariadna Galvez, Christian Thomae, Ramon Cruz |
| 2 Bbg - Bello, Gallardo, Bonequi y García, S.c. | Jonathan Rangel |
| Goodrich Riquelme y Asociados | Enrique Diaz |
| Iberbrand | Gilberto Martinez |
| Méndez + Cortes Abogados | Jose Juan Mendez. Emmanuel G. Cortes, Oscar Hurtado |
| 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 |





MEXICO

| > Ortiz Monasterio Marcas y Patentes | Fernanda Ortiz Monasterio |
|--------------------------------------|---------------------------------------|
| Panamericana De Patentes y Marcas | Miguel Esteva |
| Tmi Abogados | Kiyoshi Tsuru |
| RECOMMENDED | |
| Arias & Charua | Oscar Arias Corona, Elias Charua |
| Baker McKenzie | Carlos Dávila Peniche |
| Be the IP | Emilio Torres Medina, Erika Cordova |
| BGAL Asociados | Flor Bermudez, Inti Alva, John Murphy |
| Bgw Legal | Eduardo Birman |
| Caype Abogados | Eduardo Ostos, Pablo Carrillo Riva |
| COREip | Carla Sanchez, Jorge Gomez Robles |
| Gm Attorneys At Law | Gerardo A. Magaña Adame |
| Ibarra, Del Paso y Gallego | Juan Manuel Álvarez del Castillo |
| Isla Del Campo | Gloria Isla |
| Malpica, Iturbe, Buj y Paredes | Álvaro Huerta, Alejandro Agredano |
| Mcoy Abogados | Alejandro Cardenas, Eduardo Miravete |
| Noriega + Escobedo Abogados | Alfredo Rangel |
| VALUABLE PRACTICE | |
| Breakthrough Ip Intelligence | Sarita Mosqueda, Alma Alvarez |
| Cannizzo, Ortíz y Asociados | Enrique García, Stefano Amato |
| De La Parra & Asociados | Eduardo de la Parra |
| Easymark | Oly Ayala |
| Echaide, Mendoza & Asociados | Humberto Mendoza |
| ECIJA Mexico | Georgina García |
| Els - Peñalosa + Donnadiou | 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 |
| Müggenburg, Gorches y Peñalosa, S.C. | Ana Esther Urquizo |
| Nereo Legal | Patricio Gonzalez, Jorge Montalvo |
| Pérez Correa & Asociados | Israel Perez Correa |
| Rlos Abogados | Agustín Ríos |
| Regalado & Galindo Abogados | Oliver Galindo Avila |
| Solórzano Linaldi | Guillermo Solorzano |
| Specific Ip | Gilberto Sánchez |
| Von Wobeser y Sierra | Rupert Hüttler, Patricia Kaim |

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| Arochi & Lindner | Heidi Lindner, Roberto Arochi, José Antonio Arochi |
| Basham Ringe y Correa | Eduardo Kleinberg, Adolfo Athié, Claudio Ulloa, Juan Carlos Hernandez, Eduardo Castañeda, Mariana Vargas |
| Olivares | Daniel Sánchez, Alejandro Luna, Sergio Olivares, Rommy Morales, Abraham Díaz, Armando Arenas |
| Uhthoff, Gómez Vega & Uhthoff | Saul Santoyo Orozco, Xavier Hadad |
| EXCELLENT | |
| Becerril, Coca & Becerril | Juan Carlos Amaro, Carlos Hernandez, Octavio Espejo, Víctor Adames, Raúl Domínguez, Roberto Durán, Roxana Aispuro |
| Calderon & De la Sierra | Carlos Pérez de la Sierra, Alberto Huerta Bleck |
| Dumont | Israel Escobedo, Laura Collada, Mauricio Galindo |
| Méndez + Cortes Abogados | Jose Juan Mendez, Emmanuel G. Cortés, Oscar Hurtado |
| Panamericana De Patentes y Marcas | Miguel Esteva |
| HIGHLY RECOMMENDED | |
| 1 Axkati Legal | Alfredo Pineda, Manuel Augusto Pérez |
| Bip Legal | Leticia Natividad, Jorge Arteaga |
| Goodrich Riquelme y Asociados | Enrique Diaz, Guillermo Sosa |
| Hogan Lovells | Bernardo Herrerias |
| Müggenburg Gorches y Peñalosa | Esteban Gorches G., Ana Esther Urquizo |
| Tmi Abogados | Kiyoshi Tsuru |
| 2 | |
| AVA | Tomas Arankowsky |
| Baker McKenzie | Carlos Dávila Peniche |
| Bgbg - Bello, Gallardo, Bonequi y García, S.c. | Jonathan Rangel |
| Bufete Soni | Mariano Soni, Miguel Ortiz |
| Els - Peñalosa + Donnadiou | Jean Yves Peñalosa |
| Iberbrand | Ana Laura Vargas, Samantha González, Christian Nava, Michel Obscura |
| Solórzano Linaldi | Guillermo Solorzano, Eréndira Frías, Christian Parra |
| RECOMMENDED | |
| Arias & Charua | Oscar Arias, Elias Charrua |
| Be the IP | Alejandro Hernández, Emilio Torres |



MEXICO

| | |
|--|---|
| > BGAL Asociados | Inti Alva, Veronica Garcia |
| Bgw Legal | Isaac Guakil |
| C&L Attorneys | Jorge León |
| Clarkemodet Mexico | Victor González, Sabrina Barrientos, Ana Jiménez, Claudia Márquez, Roman Soto |
| COREip | Jorge Gomez |
| Gm Attorneys At Law | Gerardo A. Magaña Adame |
| Gonzalez Calvillo | Pablo Hooper, Alberto Pliego |
| Malpica, Iturbe, Buj y Paredes | Alvaro Huerta |
| Mcoy Abogados | Alejandro Cardenas |
| Noriega + Escobedo Abogados | Alfredo Rangel |
| Regalado & Galindo | Oliver Galindo, Luis Garcia |
| Specific Ip | Gilberto Sánchez |
| Von Wobeser y Sierra | Rupert Hüttler, Patricia Kaim |
| VALUABLE PRACTICE | |
| Alegria 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 |
| Cuesta Campos | Mauricio Chozas |
| Cuesta Llaca Esquivel | Gaston Esquivel |
| Echaide, Mendoza & Asociados | Humberto Mendoza |
| 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 |
| Mijares, Angoitia, Cortés y Fuentes | Alejandro Diaz |
| Ortiz Monasterio Marcas y Patentes | Fernanda Ortiz Monasterio |
| Pérez Correa González | Mike Margáin |
| Rlos Abogados | Agustín Ríos, Joseef Saldaña |
| Sanchez Devanny Eseverri | Juan Luis Serrano |
| Santamarina + Steta | José Pablo Pérez Zea |

Our analysis

BASHAM RINGE Y CORREA: CLIENT-CENTRIC BUSINESS ADVOCATES



Eduardo Kleinberg

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

Track record: Recognized for its prowess in trademark and patent prosecution, as well as its adeptness in IP litigation covering cancellations, infringements, enforcement, and counterfeiting of trademarks and copyrights, Basham stands out. Additionally, the firm provides guidance on local data protection laws, domestic and international transfers of personal data, cybersecurity regulations and IT contracts.

Team & differentiation: Basham boasts a diverse in-house team comprising lawyers, patent attorneys, chemists, biologists, translators and engineering experts. This multidisciplinary approach ensures a comprehensive perspective from technical, regulatory, and legal standpoints, making Basham the go-to destination for all IP rights protection needs.

BECERRIL, COCA & BECERRIL: PRECISION TACTICS FOR COMPLEX CASES



Juan Carlos Amaro

Key figure(s): Juan Carlos Amaro, Octavio Espejo, Carlos Hernandez and Victor Adames, Raul Dominguez, Rberto Duran and Roxana Aispuro
Established: 1969

Track record: BC&B has garnered significant acclaim, attributed to the seasoned expertise of its patent and trademark professionals. Representing multinational giants spanning pharmaceuticals, luxury apparel, consumer goods, automotive, technology and food sectors, among others, the firm boasts a remarkable success rate. With a robust client base, it has welcomed over 300 new clients this year, totaling over 2,000 active clients.

Team & differentiation: With a knack for crafting innovative solutions to address clients' most intricate needs, BC&B stands out in the field. Boasting over two decades of top-level experience Juan Carlos Amaro has successfully represented both local and foreign clients in over 500 litigation cases. The firm's unwavering commitment to excellence and dedication to client satisfaction solidify its position as a titan of intellectual property.

DUMONT: INTELLECTUAL PROPERTY EXCELLENCE



Laura Collada

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

Track record: Dumont comprises experienced attorneys and technicians with specialized expertise in intellectual property processing and registration. The team adeptly manages litigation concerning trademarks, patents, designs, copyrights, trade secrets and domain names. With a focus on sectors such as pharmaceuticals, healthcare, tobacco, apparel, food, and electronics, Dumont has cultivated robust proficiency and extensive experience.

Team & differentiation: At the helm of the firm are five partners with vast experience spanning the pharmaceutical, chemical, electronics, mechanical engineering, biotechnology, and information technology sectors. Managing Partner Laura Collada oversees a practice that encompasses the entire life cycle of intellectual property rights, from consultation and filing to the resolution of associated disputes.

UHTHOFF, GÓMEZ VEGA & UHTHOFF: COMPREHENSIVE IP ADVICE



Javier Uthhoff

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

Track record: Specializing in trademark and patent prosecution and registration, copyright, entertainment law, regulatory law, and litigation, the firm leverages a vast network of associate firms to assist clients in securing protection for their intellectual property rights across various jurisdictions worldwide. Its clientele predominantly includes companies in the cosmetics, automotive, telecommunications and pharmaceutical sectors.

Team & differentiation: With a legacy spanning more than a century, the firm delivers a comprehensive, top-tier services to its clientele. Leading the patent department, Javier Uthhoff brings considerable expertise garnered from representing numerous multinational clients in safeguarding various innovations. The firm's leadership is attributed to the collective experience and knowledge of its entire team, which contains partners, lawyers, counsel and paralegals.

OLIVARES: UNLOCKING LEGAL SOLUTIONS



Sergio L. Olivares Jr

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

Track record: Specializing in copyright, litigation, regulatory compliance, anti-counterfeiting, plant variety protection, domain names, digital rights, and internet-related issues, the firm offers an array of services. Its proficiency in civil and commercial litigation perfectly complements its IP advisory offerings. Clients are primarily drawn from the pharmaceutical, food & beverage, hospitality, consumer goods, and consumer products industries.

Team & differentiation: The team has a consistent history of success, establishing legal precedents in patent, trademark, and copyright law within Mexico. Its patent division boasts extensive expertise in chemistry, nanotechnology, electronics, biotechnology, bioinformatics, software and mechanics. Collaborating closely with engineers and technical experts across Latin America, it offers innovative solutions to safeguard clients' rights and assets.

AROCHI & LINDNER: OUTSTANDING IP TRACK RECORD



Roberto Arochi

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

Track record: The firm sets itself apart thanks to a profound grasp of its clients' commercial imperatives, showcasing a robust IP practice lauded for its technical expertise and litigation prowess across trademarks, patents, copyrights, enforcement, life sciences and advertising. Clients hail from diverse sectors including information technology, entertainment, pharmaceuticals and luxury goods.

Team & differentiation: The team possesses an intimate appreciation of client need, and crafts innovative strategies to address them effectively, providing clear and concise counsel which identifies and mitigates risks while maximizing client benefits. Comprising elite lawyers with expertise across various IP realms, as well as media and entertainment law, it adeptly steers clients past legal obstacles.



MEXICO

Our analysis

**SPECIFIC IP:
EXPERT IP SOLUTIONS TAILORED TO CLIENTS**



Gilberto Sánchez

Key figure(s): Gilberto Sánchez, Eduardo Vázquez, Oscar Ochoa and María Fernanda Araujo
Established: 2017

Track record: Specific IP provides a wide range of services covering copyright, administrative litigation, industrial property litigation and Amparo proceedings. The firm fosters active partnerships with top industrial property firms across Europe, Asia, Oceania, Africa, the United States, Canada and Latin America. Its clientele primarily consists of companies in the automotive, construction, financial and pharmaceutical sectors.

Team & differentiation: The team prioritizes simplifying the intricate realm of intellectual property for clients, delivering solutions that are effective, practical and actionable. With over two decades of experience as an IP attorney, Gilberto Sanchez brings invaluable expertise to the table. His prior tenure at the Mexican Institute of Industrial Property (IMPI) further enhances his understanding of IP matters.

**RIOS ABOGADOS:
PRACTICAL AND EFFECTIVE LEGAL STRATEGIES**



Agustín Ríos

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

Track record: The firm excels at copyright litigation and domain name recovery matters. Its IP team specializes in trademarks, patents, enforcement, data protection, media & entertainment and copyright. Primarily serving clients in the entertainment, finance, tourism, cosmetics and construction sectors, the firm offers comprehensive legal services tailored to meet their diverse sets of needs.

Team & differentiation: Leading the practice is founding partner Agustín Ríos, renowned in the legal world for spearheading the first domain name litigation and criminal complaint for computer crime in Mexican history. Assisting him is Fátima Cambronero. With more than 22 years' experience, this Mexico City firm specializes in information law, corporate law, intellectual property, copyright and litigation.



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ENFORCEMENT & ANTI-COUNTERFEITING

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, Eduardo Castañeda |
| Uhthoff, Gómez Vega & Uhthoff | Saul Santoyo, Xavier Hadad |
| EXCELLENT | |
| 1 Dumont | Israel Escobedo, Laura Collada, Mauricio Galindo, Francisco Lima |
| Jáuregui y Del Valle | Israel Ledesma Meléndez |
| 2 | |
| Becerril, Coca & Becerril, S.c. | Juan Carlos Amaro |
| Olivares | Abraham Diaz, Alonso Camargo, Armando Arenas |
| HIGHLY RECOMMENDED | |
| Baker McKenzie | Carlos Davila-Peniche |
| Bgb - 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 |
| Jalife Caballero & Asociados | Mauricio Jalife, Joel Garrido |
| Müggenburg Gorchés y Peñalosa | Esteban Gorchés G., Ana Urquizo |
| Tmi Abogados | Kiyoshi Tsuru, Irely Aquique |

JAUREGUI Y DEL VALLE: TRUSTED EXPERTISE AND PROVEN KNOWLEDGE



Israel Ledesma

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

Track record: The firm's renowned IP practice enjoys widespread acclaim across Mexico, for its comprehensive expertise in trademark, copyright, and patent issues, coupled with extensive experience in litigation and combating counterfeiting. Additionally, the firm boasts substantial proficiency in media and entertainment affairs. Clients include the History Channel, Total Play, A&E Entertainment and Genomma Lab.

Team & differentiation: The team excels at copyright defense, enforcement and litigation, and is led by Israel Ledesma, who brings nearly fifteen years' experience representing both national and international companies before the Mexican authorities. Renowned for his proactive involvement in copyright legislation, Ledesma also serves as an authorized arbitrator to the Mexican Copyright Office.

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

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| Basham Ringe y Correa | Eduardo Castañeda, Juan Carlos Hernández, Eduardo Kleinberg |
| De La Parra & Asociados | Eduardo de la Parra |
| Jalife Caballero & Asociados | José Luis Caballero |
| Obon Abogados | Juan Ramon Obon |
| Olivares | Luis Schmidt, Jaime Rodríguez |
| Senn, Ferrero, Asociados Sports & Entertainment | Luis Torres Septién, José María Zayas |
| EXCELLENT | |
| Be the IP | Alejandro Hernández, Emilio Torres |
| Bello, Gallardo, Bonequi y García, S.c. | Carlos A. Bello-Hernandez |
| Lexel Abogados | Jesus Martinez |
| HIGHLY RECOMMENDED | |
| Arochi & Lindner | Jose Arochi |
| Baker McKenzie | Carlos Vela-Treviño |
| Calderon & De la Sierra | Alberto Huerta Bleck, Paloma Contreras |
| Cornish + Pani Abogados | Roberto Cornish, Diego Pani |
| Els - Peñalosa + Donnadiu | Jean-Yves Peñalosa |
| Solórzano Linaldi | Guillermo Solorzano, Miriam Orozco |
| Uhthoff, Gómez Vega & Uhthoff | Javier Uhthoff-Orive |
| RECOMMENDED | |
| All Entertainment Abogados | Antonio Rebolgar |
| De Alva & Asociados | Sergio de Alva, Luis Gaya |
| Echaide, Mendoza & Asociados | Humberto Mendoza |
| ECIJA Mexico | Ricardo Chacon, Joaquin Rodriguez |
| Gonzalez Calvillo | Jorge Mondragon |
| Jauregui & Del Valle | Israel Ledesma |
| URIC & Asociados | Claudia Uribe |

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| 1 Bello, Gallardo, Bonequi y García, S.c. | Hector Guzman-Rodriguez, Carlos Díaz |
| Davara Abogados | Isabel Davara |
| 2 Basham Ringe y Correa | Adolfo Athié, Renata Buerón |
| Rivero Lemus Abogados | Luis Mario Lemus, Carla Beltrán |
| EXCELLENT | |
| 1 Axkati Legal | Rosa Maria Franco |
| Lex Informática Abogados | Joel Gomez, Omar Soto |
| Rlos Abogados | Agustín Ríos, Fátima Cambroner |
| 2 Baker McKenzie | Carlos Vela-Treviño |
| Novus Concilium | Juan Luis Hernandez Conde |
| Olivares | Gustavo Alcocer, Luis Schmit, Abraham Díaz |
| HIGHLY RECOMMENDED | |
| Bufete Quijano | Carmen Quijano |
| Gonzalez Calvillo | Jorge Mondragon, Lucía Fernández, Patricio Martínez |
| Jáuregui y Del Valle | Israel Ledesma Meléndez |
| LEXINF | Alfredo Reyes, Cynthia Solis |
| ProtDataMx | Cristos Velasco |
| RECOMMENDED | |
| Arochi & Lindner | David Quezada, Verónica Siten |
| Be the IP | Alejandro Hernández |
| Becerril, Coca & Becerril | Emilio Garate |
| Cannizzo, Ortiz y Asociados | Stefano Amato, Enrique García |
| Creel García-Cuéllar Aiza y Enríquez | Gaby Finkel |
| ECIJA Mexico | Joaquin Rodriguez |
| Hogan Lovells | Ana Paula Rumualdo |
| Jones Day | Guillermo Larrea |
| Lexel Abogados | Jesus Martinez |
| Lopez Luna Abogados | Paulo López Luna |
| Ortiz Monasterio Marcas y Patentes | Fernanda Ortiz Monasterio |
| Solórzano Linaldi | Luis Armando López Linaldi |
| Tmi Abogados | Kiyoshi Tsuru |

BGBG: UNPARALLELED CLIENT SUPPORT



Carlos Bello

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

Track record: BGBG stands out as a top player in the Mexican market, one that particularly excels in TMT, data protection, privacy and eSports matters. Its expertise extends to satellites and MVNOs, notably, complemented by extensive experience in advising auto-industry companies. Clients value the prompt and effective responses from various teams, along with the unparalleled advice they receive.

Team & differentiation: With four partners in its TMT practice, the firm showcases a remarkable level of expertise. It extends assistance to both domestic and international clients seeking entry into the telecoms, media, and technology sectors. BGBG stands out from other premier law firms in Mexico thanks to its commitment to professionalism, client-centric approach, top-notch services and a strong focus on achieving results.

USA

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| Finnegan, Henderson, Farabow, Garrett & Dunner | Danny Awdeh |
| Fross Zelnick Lehrman & Zissu | Andrew Fredbeck, Leo Kittay, Allison Strickland Ricketts |
| Kelly IP | Lynn Jordan, David Kelly |
| Kilpatrick Townsend & Stockton | Anthony Malutta |
| EXCELLENT | |
| 1 Arent Fox | Ricardo Fischer |
| Cowan, Liebowitz & Latman | Deborah Squiers |
| DLA Piper | Ann Ford, Keith Medansky |
| Fenwick & West | Connie Ellerbach |
| Haynes And Boone | David Bell |
| Pattishall, McAuliffe, Newbury, Hilliard & Geraldson | Brett August, Thad Chaloeintiarana |
| Perkins Coie | Patchen Haggerty |
| Pirkey Barber | Louis Pirkey |
| 2 Baker McKenzie | Pamela Church |
| Cooley | Brendan Hughes, John Paul Oleksiuk |
| Foley & Lardner | Mark Diliberti, |
| Hunton Andrews Kurth | John Gary Maynard, Susan Smith |
| K&L Gates | Sana Hakim |
| Knobbe Martens | Susan Natland, Jeff Van Hoosear |
| McDermott Will & Emery | Jennifer Mikulina |
| HIGHLY RECOMMENDED | |
| Greenberg Traurig | Mark Galis, Susan Heller |
| Jones Day | Meredith Wilkes |
| Kelley Drye & Warren | Andrea Calvaruso |
| King & Spalding | Richard Groos |
| Ladas & Parry | Dennis Prah |
| Morgan, Lewis & Bockius | Josh Dalton, Anita Polott |
| Norton Rose Fulbright | Timothy Kenny |
| Orrick, Herrington & Sutcliffe | Beth Goldman |
| Merchant & Gould | Danielle Mattessich, Christopher Schulte |
| Holland & Hart | Craig Beaker |

TRADEMARK INFRINGEMENT

Best Investigations Firms

Firms are listed alphabetically

| FIRM |
|-------------------------------|
| MAPPING |
| Integrity Risk |
| Investigative Consultants |
| Kelly Pioneer Group |
| Marksmen |
| Robert Jackson And Associates |
| Treadstone Group |

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 | Laura Popp-Rosenberg, Barbara Solomon |
| Kilpatrick Townsend & Stockton | William Brewster, Theodore Davis Jr., David Mayberry, Lisa Pearson |
| EXCELLENT | |
| 1 Cowan, Liebowitz & Latman | Meichelle MacGregor, Richard Mandel |
| Finnegan, Henderson, Farabow, Garrett & Dunner | Danny Awdeh, Douglas Rettew |
| Kelly IP | David Kelly |
| Kirkland & Ellis | Dale Cendali |
| Pirkey Barber | Bill Barber, Louis Pirkey |
| 2 Cooley | Bobby Ghajar |
| Fenwick & West | Andrew Bridges, Jedediah Wakefield |
| Jones Day | John Froemming, Meredith Wilkes |
| Pattishall, McAuliffe, Newbury, Hilliard & Geraldson | Phillip Barendolts, Jonathan Jennings, Robert Sacoff |
| Proskauer Rose | Brendan O'Rourke |
| HIGHLY RECOMMENDED | |
| Arnold & Porter | Louis Ederer, Paul Llewellyn, Matthew Salzman |
| Crowell & Moring | Andrew Avsec, Valerie Goo, Howard Michael |
| DLA Piper | Gina Durham |
| Hunton Andrews Kurth | Edward Colbert |
| Fish & Richardson | Lisa Greenwald-Swire, Cynthia Johnson Walden |
| Loeb & Loeb | David Grace, David Grossman, Douglas Masters |
| Orrick, Herrington & Sutcliffe | Beth Goldman, David Hosp, Mark Puzella, Peter Vogl |
| Quinn Emanuel Urquhart & Sullivan | Margret Caruso |
| Sheppard, Mullin, Richter & Hampton | Laura Chapman, Jill Pietrini, Carlo Van den Bosch |
| Weil, Gotshal & Manges | Randi Singer |
| RECOMMENDED | |
| Arent Fox | Allan Anderson, Randall Brater |
| Greenberg Traurig | Mark Galis, Susan Heller |
| Katten Muchin Rosenman | Floyd Mandell |
| King & Spalding | Kathleen McCarthy |
| Latham & Watkins | Jennifer Barry |
| Mayer Brown | Richard Assmus, John Mancini |



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Best Law Firms

In each tier, the firms are ordered alphabetically

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

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-------------------------------------|--|
| LEADING | |
| 1 Baker McKenzie | Lothar Determann, Brian Hengesbaugh |
| Hogan Lovells | Harriet Pearson, Marcy Wilder |
| Hunton Andrews Kurth | Lisa Sotro |
| Morrison & Foerster | Miriam Wugmeister |
| Orrick, Herrington & Sutcliffe | Heather Egan Sussman, Aravind Swaminathan |
| 2 | |
| Cooley | Matthew Brown, Travis LeBlanc, David Navetta, Michael Rhodes |
| Covington & Burling | Stefanie Doebler, Anna Kraus |
| DLA Piper | Andrew Serwin |
| Venable | Emilio Cividanes, Stuart Ingis |
| EXCELLENT | |
| BakerHostetler | Theodore Kobus III |
| Debevoise & Plimpton | Luke Dembosky |
| Goodwin | Steve Charkoudian, Boris Segalis |
| Mayer Brown | Rajesh De |
| Reed Smith | Anthony Diana |
| Steptoe & Johnson | Stewart Baker |
| WilmerHale | Kirk Nahra, Benjamin Powell |
| ZwillGen | Marc Zwilling |
| 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 | Donna Wilson |
| McGuireWoods | Andrew Konia |
| Perkins Coie | Miriam Farhi, Janis Kestenbaum |
| Proskauer Rose | Margaret Dale, Edward Kornreich, Jeffrey Neuburger |
| 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 | Marcus Asner, Kenneth Chernof, Ronald Lee |
| Gibson, Dunn & Crutcher | Alexander Southwell |
| Hintze Law | Mike Hintze |
| McDermott Will & Emery | Daniel Gottlieb, Michael Morgan, Mark Schreiber |
| Paul Hastings | Aaron Charfoos |
| Ropes & Gray | Edward Black, Edward McNicholas |

CENTRAL AMERICA

COSTA RICA

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GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

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



NICARAGUA

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GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

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

PANAMA

© Shutterstock

GENERAL IP

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | FIGURE(S) |
|--|---|
| LEADING | |
| Alfaro, Ferrer & Ramírez | Marissa Lasso de la Vega, Monique Ferrer |
| Estudio Benedetti | Ramon R. Benedetti, Audrey Williams, Diana Carolina Leandro, Ramon Benedetti Alemán |
| Guinard & Noriega | Luis Guinard Rennert, Vanessa Noriega |
| Icaza, González-Ruiz & Alemán | Gabriela Tejada de Britton, Moisés Rivera |
| EXCELLENT | |
| 1 Cedeño & Méndez | Roberto Emilio Gómez Cedeño |
| 2 Jimenez, Molino & Moreno | Edwin Molino, Cristina de Molino |
| Morgan & Morgan | Maria Eugenia Brenes, Allen Candanedo |
| HIGHLY RECOMMENDED | |
| Arias, Fábrega & Fábrega | Melissa del Busto |
| Central Law | Yolianna Arosemena Benedetti, Tania Chen Guillén |
| RECOMMENDED | |
| Arosemena Noriega & Contreras | Shanina Contreras |
| Bufete Candanedo | Lizka Rodriguez |
| De Puy & Asociados | Miguel De Puy III, Delia Arosemena |
| Legalia IP | Alexandra Kourany, Nadia Jorge, Li An Chong |
| Moran Ip | Hugo Morán R., Luz Hernandez |
| Pedreschl & Pedreschi | Ivette del C. Llerena |
| Tapia, Linares Y Alfaro | Anabel Gamallo |

ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE (S) |
|--|-------------------------------------|
| EXCELLENT | |
| De Puy & Asociados | Miguel De Puy III, Delia Arosemena |
| Estudio Benedetti | Audrey Williams |
| 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 AND 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 |
| Leega Mkt | Fernando Nieto, Ángela Castillo, Yariana Pérez |
| Upwyse | Alejandra Rojas, Natalia Villanueva, Giselle Bohórquez, Alejandra Salazar, María Claudia Leguía, Paola Romero |
| EXCELLENT | |
| C&legal | Judith Caliz, Alejandra Llantada |
| Ed Comunicación Legal | Fran Dominguez, Anita Encina |
| Gericó Associates | Marc Gericó, María Sol Rubio, Diana Jennen, Juan Pablo Rodríguez, Alessandra Machado, Gabriel O'Hara, Daniela Mutis |
| Kidd & Aitken Legal Marketing | Daniel Kidd, Jacob Aitken, Giseli Farias |
| Mirada 360° | Rafael Mery, Lorena Borgo |
| Real Comunicación Legal | Jimena Altuzarra, Magdalena Rencoret |
| HIGHLY RECOMMENDED | |
| Firm Forward | Elyssa Lefreve Chayo, Maria Fernanda Cornejo |
| Harpa Legal Marketing | Marco Guasti, François Le Grand, Fernanda Vitarelli, Gisela Christiano, Leika Ejiri, Patricio Espinoza |
| Kerma Partners | Leopoldo Hernández |
| Lomo Comunicaciones | Bruno Zavaleta, Diana Reyes, Carlos Mijichich, Christopher Martínez |
| Trébol Comunicaciones | Alejandra Vidal |
| Williams Salas & Peraza | Cecilia Peraza, Paola Jiménez |
| Ximena Urrejola (Sole Practitioner) | Ximena Urrejola |
| RECOMMENDED | |
| Attitude Consulting | Marie Battier |
| Bolder Legal Consulting Group | Eduardo Paiz |
| Cecilia Fontaine (Sole Practitioner) | Cecilia Fontaine |
| GibsonPR | Charles A. Gibson |
| Ian Wall (Sole Practitioner) | Ian Wall |

| | |
|------------------------------------|--|
| > Lets Americas | Amanda Paccola |
| Lextop | Walter Cobos |
| Milena Camargo (Sole Practitioner) | Milena Camargo |
| Oi Comunicaciones | Horacio Chavarria |
| PhilCox (Sole Practitioner) | Phil Cox |
| TOTL Legal Marketing | Paloma Gutierrez Keever |
| Wink Comunicaciones Legales | Carola Cifuentes |
| VALUABLE PRACTICE | |
| Bloom Coaching & Marketing | Victoria Pereira |
| Cesmar Consulting | Maritza Martinez |
| Laport Coaching & Strategy | Andrea Aguilera Adad |
| Legal Advanta | Veronica Valles, Renata Torres Cano, Adrián Bravo, David Murillo, Eloisa Perea |
| Leguleya | Denisse Flores, Keyshey Torres |

C&L LEGAL: CRAFTING SUCCESSFUL OUTCOMES



Alejandra Llantada

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

Track record: C&L Legal excels at navigating the intricate day-to-day workings of law-firm life, equipping lawyers to cater to their clients' individual requirements in the most effective manner. Boasting a clientele of over 30 firms and with expertise in the LATAM market, it delivers comprehensive solutions spanning multiple nations, including Mexico, Colombia, Guatemala and Uruguay.

Team & differentiation: The agency adopts a distinctive approach to its work, customizing its approach to suit each client's specific requirements, a fact that helps guarantee they achieve their goals, while factoring in time and budget constraints. Distinguishing themselves from other marketing agencies, both partners maintain direct lines of communication with clients, placing a premium on fostering a close and enduring personal connection.

GERICÓ ASSOCIATES: POISED TO DELIVER EXPERT GUIDANCE



Marc Gericó

Key figure(s): Marc Gericó, María Sol Rubio, Diana Jannen, Juan Pablo Rodriguez, Alessandra Machado, Gabriel O'Hara and Daniela Mutis
Established: 1939

Track record: Gericó Associates specializes in legal marketing, communication and business development tailored to law firms across Europe and Latin America. An exclusive focus on the legal sector ensures meticulous guidance on strategy formulation, corporate communications and marketing initiatives, including placement in esteemed international legal directories and media outlets. Baker McKenzie, Pinsent Masons and CMS are clients.

Team & differentiation: Marc Gericó, the managing partner and visionary behind the firm, leads a firm active in Spain and Latin America. He is backed by a team of consultants with extensive backgrounds in law firms, legal directories, and top media and marketing agencies, who possess unparalleled understanding of the industry. With 20 professionals covering 21 jurisdictions, including Latin America, Spain and the UK, Gericó Associates delivers exceptional insights and solutions.

UPWYSE: CUTTING-EDGE SOLUTIONS FOR THE LEGAL SECTOR



Alejandra Rojas

Key figure(s): Alejandra Rojas
Established: 2019

Track record: UpWyse focuses on providing marketing, communications and BD services to the legal sector in Latin America. It stands out for achieving consistent results in its seven main practice areas, which support the entire business cycle of legal sector organizations in the region: marketing and communications; business development; digital marketing strategy; legal rankings; branding and web strategy; legal design and training.

Team & differentiation: The firm has enhanced its position in the market through an alliance with KermaPartners, a leading consulting firm which enjoys widespread recognition in Latam. Colombia-based Alejandra Rojas has more than 15 years' experience in planning and executing business development plans for members of the legal sector, structuring projects that connect innovation and intellectual property.

ARGENTINA

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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. |
| Ferrer Reyes, Tellechea & Bouché | Santiago Ferrer Reyes, Julia Elena Tellechea, Diego Bouché, Laura Plavnick |
| Ojam Bullrich Flanzbaum | Juan Carlos Ojam, Raquel Flanzbaum, Mercedes Bullrich, Diego Montangero, Camila Sirianni |
| Palacio & Asociados | Hector Palacio, Mercedes Durlach, Diego Palacio, Mingo Palacio, Magalí Turdó |
| 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, Pablo Armando |
| Richelet & Richelet | Roberto Parretta, Ricardo Richelet III |
| HIGHLY RECOMMENDED | |
| Berken IP | María Aurora García, Federico Ulled, Pedro Berkenwald, Guadalupe Ocampo |
| Bruchou & Funes de Rioja | Dámaso Pardo, Alejandro Barrientos |
| Clarkemodet Argentina | Maria Luisa Santa Maria, Verónica Kapovic |
| Estudio Chaloupka | Olga Maidana, Claudia Serritelli, María del Carmen Álvarez, Rita Evangelina Colombo |
| Mitrani Caballero & Ruiz Moreno Abogados | Ignacio Bérèterbide, Manuel Alonso |
| Obligado & Cia | Federico Aulmann, Juan Martin Aulmann |





ARGENTINA

RECOMMENDED

| | |
|-------------------------------|---|
| > Achával, Porcario, San Juan | Laura de Achaval, Barbara Porcario |
| Allende & Brea | Pablo Andrés Palazzi |
| Beccar Varela | Emilio Beccar Varela, Florencia Rosati |
| Bomchil | Patricio Albornoz |
| Brons & Salas | Maria José Rodríguez M. |
| Litvin Marzorati Legales | Constanza Capici, Melisa Litvin, Osvaldo Marzorati, Antonio Lopez Forastier |
| Moeller IP Advisors | Victoria de Lasa Andrés |
| O'Connor & Power | Santiago Ricardo O'Connor |
| Pagbam IP | Julio Francisco Lago, Fernando Alonso, Santiago M. Fiorito |
| Ryan-Lussich & Asociados | Juan Felipe Porta, Matias Bembibre |

VALUABLE PRACTICE

| | |
|-------------------------------------|------------------------------------|
| Barbat y Cía | Matty Barbat |
| Bip Buffarini Intellectual Property | Luciano Buffarini |
| Fernandez Lacort | Claudio Fernandez Lacort. |
| Herrero & Asociados | Ariel Juan Ibáñez |
| IPars Abogados | Federico Berger |
| Lauritsen Marcas & Patentes | Ivana Betina Lauritsen |
| Lerman & Szlak | Celia Lerman |
| Sena & Berton Moreno | Gustavo Sena, Alfredo Marcelo Sena |
| Ungria Patentes Y Marcas | Veronica Vater |

OBLIGADO & CÍA: SETTING THE BENCHMARK IN THE ARGENTINE MARKET



Juan Martin Aulmann

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

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

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

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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



ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| G. Breuer | Alberto Ernesto Villegas, Pedro Breuer-Moreno, Alfonso Campos Carles, Jorge Otamendi |
| Marval O'Farrell & Mairal | Gustavo Giay, Martín G. Chajchir |
| EXCELLENT | |
| Ferrer Reyes, Tellechea & Bouché | Santiago Ferrer Reyes, Laura Plavnick, Diego Bouché, Julia Elena Tellechea, Florencia Malvasio |
| Noetinger Armando Abogados | Fernando Noetinger, Matias Noetinger, Pablo Armando |
| Ojam Bullrich Flanzbaum | Juan Carlos Ojam, Mariano Peruzzotti, Camila Sirianni |
| HIGHLY RECOMMENDED | |
| 1 Berton Moreno IP Law | Alberto Berton Moreno Jr., Juan Berton Moreno, Ricardo Amigo |
| Palacio & Asociados | Mingo Palacio |
| 2 | |
| Baker McKenzie | Bernard W. Malone, Ana Paula Gallardo |
| Estudio Chaloupka | Claudia Serritelli |
| RECOMMENDED | |
| Clarkemodet Argentina | María Nájera |
| Hausheer Belgrano & Fernández | Gabriela Musante, Graciela Perez |
| Litvin Marzorati Legales | Melisa Litvin, Constanza Capici |
| Mitrani Caballero & Ruiz Moreno Abogados | Manuel Alonso, Ignacio Bereterbide |
| Ryan-Lussich & Asociados | Juan Felipe Porta, Victoria Taylor, Eugenia Krieger |
| VALUABLE PRACTICE | |
| Achával, Porcaro, San Juan | Laura de Achával, Barbara Porcaro |
| Lauritsen Marcas & Patentes | Ivana Betina Lauritsen, Gabriela Martínez Schnaider |
| Richelet & Richelet | Ricardo Richelet III |

ADVERTISING & MARKETING

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|----------------------------|--|
| EXCELLENT | |
| Allende & Brea | Pablo Andrés Palazzi |
| HIGHLY RECOMMENDED | |
| Berton Moreno IP Law | Alberto Berton Moreno Jr., Ricardo Amigo, Juan Berton Moreno |
| Marval O'Farrell & Mairal | Sergio M. Ellmann |
| Noetinger Armando Abogados | Matias Noetinger, Pablo Armando |
| RECOMMENDED | |
| Apellaniz & O'Farrell | Ignacio de Apellaniz, Nicolas O'farrell |
| Beccar Varela | Florencia Rosati |
| Bruchou & Funes de Rioja | Dámaso Pardo |
| Legal4marketing | Mariano Luna |
| Ojam Bullrich Flanzbaum | Juan Carlos Ojam, 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 |
| Ojam Bullrich Flanzbaum | Mariano Peruzzotti |
| EXCELLENT | |
| Avoa Abogados | Romina Iannello, Juan Darío Veltani |
| Lerman & Szlak | Celia Lerman, Gabriela Szlak |
| Richards, Cardinal, Tützer, Zabala & Zaefferer | Lisandro Frene |
| HIGHLY RECOMMENDED | |
| Allende Larreta & Asociados | Agustin Allende Larreta |
| Bomchil | Adrian Furman, Francisco Zappa |
| Bruchou & Funes de Rioja | Dámaso Pardo, Alejandro Barrientos, Franco Raffinetti |
| Mitrani Caballero & Ruiz Moreno Abogados | Maria Paula Díaz |
| Tanús, Steinborn, Kaprielan & Sáenz de Santa María - Abogados | Gustavo Tanús |
| TCA Tanoira Cassagne | Juan Gregorio Pozzo |
| RECOMMENDED | |
| G. Breuer | Pedro Breuer-Moreno, Alfonso Campos Carles |
| MHR Abogados | Martin Lepiane |
| Pagbam IP | Arnaldo Cisilino, Mariano Grondona, Pia Politi |

BOLIVIA

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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 |
| PPO | Ana Valeria Escobar, Pilar Soruco |
| HIGHLY RECOMMENDED | |
| Cervieri Monsuarez | Mónica Rivero, Diego Rocabado |
| Dentons Guevara & Gutiérrez | Melina Curbelo |
| Escobar & Escobar | Joaquín Escobar Cabezas |
| Lima & Asociados | Pablo Marin Salinas |
| W.A Mendez & Asociados S.R | Álvaro Siles |
| RECOMMENDED | |
| C.R. & F. Rojas – Abogados | Patricio Rojas, Paula Bauer |
| Garrón Bozo Abogados | Rodrigo Javier Garrón Bozo |
| Indacochea & Asociados | Alonso Indacochea |
| Rigoberto Paredes & Asociados | Rigoberto Paredes Candia, 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, Rodrigo Moreno Gutiérrez |
| PPO | Ana Valeria Escobar, Pilar Soruco |
| 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 | Patricio Rojas, Paula Bauer |
| Escobar & Escobar | Joaquín Escobar Cabezas |
| Indacochea & Asociados | Alonso Indacochea |
| Lima & Asociados | Pablo Marin Salinas |
| Rigoberto Paredes & Asociados | Rigoberto Paredes Candia, Mijail Tovar |
| Trujillo & Fernandez Servicios Legales | Santos Numbela, Alejandro Trujillo |

LANDIVAR & LANDIVAR: INTELLECTUAL PROPERTY EXPERTS



Martha Landivar

Key figure(s): Martha Landivar
Established: 1960

Track record: Landivar & Landivar's team is a pioneer in the Bolivian market, recognized for its effective and timely legal advice. The firm specializes in all types of intellectual property matters, including trademarks, patents, utility models, industrial designs, copyrights and IP litigation. Its clients come from the technology, pharmaceuticals and automotive sectors, among others.

Team & differentiation: Martha Landivar is an internationally renowned IP lawyer and a member of the Bolivian-German Chamber of Commerce, the International Trademark Association (INTA), the Interamerican Association of Intellectual Property (ASIPI), among other prestigious industry organizations. She has a successful track record in trademark oppositions, domain names and IP litigation.

BRAZIL

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| 1 Dannemann Siemsen | Luiz Henrique O. Do Amaral, Gustavo Morais, Peter Eduardo Siemsen |
| 2 Gusmão & Labrunie Propriedade Intelectual | José Roberto Gusmão, Jacques Labrunie, Thiago Arpagaus de Souza |
| Kasznar Leonardos | Filipe Leonardos, Flávia Tremura, Maria Pia Guerra |
| EXCELLENT | |
| Daniel Law | Robert Daniel-Shores, Carina Souza Rodrigues, Fábio Leme |
| Mansur Murad Advogados | Alexandre Fragoso Machado, Flavia M. Murad-Schaal |
| Montaury Pimenta, Machado & Vieira de Mello | Eduardo Magalhães Machado, Clarissa Jaegger, Joana Siqueira, Ricardo Vieira de Mello, Anna Terra Calainho, Luana Muniz de Barros |
| HIGHLY RECOMMENDED | |
| Bhering Advogados | Pedro Bhering, Philippe Bhering |
| David do Nascimento Advogados Associados | Marcello do Nascimento, Soraya I. de Mello, Adriana do Valle Garotti |
| Demarest Advogados | Tatiana Campello |
| Di Blasi, Parente & Associados | Paulo Parente Marques Mendes, Gabriel Di Blasi, Renata Hohl |
| Guerra IP | Alberto Guerra, Flavio Leonardos, Ricardo Pinho |
| Pinheiro Neto Advogados | André Giacchetta, Ciro Torres Freitas, José Mauro Decoussau Machado |
| Salusse, Marangoni, Parente e Jabur Advogados | Wilson Pinheiro Jabur |

| | |
|---|--|
| Soerensen Garcia Advogados Associados | Mario Soerensen Garcia, Renata Corrêa Cardozo Pereira Carneiro |
| Trench Rossi Watanabe | Marcela Trigo de Souza, Flávia Rebello, Flávia Vasconcelos |
| RECOMMENDED | |
| ClarkeModet | Fabrize M. P. Da Cruz, Arthur Lourenço |
| Dias Teixeira Sociedade de Advogados | Diogo Dias Teixeira, Mariana Patané |
| Felsberg Advogados | Diogo Goulart de Oliveira Vieira |
| Gruenbaum, Possinhas & Teixeira | Andréa Possinhas, Luciana Noronha, Isadora Lima |
| Luiz Leonardos & Advogados | Luiz Leonardos, Gustavo Leonardos |
| MNIP - Magalhães Nogueira Sociedade de Advogados | Monica Nogueira |
| Murta Goyanes Advogados | Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira |
| Peduti Advogados | Cesar Peduti, Rafael Bruno Jacintho de Almeida, Lígia Ferreira Marcondes Rocha |
| Ricci Propriedade Intelectual | Antonio Ferro Ricci, Helcio Ferro Ricci, Daniel Adensohn de Souza |
| Souto Correa Advogados | Leticia Provedel, Mariana Vicentini Taylor |
| VALUABLE PRACTICE | |
| Almeida Advogados | Pedro Tinoco |
| Ariboni, Fabbri & Schmidt Sociedade de Advogados | Hélio Fabbri Jr. |
| B/Luz | Pedro H. Ramos, Fernando Bousso, Vanessa Pirró |
| BMA – Barbosa, Müssnich, Aragão | Antonella Carminatti, Claudia Schulz |
| BVA - Barreto Veiga & Advogados | Daniel Barbosa Rodrigues, Felipe Barreto Veiga |
| Lia e Barbosa Propriedade Intelectual | Mauricio Serino Lia |
| Madrona Fialho Advogados | Luiza Tângari, Lucas Spadano, Bernardo Santos |
| Mattos Filho | Paulo Marcos Rodrigues Brancher, Fabio Ferreira Kujawski, Luiz Felipe di Sessa |
| Ouro Preto Advogados | Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga |
| Veirano Advogados | Valdir Rocha |
| Vilela Coelho Sociedade de Advogados | Fabricio Vilela Coelho, Fabiana Marcicano, Fernanda Vilela Coelho |



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| 1 Dannemann Siemsen | Luiz Henrique O. do Amaral, Gustavo Morais, Peter Eduardo Siemsen |
| Gusmão & Labrunie Propriedade Intelectual | Jose Roberto Gusmão, Jacques Labrunie, João Vieira da Cunha |
| Kasznar Leonardos | Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral |
| 2 | |
| Daniel Law | Robert Daniel-Shores, Carina Souza Rodrigues, Fábio Leme |
| Montaury Pimenta, Machado & Vieira de Mello | Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Ana Paula Affonso Brito, Yuri Fancher Machado, Maria Eduarda Junqueira, Isabella Aguiar Reis |
| EXCELLENT | |
| 1 BMA – Barbosa, Müssnich, Aragão | Antonella Carminatti, Claudia Schulz, Pedro Frankovsky Barroso |
| Mansur Murad Advogados | Pedro Vilhena, Flavia M. Murad-Schaal |
| Murta Goyanes Advogados | Antonio Murta, Marcelo Goyanes, Luiza Duarte Pereira |
| Pinheiro Neto Advogados | André Giacchetta, José Mauro Decoussau Machado, Márcio Junqueira Leite |
| 2 | |
| Di Blasi, Parente & Associados | Paulo Parente Marques Mendes, Gabriel Di Blasi, Lucas Antoniazzi |
| Licks Attorneys | Eduardo Hallak, Liliane Roriz, Otto Licks |
| Trench Rossi Watanabe | Marcela Trigo de Souza, Flávia Rebello, Flávia Amaral |
| HIGHLY RECOMMENDED | |
| Ariboni, Fabbri & Schmidt Sociedade de Advogados | Hélio Fabbri Jr., Lélío Denicoli Schmidt |
| Bhering Advogados | Philippe Bhering |
| David do Nascimento Advogados Associados | Marcello do Nascimento, Ana Paula Tempesta, Raphael Lemos Maia, Rodrigo Gaspar Larocca, João Matheus Alves Pinto |
| Demarest Advogados | Tatiana Campello |
| Ouro Preto Advogados | Rodrigo A. de Ouro Preto Santos |

Peduti Advogados

Cesar Peduti Filho, Thais de Kássia R. Almeida Penteado

Ricci Propriedade Intelectual

Antonio Ferro Ricci, Daniel Adensohn de Souza

Salusse, Marangoni, Parente e Jabur Advogados

Wilson Pinheiro Jabur, Eduardo de Albuquerque Parente, Erik Guedes Navrocky

Souto Correa Advogados

Leticia Provedel, Mariana Vicentini Taylor, João Harres

RECOMMENDED

Aoki, Ferreira, Mattioli & Yamashita Propriedade Intelectual

Tânia Aoki Carneiro

B/Luz

Pedro H. Ramos, Fernando Bousso, Vanessa Pirró

BVA – Barreto Veiga Advogados

Danniel Barbosa Rodrigues, Felipe Barreto Veiga

Gruenbaum, Possinhas & Teixeira

Andréa Possinhas, Carlos Gruenbaum, Luciana Noronha

Luiz Leonardos & Advogados

Luiz Leonardos, Gustavo Leonardos, Patricia Lusoli, Suzana Lemos, Constanza Woltzenlogel, Daniele Dias Carneiro Machado

Madrona Fialho Advogados

Luiza Tângari, Lucas Spadano, Bernardo Santos

MommLaw - Müller Mazzonetto

Karina Müller, Nathalia Mazzonetto

SiqueiraCastro

Eduardo Ribeiro Augusto

Soerensen Garcia Advogados Associados

Mario Soerensen Garcia

Veirano Advogados

Valdir Rocha

**KASZNAR LEONARDOS:
NAVIGATING COMPLEX TRADEMARK LITIGATION**

Rafael Lacaz Amaral

Key figure(s): Rafael Lacaz Amaral, Nancy Caigawa and Luciana Minada
Established: 1919

Track record: IP powerhouse highly regarded for its strategic handling of crucial trademark disputes before both the judiciary and the Brazilian Patent and Trademark Office. Routinely advises key market players on infringement and non-infringement lawsuits, cancellation actions, anti-piracy efforts, compliance programs, border measures, domain name disputes, unfair competition and trade secret infringement cases.

Team & differentiation: The firm's Rio de Janeiro and São Paulo offices house a formidable trademark litigation team composed of 21 partners and 80 associates, led by esteemed founding partners Elisabeth Kasznar and Gabriel Leonardos, who are prominent figures in IP litigation in Brazil. Kasznar actively promotes alternative dispute resolution such as mediation and arbitration, underscoring its proactive approach to resolving legal disputes.

**MONTAURY PIMENTA, MACHADO & VIEIRA DE MELLO:
IP LITIGATION POWERHOUSE**

Luiz Edgard Montaury Pimenta

Key figure(s): Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça and Ana Paula Brito
Established: 1939

Track record: Montaury Pimenta's trademark litigation department excels at managing must-win cases for prominent national and international clients in the electronics, financial services and fashion industries. The department is celebrated for its effective legal strategies and consistently high success rate in complex cases and also excels in preventive online brand protection and anti-piracy initiatives.

Team & differentiation: Montaury Pimenta is led by Luiz Edgard Montaury Pimenta, an IP law veteran and former president of the Brazilian Association of Intellectual Property (2018-2021). The firm's trademark litigation team, which includes nine partners, is noted for its expertise across a broad spectrum of technical fields such as electronics, biotechnology, and telecommunications, making it a mainstay of Brazil's IP landscape.



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

CQS/FV: EXCELLENCE IN MEDIA & ENTERTAINMENT MATTERS



André Carvalho Sica

Key figure(s): Fabio Cesnik, Rodrigo Salinas, Jose Mauricio Fittipaldi, Ygor Valerio, Felipe Senna and Aline Akemi Freitas
Established: 2009

Track record: Renowned firm serving artists, authors, producers, studios, record labels, publishers and digital platforms. Effectively manages complex negotiations related to sponsorship and advertising contracts, agency contracts, and sports event and broadcasting rights. Additionally known for its significant dealings in sports and eSports sectors for clients including clubs, confederations, athletes and media companies.

Team & differentiation: CQS/FV operates from strategically located offices in São Paulo, Rio de Janeiro, Brasília and Los Angeles. The firm has a robust team comprising 10 partners and 26 associates, with founding partners Fabio Cesnik, Rodrigo Salinas, José Maurício Fittipaldi and Ygor Valério at the helm. Its impressive client portfolio includes Puma, Sociedade Esportiva Palmeiras and Liga do Futebol Brasileiro.

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Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| CQS/FV – Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados | Rodrigo Salinas, José Mauricio Fittipaldi, Ygor Valerio, Felipe Senna |
| Murta Goyanes Advogados | Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira |
| Gusmão & Labrunie Propriedade Intelectual | João Vieira Da Cunha, Laetitia d’Hanens, Vanessa Ribeiro |
| EXCELLENT | |
| Dannemann Siemsen | Atílio Gorini, Gustavo Piva de Andrade, José Henrique Werner |
| Eliane Y. Abrão Advogados Associados | Eliane Y. Abrão |
| Kasznar Leonardos | Rafael Lacaz Amaral, Nancy Caigawa, Luciana Minada |
| Lins de Vasconcelos e Carboni Advocacia | Claudio Lins de Vasconcelos, Guilherme Carboni |
| Manoel J. Pereira dos Santos - Sociedade de Advogados | Manoel Joaquim Pereira dos Santos |
| Sanches Advogados Associados | Sydney Sanches |
| Souto Correa Advogados | Leticia Provedel, Mariana Vicentini Taylor, João Harres |
| HIGHLY RECOMMENDED | |
| 1 Bitelli Advogados | Marcos Alberto Sant’Anna Bitelli |
| Pinheiro Neto Advogados | André Zonaro Giacchetta, José Mauro Machado, Larissa Galimberti |
| Veirano Advogados | Fábio Pereira |
| 2 | |
| Daniel Law | Alicia Daniel-Shores, Robert Daniel-Shores |
| Gustavo Martins de Almeida Advogados | Gustavo Martins de Almeida |
| RECOMMENDED | |
| Bhering Advogados | Pedro Bhering, Philippe Bhering |
| BSA Legal - Borges Sales e Alem | Olivia Bonan |
| Caio Mariano Advogados | Caio Mariano |
| KLA Advogados | Ana Carolina Cesar |
| Madrona Fialho Advogados | Luiza Tângari, Lucas Spadano, Bernardo Santos |
| Montaury Pimenta, Machado & Vieira de Mello | Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Ana Paula Brito, Maria Eduarda Junqueira, Isabella Aguiar |
| Salusse, Marangoni, Parente e Jabur Advogados | Wilson Pinheiro Jabur |
| Trench Rossi Watanabe | Marcela Trigo de Souza, Flávia Rebello Pereira |



FASHION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| D.Portilho | Deborah Portilho |
| Gusmão & Labrunie Propriedade Intelectual | Laetitia D'Hanens, João Vieira da Cunha, Thiago Arpagaus de Souza |
| Mansur Murad Advogados | Flavia Mansur Murad-Schaal |
| EXCELLENT | |
| L.O. Baptista Advogados | André Mendes Espírito Santo, Fabrício Bertini Pasquot Polido |
| Kasznar Leonardos | Gabriel Leonardos, Elisabeth Kasznar, Nancy Caigawa |
| Moreau Valverde Advogados | Pierre Moreau, Mariana Hamar Valverde, Jean Pierre Moreau |
| Montaury Pimenta, Machado & Vieira de Mello | Luiz Edgard Montaury Pimenta, Eduardo Machado, Marianna Furtado de Mendonça |
| MOSSE IP, Fashion & Social Media Law | Cássio Mosse |
| Veirano Advogados | Bruna Rego Lins |
| HIGHLY RECOMMENDED | |
| Baril Advogados | Natan Baril, Alysso Hautsch Oikawa, Maikon Oliveira |
| Cortez de Carvalho e Furegate Sociedade de Advogados | André Furegate, Priscila Cortez de Carvalho |
| Dannemann Siemsen | Filipe Fonteles Cabral |
| Daniel Law | Isabella Cardozo, Roberta Arantes |
| RECOMMENDED | |
| AGFF Law - Andrade Gomes & Ferreira Filho Advogados | Andreia de Andrade Gomes |
| Demarest Advogados | Tatiana Campello, Claudio Mattos, José Diaz |
| Garé Advogados | Luiz Claudio Garé, Elisson Garé, Sari Franco Schnaider |
| Gruenbaum, Possinhas & Teixeira | Andréa Possinhas, Luciana Noronha |
| HMA Hamuche Advogados | Michelle Hamuche |

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| Bichara e Motta Advogados | Bichara Abidão Neto, Marcos Motta |
| CSMV Advogados | André Sica, Luis Fernando Carvalho, Graciema Almeida |
| EXCELLENT | |
| Ambiel, Belfiore, Gomes e Hanna Advogados | Carlos Eduardo Ambiel, Marcel Belfiore, Tiago Gomes |
| CCLA Advogados | Cristiano Caús, Márcio Fernando Andraus Nogueira, Alécio Ciaralo |
| PVBT Law | Rafael Botelho, Vinícius Lucílio, Flavio Torres |
| Tannuri Ribeiro Advogados | André Ribeiro, Breno Tannuri |
| HIGHLY RECOMMENDED | |
| Asseff Advogados | Michel Asseff Filho |
| BMA - Barbosa, Müssnich, Aragão | Victor Butruce |
| Cravo, Pastl e Balbuena Advogados Associados | Daniel Cravo, Francisco Balbuena Dal Forno, Rogério Pastl |
| Laporta Costa Associados | Leonardo Laporta Costa |
| Mattos de Paiva, Nogueira e Ribeiro Advogados | Gustavo Nogueira Mendes, Luiz Fernando Ribeiro, Thomaz Sousa Lima Mattos de Paiva |
| RECOMMENDED | |
| Campos Mello Advogados | Jorge Gallo |
| Jordão & Possídio Sociedade de Advogados | Milton Jordão, Cristiano Possídio |
| VALUABLE PRACTICE | |
| Corrêa da Veiga Advogados | Luciano Andrade Pinheiro |
| Franklin Advogados | Marcelo Franklin |
| Huck Otranto Camargo | Luiz Otávio Rodrigues Ferreira |
| MCM Advogados | Luis Roberto Martins Castro |
| Trengrouse Gonçalves Advogados | Vantuil Gonçalves Jr., Pedro Trengrouse |

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| 1 b/Luz | Fernando Bouso, Pedro H. Ramos, Vanessa Pirro |
| Mattos Filho | Fabio Ferreira Kujawski, Paulo Marcos Rodrigues Brancher, Thiago Luis Sombra |
| 2 Leonardi Advogados | Marcel Leonardi |
| Pinheiro Neto Advogados | Raphael de Cunto, André Zonaro Giacchetta, José Mauro Decoussau Machado |
| EXCELLENT | |
| BMA - Barbosa, Müssnich, Aragão | Felipe Palhares |
| Machado Meyer Advogados | Juliana Abrusio |
| Opice Blum, Bruno Advogados Associados | Renato Opice Blum, Marcos Bruno, José Roberto Opice Blum |
| Peck Advogados | Patricia Peck, Lorena Botelho, Leandro Bissoli |
| Prado Vidigal Advogados | Luis Fernando Prado, Paulo Vidigal, Pedro Sanches |
| TozziniFreire Advogados | Marcela Waksman Ejnisman, Patrícia Helena Marta Martins, Carla do Couto Hellu Batilana |
| HIGHLY RECOMMENDED | |
| Campos Mello Advogados | Paula Mena Barreto |
| Demarest Advogados | Tatiana Campello |
| Lefosse | Paulo Lilla |
| Trench Rossi Watanabe | Flávia Rebello, Flávia Amaral, Marcela Trigo de Souza |
| Silveiro Advogados | Rodrigo Azevedo, Leonardo Braga Moura, Maurício Brum Esteves |
| Veirano Advogados | Fábio Pereira, Valdir de Oliveira Rocha Filho, Gustavo Frões |
| RECOMMENDED | |
| 1 Campos Thomaz Advogados | Alan Campos Elias Thomaz, Filipe Starzynski, Juliana Gebara Sene Ikeda |
| Daniel Law | André Oliveira, Robert Daniel-Shores, Nuria López |
| Dias Carneiro Advogados | Vanessa Pareja Lerner, Eduardo Turkienicz |
| Kasznar Leonardos | Larissa Martins, Cláudio R. Barbosa, Felipe Monteiro |
| Serur Advogados | Fabricio da Mota Alves |
| VMCA Advogados | Marcela Mattiuzzo, Nathalie Fragoso |
| 2 Alexandre Atheniense Advogados | Alexandre Atheniense |
| Artese Advogados | Gustavo Artese, Pedro Iorio |
| Barcellos Tucunduva Advogados | Luiz Fernando Plastino Andrade |
| Kestener & Vieira Advogados | Fabio Alonso Vieira |
| Rennó Pentado Sampaio Advogados | Ronaldo Lemos, Carlos Affonso Souza, Sergio Branco |
| Souto Correa Advogados | Fernanda Girardi Tavares, Roberta Feiten |
| VLK Advogados | Rony Vainzof, Caio Cesar Carvalho Lima, Gisele Karassawa |



BRAZIL

VALUABLE PRACTICE

| | |
|--|--|
| > Almeida Advogados | Márcio Chaves |
| Assis e Mendes Sociedade de Advogados | Adriano Mendes, Bianca Pinheiro, Fernanda Rosa |
| BBL Advogados - Becker Bruzzi Lameirão Advogados | Daniel Becker, Beatriz Haikal |
| BFBM - Barroso Fontelles, Barcellos, Mendonça & Associados | Andre Zanatta, Eduardo Mendonça, Felipe Monnerat |
| Cabanellos Advocacia | Cristhian Homero Groff |
| Cascione Advogados | Karin Klempp Franco, Marcelo Padua Lima, Brunno Morette |
| CGM Advogados | Adriano Chaves, Marcia Mandelbaum |
| Dannemann Siemsen | Filipe Fonteles Cabral |
| Focaccia, Amaral e Lamonica Sociedade de Advogados - FAS Advogados | Marcio Lamonica Bovino, Paulo Mertz Focaccia, Danilo Weiller Roque |
| Gusmão & Labrunie | Vanessa Ribeiro |
| L.O. Baptista Advogados | Esther Jerussalmy Cunha, Fabrício Bertini Pasquot Polido |
| Lobo de Rizzo Advogados | Ana Paula Celidonio |
| Loeser e Hadad Advogados | Enrique Tello Hadad, Raphael Valentim, Bibianna Valadares |
| Manassero Advogados | Clarissa Luz |
| Madrona Fialho Advogados | Bernardo Santos |
| Mansur Murad Advogados | Pietra Quinelato |

NOTABLE PRACTICE

| | |
|---|--|
| Advocacia Correa de Castro & Associados - ACC | Andreza Hautsch Oikawa, Rhodrigo Deda Gomes, Leticia Menegaço de Camargo |
| Azevedo Sette Advogados | Ricardo Barretto Ferreira, Luiz Azevedo Sette |
| Chenut Advogados | Fernando Antônio Santiago Júnior, Iara Peixoto Melo |
| Lima Feigelson Advogados | Bruno Feigelson, Jean Marc Sasson, Tatiana Coutinho |
| Licks Attorneys | Douglas Leite, Alexandre Dalmasso |
| Mello Torres Advogados | Fabricio A. Cardim de Almeida |
| Viseu Advogados | Antonielle Freitas, Gustavo Viseu |
| VPBG - Vella Pugliese Buosi Guidoni Advogados | Rodrigo Vella, Patricia Barbosa |

LOESER E HADAD ADVOGADOS: ADVANCED DATA PROTECTION SOLUTIONS



Enrique Tello Hadad

Key figure(s): Enrique Tello Hadad, Raphael Valentim and Bibianna Peres
Established: 1989

Track record: Loeser e Hadad Advogados has reputation for expertly navigating data-protection regulations across industries such as aviation, banking and sanitation. The firm is highly skilled at establishing and overseeing privacy frameworks, ensuring LGPD compliance, and advising data protection officers. It is also recognized for using of advanced technologies like artificial intelligence to develop custom-built, cutting-edge solutions.

Team & differentiation: Loeser e Hadad maintains offices in São Paulo, Brasília, Rio de Janeiro and Campinas. The practice is led by founding partner Enrique Tello Hadad and comprises a team of five data-protection attorneys. Through its extensive international network, the firm is uniquely positioned to address complex, global challenges, offering comprehensive legal strategies for cross-border business structuring.

LGPD ADVISORS

Best Consulting Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-----------------------------|---|
| LEADING | |
| 1 EY | Demetrio Carrión |
| 2 Deloitte | André Gargaro, Marcelo Farias, José Pela Neto, Leonardo Moraes, Anselmo Bonservizzi |
| Grant Thornton | Alline Ribeiro Benfatti Vaz, Cláudio Castro, Everson Probst |
| KPMG | Leandro Marco Antônio |
| PwC | Eduardo Batista, Magnus Santos, Rafael Cortes, Maressa Juricic |
| EXCELLENT | |
| Accenture | Vanessa Fonseca, Angela Maria Rosso |
| Protiviti | André Cilurzo, Alexandre Tamura, Vania Ansoain, Klelio Gentilucci |
| HIGHLY RECOMMENDED | |
| Capgemini | Leonardo Carissimi |
| Every Cybersecurity And GRC | Eduardo Nery |
| FTI Consulting | Antonio Gesteira |
| Kroll | Walmir Freitas, Pedro Carazato |
| PP&C | Claudio Matos, Aline Poiani, Marcos Rodrigues |
| RECOMMENDED | |
| BDO | Mauro Johashi |
| Inetum | Leandro Passos |
| IBM | Alisson Campos |
| MKR Consultoria | Marina Bendit, Ludmyla Lavinsky, Luiz A. M. Meiches |
| P&B Compliance | Guilherme Cunha Braguim, Bruno Galvão Ferola, Carla de Figueiredo Locatto Alves |



ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| David do Nascimento Advogados Associados | Marcello do Nascimento, Mariana Benfati, Leonardo Santana |
| Garé Advogados | Luiz Claudio Garé, Elisson Garé, Sari Franco Schnaider, Rodrigo Gianni Carney, Marcelo Toledo de Camargo |
| EXCELLENT | |
| Daniel Law | André Oliveira, Rafael Rocha, Igor Morgado |
| Dannemann Siemsen | José Henrique Werner |
| Meirelles IPC | Flavio Augusto Nunes de Meirelles |
| Kasznar Leonardos | Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral |
| SiqueiraCastro | Eduardo Ribeiro Augusto |
| HIGHLY RECOMMENDED | |
| Ariboni, Fabbri & Schmidt Sociedade de Advogados | Hélio Fabbri Jr., Maurício Ariboni, Lélío Denicoli Schmidt |
| Bhering Advogados | Philippe Bhering, Juliano Maurer |
| Gusmão & Labrunic | Thiago Arpagaus de Souza, Vanessa Ribeiro |
| Montaury Pimenta Machado & Vieira de Mello | Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, David Fernando Rodrigues, Yuri Fancher Machado, Gabriela Moura Mendonça |
| RECOMMENDED | |
| Azevedo Sette Advogados | Luiz Augusto Azevedo Sette |
| Lippert Advogados | Guilherme Mallmann Lippert, Fábio Luis de Luca, George Lippert Neto |
| Marcio Gonçalves Advogados | Marcio Costa de Menezes e Gonçalves |
| Mattos Filho | Lisa Worcman, Paulo Brancher, Paula Indalecio |
| Veirano Advogados | Valdir de Oliveira Rocha Filho, Fabio Pereira, Gustavo Fróes |

GARÉ ADVOGADOS: ANTI-COUNTERFEITING LAW EXPERTS



Luiz Claudio Garé

Key figure(s): Luiz Claudio Garé, Elisson Garé and Sari Franco Schnaider
Established: 1990

Track record: Garé Advogados has established a remarkable reputation for guiding major brands in the luxury goods, beverages, and sportswear sectors through challenges of counterfeiting, trademark, patent, and industrial design rights infringements, as well as copyright disputes and actions against unfair competition. The firm excels in carrying out thorough investigations and monitoring to protect clients' brands.

Team & differentiation: Garé Advogados has a team of 14 partners and two associates, all experts in the full spectrum of anti-counterfeiting initiatives. Founding partner Luiz Claudio Garé is an authority on brand protection. The firm's anti-counterfeiting department is also noted for its strategic legal actions and its significant role in training over fifteen thousand public authorities to recognize counterfeit products.

LEGAL MARKETING

Best Consulting Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| 1 Chiquetto Comunica | Clarice Chiquetto, Roberta Vilas Boas, Juliana Teixeira, Nara Bianconi, Felipe Datt |
| 2 Leega MKT | Fernando Nieto, Yariana Pérez |
| Lets Marketing | Rafael Gagliardi, Amanda Paccola, Willian Fernandes |
| Matters: Marketing Jurídico | Quim Alcantara, Dilene Mattos, Ximena Bautista, Sumaya Oliveira, Marcella Bertini, Bruna Pais |
| EXCELLENT | |
| AGomes Marketing e Desenvolvimento de Negócios | Andréia Gomes, Ícaro Santos, Nikolas Andrade |
| Arabia | Paula Melo Arabia, Helena Pires, Catia Silva, Cesar Augusto |
| Harpa | Marco Guasti, François Le Grand, Fernanda Vitarelli, Gisela Christiano, Leika Ejiri |
| Leal Marketing Jurídico | Flavio Leal, Tati Daré, Gerson Bocato, Larissa Gongora |
| HIGHLY RECOMMENDED | |
| CMpress | Carolina Memran, Tatiana Akashi, Tayelen Castro |
| Fita Métrica | Marcela Laje Ferreira, Ludmila Pimenta |
| Markle Comunicação | Priscilla Adaime, Mila Langel Van Erven, Fabrício González, Carolina Tenorio |
| Midori | Rafael Midori |
| RECOMMENDED | |
| Agência Javali | Leandro Ramos |
| BBDE Comunicação e Marketing | Bruno Pedro Bom |
| LSD | Yasmin Gomes, Christiano Xavier, Nathalia Soares |
| Original 123 | Márcio Chaer, Alessandro Cristo, Silvana Deolinda, Débora Pinho, André Aron |
| Q Comunicação | Fernanda Q Pinheiro, Gabriel Goerhing, Marcos Correia |
| Secco Attuy Comunicação | Alexandre Secco, Gabriel Attuy |
| TM Comunicações | Fernanda Malcher, Caroline Romero, Jeane Morais, Joana Santos |
| VALUABLE PRACTICE | |
| Aliá RP | Lígia Batista |
| Ceci | Luiza Good God |
| Kidd Aitken | Julia Horvath |
| tÁLIGADO | Mariellen Romero |
| NOTABLE PRACTICE | |
| FaiscaLab | Fernanda Carneiro |
| In Company | Alexandre Teixeira |
| Inrise | Alexandre Motta |
| Selem, Bertozzi & Consultores Associados | Rodrigo Bertozzi |
| Únitri | Alexandre Muta, Daniel Carbonari, Ticiane Paschoal |

ARABIA COMUNICAÇÃO: LEGAL MARKETING EXCELLENCE



Paula Melo Arabia

Key figure(s): Paula Melo Arabia
Established: 2012

Track record: Renowned as a premier legal marketing agency, Arabia consistently provides strategic counsel to leading law firms across Latin America. Renowned for its exemplary assistance in press relations, business development, rankings, branding, marketing, positioning and recruitment, the agency boasts an impressive client portfolio that includes prestigious firms such as Dentons, Mattos Filho and ASBZ.

Team & differentiation: São Paulo-headquartered Arabia is helmed by esteemed founding partner, Paula Arabia. With over two decades of industry experience and a postgraduate degree in strategic marketing from Universidade Presbiteriana Mackenzie, Ms. Arabia leads a dedicated team committed to delivering unparalleled service. The agency's global footprint spans 18 countries, having assisted over 2,700 professionals to date.



CORPORATE COMMUNICATION

Best Communication Agencies

In each tier, the firms are ordered alphabetically

| AGENCY | KEY FIGURE(S) |
|--------------------------------|---|
| LEADING | |
| BCW Group | Simone Iwasso, Rosa Vanzella |
| CDN Comunicação | Fábio Santos |
| Edelman | Ana Julião, Marcília Ursini, Natalia Martinez |
| FSB | Francisco Soares Brandão |
| Grupo In Press | Kiki Moretti, Roberta Machado |
| Ideal | Ricardo Cesar, Paula Nadal |
| EXCELLENT | |
| 1 CDI Comunicação | Antonio Salvador Silva |
| Jeffrey Group | Luís Joly |
| Ketchum | Caio Bamberg |
| Nova PR | Cláudia Vassallo, Tiago Lethbridge |
| 2 2PRÓ | Carolina Mendes, Giuliana Vallone, Myrian Vallone |
| Agência Ecomunica | Ellen Bileski, Annie Bileski |
| Approach | Beth Garcia, Germana Costa Moura, Tatiana Coura |
| Nectar Comunicação Corporativa | Marcelo Aguiar |
| TM Comunicações | Fernanda Malcher, Caroline Romero |
| HIGHLY RECOMMENDED | |
| Agência Fato Relevante | Danilo Vivan, Angelita Gonçalves |
| Danthi | Hélio Sussekind |
| Grupo Fala | Maria Cecília Bere |
| LLYC | Thyago Mathias |
| PiaR Group | Bruno Pinheiro |
| Smart PR | Karina Lotze |
| Weber Shandwick | José Schiavoni |
| XCom | Viviana Toletti, Daniel Bruin |
| RECOMMENDED | |
| Agência Lema | Leandro Matulja, Letícia Zioni |
| Brunswick Group | Roberta Lippi |
| GBR Comunicação | Guilherme Barros |
| Ricardo Viveiros e Associados | Ricardo Viveiros |
| TORRE Comunicação e Estratégia | Thiago Vitale, Marccone Gonçalves, Rodrigo Ledo |
| VALUABLE PRACTICE | |
| 1 Dupla Comunicação | Michele Cruz |
| NR7 | Nelson Rodrigues |
| Profile PR | Gabriel Penna |
| RPMA | Claudia Rondon, Marcio Cavalieri |
| Tamer Comunicação | Sergio Tamer |
| VCRP | Vinicius Cordoni, Ludmilla Amaral |
| 2 Circular Comunicação | Carla Gullo |
| Deal Comunicações | Clarissa Toscano, Stefânia Akel |
| First Com | Luis Claudio Allan |
| GWA Comunicação Integrada | Waldomiro Carvas Jr |
| Talquimy | Leticia Lyra, Fábio Siqueira |
| ViaNews | Pedro Cadina |

ENVIRONMENT

Best Consulting Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| ERM | Ricardo Camargo |
| MRS Ambiental | Alexandre Nunes da Rosa, Mariele Fontoura da Rosa |
| WSP Brasil | Lucila Telles |
| EXCELLENT | |
| Ambipar | Leon Tondowski |
| Brandt | Allan Brandt |
| EBP | Rubens Spina, Enrico Valente |
| Grant Thornton | Daniele Barreto e Silva, João Silverio, Glória Lucena |
| KPMG | Nelmara Arbex |
| Walm | Jacinto Constanzo Junior |
| HIGHLY RECOMMENDED | |
| Ambplus | João Kramp |
| Arcadis | Karin Formigoni |
| Deloitte | Anselmo Bonservizzi, Alex Lelis Borges |
| EY | Leonardo Dutra |
| Figueiredo & Associados - Perícias, Avaliações e Ambiental | Adriano de Figueiredo, Flavio Figueiredo |
| Ideia Sustentável | Ricardo Voltolini |
| ImaFlora | Marina Piatto, Luiz Iaquina |
| JGP | Ana Maria Iversson de Piazza, Juan Gottardo Piazza |
| PwC | Eliane Kihara |
| RECOMMENDED | |
| Ramboll Brasil | Gustavo de Mello |
| SGW Services | Sidney Aluani |
| WayCarbon | Breno Rates |
| VALUABLE PRACTICE | |
| Ambientare | Luciana Lorena |
| Bicho do mato | Tudy Câmara, Roberto Murta |
| Clam | Marcelo Rocha Figueiredo |
| Oikos | Thaís Flávia de Menezes |
| Tera Ambiental | Maria Camila Giannella |
| Tetra Tech | Eduardo Yassuda |
| NOTABLE PRACTICE | |
| Antea | Hilton Lucio |
| Concremat | Mauro Viegas Neto, Luiz Fernando Nogueira |
| Eccon | Yuri Rugai Marinho |
| Green View Assessoria e Consultoria Ambiental | César Thomaz, Marcel Ribeiro |
| STE | Pedro Portella Nunes |



SOCIAL IMPACT

Best Consulting Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| 1 IDIS | Paula Jancso Fabiani, Marcos Alexandre Manoel, Guilherme Sylos |
| Instituto Phi | Luiza Serpa |
| 2 Atados | |
| MGN Consultoria | Marcelo Nonohay |
| Phomenta | Rodrigo Cavalcante |
| EXCELLENT | |
| KPMG | André Winter, Tamara Oliveira |
| ponteAponte | Rachel Añón, Vanessa Prata, Tiana Vilar Lins |
| Prosas | Bruno Barroso, Tadzia Schanoski |
| HIGHLY RECOMMENDED | |
| Comprender - Consultoria em Responsabilidade Social | Mônica Maldonado, Lais Alamy, Laudiene Alcântara |
| Proactiva | Rafael Benke, Alice Kasznar |
| Quintessa | Anna de Souza Aranha, Gabriela Bonotti |
| REOS Partners | Christel Scholten, Guilherme Rodrigues, Ana Paula Borges |
| Simbi | Mathieu Anduze, Raphael Mayer |
| Sitawi | Leonardo Letelier |
| RECOMMENDED | |
| Agenda Pública | Sergio Andrade |
| Bússola Social | Vinicius Schlup, Aureo Giunco Jr. |
| Incentiv.me | Douglas Nicolau |
| Move | Antonio Ribeiro, Arthur da Hora, Elis Alquezar |
| Synergia Consultoria Socioambiental | Maria Albuquerque, Alessandra Benevides, Alexandre Araujo |

IP AUDIT

Best Consultants

Consultants are listed alphabetically

MAPPING

Amanda De Siervi

Carolina Almeida Batista

Deborah Portilho

Eliane Abrão

Francisco Carlos Rodrigues

José Pio

Juliana Viegas

Lelio Denicoli Schmidt

Luiz Guilherme

Maitê Fabbri Moro

Pedro Marcos Nunes Barbosa

Sonia D'elboux

CHILE

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| 1 Albagli Zaliasnik | Eugenio Gormáz, Ariela Agosin |
| Carey | Francisco Carey, Guillermo Carey, Fernando Garcia |
| Sargent & Krahn | Eduardo Lobos, Pablo Cariola, Cristián Barros, Juan Pablo Egaña |
| SILVA | Juan Pablo Silva, Ricardo Montero, Francisco Silva |
| 2 | |
| Alessandri | Santiago Ortuzar, Rodrigo Velasco A. |
| Covarrubias | Sofía Covarrubias |
| Villaseca Abogados | Alvaro Arévalo |
| EXCELLENT | |
| Claro & Cia | Felipe Claro |
| Dellafori | Mauro Dellafori, Franco Dellafori, Enrique Dellafori |
| Johansson & Langlois | Christopher Doxrud |
| Porzio Rios García | Cristobal Porzio, Hernan Rios |
| HIGHLY RECOMMENDED | |
| 1 Beuchat - Barros & Pfenniger | Andres Melossi |
| Jarry IP | Magdalena Barros, Arantazu Bermudez |
| Marinovic Y Cia | Luis Olmedo |

2 Clarkemodet Chile

Daniela Meza

Garay Puga IP

Juan Enrique Puga

Puga Ortiz & Cia.

Cristian Mir Balmaceda

Russi Eguiguren / Quadrant

Nicole Alféro, Francisca Figueroa

Sáenz de Santa María Abogados

Pablo Sáenz de Santa María, José Manuel Urenda

RECOMMENDED

AEM Abogados

Ignacio Martínez, Magdalena Cruzat, Macarena Barrenechea

Andes IP

Rodrigo Sammut, Andrea Lobos

Baker McKenzie

Valentina Venturelli

BBD Legal

Javiera Badilla, Agustina Davis

CMS Carey & Allende

Matias Somarriva

Cooper & Cia

Rodrigo Cooper

Flores Acevedo Abogados

Pablo Acevedo

Larrain & Asociados

José Baraona

Magliona Abogados

Claudio Magliona M., Nicolás Yuraszeck, Rodrigo Valenzuela

Muñoz Jeanneret Álvarez Abogados

Noëlle Jeanneret, Carmen Paz Álvarez

Santa Cruz IP

Maximiliano Santa Cruz, Gonzalo Sánchez, Catalina Olivos

Scr Abogados

Juan Francisco Reyes

VALUABLE PRACTICE

De La Barra, Ernst & Siebel

Christian Ernst S.

Dentons Larraín Rencoret

María Carolina Del Río

Diaz Wiechers

Luis Morales Osorio

Ecija Otero

Rodrigo Nelson

Guerrero Olivos

Diego Morandé

MICP Legal

Rodrigo Marré

Morales & Besa

Juan Ignacio Eymin

Obrador Digital

María José Arancibia

Paiva & Cia Intellecta

Gabriela Paiva

Pereira Covarrubias Montes

Rafael Covarrubias

Schusterdautor

Felipe Schuster

Vae Abogados

Juan Pablo De la Jara

Zamora IP

Juan Pablo Zamora



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-------------------------------|---|
| LEADING | |
| Albagli Zaliasnik | Eugenio Gormáz, Ariela Agosin |
| Alessandri | Rodrigo Velasco A. |
| Carey | Francisco Carey, Guillermo Carey, Fernando Garcia |
| Sargent & Krahn | Juan Pablo Egaña, Alfredo Montaner |
| EXCELLENT | |
| Claro & Cia | Felipe Claro |
| Covarrubias | Arturo Covarrubias |
| Dellaflori | Mauro Dellaflori, Franco Dellaflori, Enrique Dellaflori |
| Porzio Rios García | Hernan Rios, Marcelo Correa |
| SILVA | Andrés Grunewaldt |
| Villaseca Abogados | Felipe Pavez |
| HIGHLY RECOMMENDED | |
| Beuchat - Barros & Pfenniger | Andres Melossi |
| Clarkemodet Chile | Cecilia Belmar |
| CMS Carey & Allende | Matias Somarriva |
| Jarry IP | Magdalena Barros, Allan Jarry |
| Johansson & Langlois | Christopher Doxrud, Max Montero |
| Marinovic Y Cia | Luis Olmedo |
| RECOMMENDED | |
| Baker McKenzie | Valentina Venturelli |
| De La Barra, Ernst & Siebel | Helena Siebel |
| Flores Acevedo Abogados | Pablo Acevedo |
| Garay Puga IP | Juan Enrique Puga |
| Guerrero Olivos | Diego Morandé |
| Larrain Y Asociados Abogados | José Pedro Baraona |
| Magliona Abogados | Nicolás Yuraszeck, Claudio Magliona, Rodrigo Valenzuela |
| MICP Legal | Rodrigo Marré |
| Morales & Besa | Juan Ignacio Eymin |
| Russi Eguiguren / Quadrant | Nicole Alfero, Francisca Figueroa |
| Scr Abogados | Juan Francisco Reyes |
| Sáenz de Santa María Abogados | Pablo Sáenz de Santa María |
| VALUABLE PRACTICE | |
| Andes IP | Andrea Lobos, Rodrigo Sammut |
| BBD Legal | Javiera Badilla, Agustina Davis |
| Obrador Digital | María José Arancibia |
| Schusterdautor | Felipe Schuster |
| Zamora IP | Juan Pablo Zamora |

Our analysis

ALBAGLI ZALIASNIK: STRATEGIC AND INNOVATIVE IP VISION



Eugenio Gormáz

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

Track record: The firm is distinguished by its expertise in patent litigation, counterfeiting, intellectual property litigation, data protection and privacy, copyright, domain names and a variety of patent matters, trademark matters, advertising law, consumer law, competition and antitrust, services for which it has been recognized for its results-oriented legal action over the past three decades.

Team & differentiation: Eugenio Gormáz mainly focuses on matters related to trademarks and patents, copyright, information technology, cybersecurity, e-commerce and artificial intelligence. He has also promoted and implemented strategies for the protection of industrial property rights in Chile. Ariela Agosin's practice is primarily concerned with IP litigation, with a particular focus on international associate legal work.

VILLASECA ABOGADOS: TRADITION OF EXPERTISE AND INNOVATION



Alvaro Arévalo

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

Track record: Marked by a strong commitment to innovation, Villaseca remains as a leader in its field. Its interdisciplinary team of lawyers and engineers brings a deep understanding of intellectual property law and the technology behind various intangible assets. The firm practices mainly in the areas of intellectual property, copyright and directly or indirectly related aspects, including basic corporate advice. Nutrex Research, Apple and DreamWorks Animation are clients.

Team & differentiation: The firm's structure includes four partners and six associates, supported by 25 bilingual staff and advanced IT systems. Max Villaseca heads the trademark area, which covers internet domains and trademarks, both in Chile and abroad. Alvaro Arévalo heads the trademarks and domains practice, as well as the copyright area.

DELLAFIORI ABOGADOS: STRATEGIC DEFENSE OF INTANGIBLE ASSETS



Mauro Dellafiori

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

Track record: Dellafiori Abogados is exclusively dedicated to providing intellectual property services, covering trademarks, patents, domain names, industrial designs, utility models, copyright and related rights, contractual and other related matters. Its main international clients come from Latin America, Italy, China and the United States.

Team & differentiation: The firm has a strong litigation and IP team which manages a large number of portfolios. It possesses specially designed monitoring software which it employs to help clients take action, where necessary. Mauro Dellafiori advises national and foreign companies and individuals on the registration and prosecution of trademarks in Chile, patents, domain names and corporate matters related to intellectual and industrial property.

CAREY: MULTIDISCIPLINARY PROTECTION OF IP RIGHTS



Francisco Carey

Key figure(s): Guillermo Carey, Francisco Carey, Fernando Garcia, Jose Ignacio Mercado and Jorge Fuentes
Established: 1905

Track record: The firm has solid experience advising clients on matters related to the prosecution and litigation of trademarks, patents and industrial designs, geographical indications, appellations of origin, plant varieties and domain names. It also handles regulatory matters (pharmaceuticals), copyright, anti-counterfeiting, valuation of intangible assets, intellectual property management and unfair competition.

Team & differentiation: Francisco Carey heads the firm's trademark and patent prosecution and litigation practice. His work encompasses licensing, distribution franchise agreements and piracy. The 100-strong team includes two partners, a counsel, a director, 18 associates and six patent specialists. Several team members have relevant PTO experience. The group works closely with Carey's litigation and public law departments.



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ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|------------------------------|---|
| LEADING | |
| Albagli Zaliasnik | Eugenio Gormáz, Ariela Agosin |
| Carey | Francisco Carey, Fernando García |
| CMS Carey & Allende | Matias Somarriva |
| Marinovic Y Cia | Antonio Marinovic |
| EXCELLENT | |
| Alessandri | Rodrigo Velasco |
| SILVA | Andrés Grunewaldt |
| Villaseca Abogados | Felipe Pavez |
| HIGHLY RECOMMENDED | |
| AEM Abogados | Ignacio Martínez, Macarena Barrenechea |
| Baker McKenzie | Sebastian Doren |
| Beuchat - Barros & Pfenniger | Andres Melossi |
| Clarkemodet Chile | Samuel Hammer, Daniela Meza |
| Contreras Velozo | Francisco Velozo, Natalia Diuana |
| Covarrubias | Arturo Covarrubias |
| Dellafiori | Mauro Dellafiori, Franco Dellafiori, Enrique Dellafiori |
| Garay Puga IP | Juan Enrique Puga |
| Jarry IP | Magdalena Barros |
| Johansson & Langlois | Max Montero |
| Magliona Abogados | Claudio Magliona, Nicolás Yuraszeck, Rodrigo Valenzuela |
| MICP Legal | Rodrigo Marré |
| Porzio Rios García | Cristobal Porzio |
| Puga Ortiz & Cia. | Cristian Mir Balmaceda |
| Sargent & Krahn | Alfredo Montaner |
| Scr Abogados | Juan Francisco Reyes, Constanza Contreras |

MARINOVIC Y CIA ABOGADOS: LEADERS IN LAW ENFORCEMENT AND FIGHTING PIRACY



Antonio Marinovic

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

Track record: The main focus of the firm is on intellectual and industrial property, specifically, the protection of trademarks and copyrights for the most important industries in the world through the implementation of efficient, long-term and nationwide anti-piracy campaigns. The firm is internationally recognized by industry publications, such as The World Trademark Review.

Team & differentiation: Founding partner Antonio Marinovic specializes in civil and criminal copyright and trademark infringement matters. He has designed and implemented high profile anti-piracy campaigns in Chile. Luis Olmedo is active in the prosecution of criminal copyright and trademark actions and collaborates with local authorities to enforce 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) |
|----------------------------------|-------------------------------|
| LEADING | |
| Gasman Abogados | Javier Gasman |
| EXCELLENT | |
| Arriagada & Cia | Juan Pablo Arriagada |
| Carey | Eduardo Martin, Alfonso Silva |
| HIGHLY RECOMMENDED | |
| Colombara Estrategia Legal | Aldo Diaz |
| Guerrero & Cia. Abogados | Cristóbal Guerrero |
| Montero, Silva & Valdés Abogados | Cristobal Valdes |
| Osorio & Cia | Enrique Campusano Puelma |
| Prieto Abogados | José Andrés Pascual |
| Spoerer & Valdés Abogados | Oscar Spoerer |



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COLOMBIA

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| Brigard Castro | Juan Pablo Cadena, Martín Torres Cardozo |
| Cavelier Abogados | Eduardo Varela, Andrés Rincón, Jorge Chávarro |
| Gómez-Pinzón | Mauricio Jaramillo, Juanita Perez |
| Olartemoure | Juan Moure, María Alejandra Pava, Maria Munera |
| EXCELLENT | |
| Baker McKenzie | Juan Pablo Concha Delgado |
| Clarkemodet Colombia | Juliana Gonzalez, Miguel Rujana, Carolina Daza, Silvia Patiño |
| Dentons Cárdenas & Cárdenas | Luz Helena Adarve, Juanita Acosta |
| Lloreda Camacho & Co | Natalia Franco, Alicia Lloreda |
| Philippi Prietocarrizosa Ferrero DU & Uría | Mauricio Patiño, Gerardo Florez |
| Posse Herrera Ruiz | Helena Camargo |
| HIGHLY RECOMMENDED | |
| 1 Castellanos & Co | Ximena Castellanos, Margarita Castellanos |
| Sergio Cabrera Abogados | Claudia De Cabrera |
| Triana Uribe & Michelsen | Marcela Gómez, Andrés Medina, Juan Carlos Uribe, Nicole Van Boxtel |
| Vera Abogados | Carolina Vera Matiz |

| | | |
|--------------------|---|--|
| 2 | Cuesta Lawyers | Juan Carlos Cuesta, Diana Romero |
| | Herrera Díaz Abogados | José Herrera Díaz |
| | Muñoz Abogados | Guillermo Navarro |
| | Wolf Mendez Abogados Asociados | Mónica Wolf, Jesús María Méndez |
| RECOMMENDED | | |
| 1 | Aristizabal Abogados Consultores | Francisco Aristizábal |
| | Bbgs Abogados Colombia | Myriam Montenegro, Felipe Rubio, Claudia Lozano |
| | Castillo Grau Abogados | Felipe Castillo |
| | Holland & Knight | Danilo Romero Raad |
| | Marquez Robledo | Santiago Márquez, María Alejandra Ahumada, Felipe Ortega |
| | Nidia Osorio & Co | Nidia Osorio |
| | Raisbeck & Associates | Ian Raisbeck |
| | Rubio & Associates | Humberto Rubio |
| | Studio Andino Legal | Camilo Andrade, Emilio García |
| 2 | Abello Abogados | Felipe Abello |
| | CMS Rodríguez-Azuero | Karl Mutter |
| | Erazo Abogados | Liza Erazo |
| | Espinosa Olarte Abogados | Jorge Olarte |
| | Estrategia Jurídica | Claudette Vernot |
| | Gamboa, García & Cardona Abogados | María Fernanda Castellanos |
| | Guerrero & Asociados Propiedad Intelectual | Manuel Guerrero |
| | MPR Moreno Advisors | Carlos Moreno, Diana Moreno |
| | Pinzón Pinzón & Asociados | Mauricio Pinzón Pinzón |
| | Pons Ip | Claudia Caro |

OLARTEMOURE: SPECIALISTS IN THE MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS



Carlos Olarte

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

Track record: OlarteMoure is an established firm in various IP areas, such as patents and plant varieties, trademarks, unfair competition, sanitary registrations, copyright and antitrust. Clients come from various sectors, including the pharmaceutical, financial, telecommunications and automotive industries. Pfizer, Grupo Nutresa and Televisa are clients.

Team & differentiation: OlarteMoure is a modern and dynamic intellectual property firm, made up of talented professionals recognized in their areas of practice. It has local offices in Bogotá, Medellín, Barranquilla, Bucaramanga, Cali and an international office in Tokyo. Carlos Olarte focuses on patent prosecution and defense, litigation and related advice. Juan Moure leads the trademark and competition Law practice.



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| Baker McKenzie | Juan Pablo Concha Delgado |
| Brigard Castro | Juan Pablo Cadena, Martín Torres Cardozo |
| Cavelier Abogados | Andrés Rincón, Carolina Vargas, Eliana Portilla |
| Gómez-Pinzón | Mauricio Jaramillo, Juanita Perez |
| Lloreda Camacho & Co | Alicia Lloreda, Natalia Franco |
| Olartemoure | Felipe Acosta, Juan Moure, Nathalia Nieto |
| Triana Uribe & Michelsen | Fernando Triana, Sandra Ávila |
| EXCELLENT | |
| CMS Rodríguez-Azuero | Karl Mutter, Felipe Andrade |
| Philippi Prietocarrizosa Ferrero DU & Uría | Mauricio Patiño |
| Posse Herrera Ruiz | Helena Camargo |
| HIGHLY RECOMMENDED | |
| Bbgs Abogados Colombia | Lorenzo Pizarro Jaramillo, Felipe Rubio Torres, Claudia Lozano Afanador |
| Clarkmodet Colombia | Carolina Daza |
| Cuesta Lawyers | Juan Carlos Cuesta, Diana Romero |
| Dentons Cárdenas & Cárdenas | Luz Helena Adarve, Juanita Acosta |
| Herrera Díaz Abogados | José Herrera Díaz |
| Holland & Knight | Danilo Romero Raad |
| Marquez Robledo | Santiago Márquez, María Alejandra Ahumada |
| Nidia Osorio & Co | Nidia Osorio |
| 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, Andrés Espinosa |
| Estrategia Jurídica | Claudette Vernot |
| Guerrero & Asociados Propiedad Intelectual | Manuel Guerrero, Natalia Perez, Camila Correa |
| MPR Moreno Advisors | Diana Moreno, Carlos Moreno |
| Peña Mancero | Daniel Peña |
| Pinzón Pinzón & Asociados | Mauricio Pinzón Pinzón |
| Studio Andino Legal | Camilo Andrade, Emilio García |
| Wolf Mendez Abogados Asociados | Jesús María Méndez |

VERA ABOGADOS: OUTSTANDING IP TEAM



Jorge Vera

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

Track record: The firm's experience mainly covers industrial property, trademarks, patents, consumer rights, copyright and new technologies. It has also been involved in several industrial property litigations, and regularly acts in proceedings related to sanitary registrations before the relevant authorities. Most of the firm's clients are involved in the pharmaceutical, food, cosmetics, mining or automotive industries.

Team & differentiation: Jorge Vera is a specialist in copyright, unfair competition and intellectual property. Carolina Vera focuses on patents and trademarks, leading a team of specialist lawyers whose combined experience allows the firm to respond efficiently and competitively to the needs and demands of clients worldwide. It has offices in Bogotá, Cali, Medellín and Barranquilla, as well as branches in Ecuador and Panama.

ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

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



DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| Bermúdez & Esguerra Abogados | José Alejandro Bermudez, Carlos Esguerra |
| CMS Rodriguez-Azuero | Lorenzo Villegas Carrasquilla |
| EXCELLENT | |
| Baker McKenzie | María Carolina Pardo Cuéllar |
| Brigard Urrutia | Sergio Michelsen, Juan Nicolas Laverde |
| Dentons Cárdenas & Cárdenas | Juanita Acosta, Luz Helena Adarve |
| Garrigues Colombia | José Miguel de la Calle |
| HIGHLY RECOMMENDED | |
| 1 Gómez-Pinzón | Mauricio Jaramillo, Andrés Fernandez de Castro |
| Lloreda Camacho & Co | Enrique Álvarez, María Alejandra de los Ríos |
| Olartemoure | Juan Moure, Cristina Rodríguez, Martha Gaitán |
| Peña Mancero | Daniel Peña |
| Posse Herrera Ruiz | Jorge De los Ríos |
| Vanegas Morales | Stella Vanegas |
| 2 | |
| Data & Tic | Rafael Gamboa Bernate, Nicolle Rojas |
| Ecija Colombia | Pablo Márquez |
| Martínez Quintero Mendoza González Laguado & De La Rosa | María Claudia Martínez |
| Ms Legal | Pedro Novoa, Mónica María Moreno Pinzón |
| RECOMMENDED | |
| Abello Abogados | Felipe Abello |
| Alzate & Asociados Asesores Jurídicos | Juan Pablo Alzate Ospina |
| Deloitte Legal | Jose Luis Jerez |
| Herrera Díaz Abogados | José Herrera Díaz |
| Marquez Robledo | Santiago Márquez |
| Marrugo Rivera & Asociados - FuturLex | Iván Dario Marrugo |
| Muñoz Abogados | Guillermo Navarro |
| RAD/DF | Alejandro Acevedo |
| Studio Andino Legal | Emilio García, Camilo Andrade, Wilmer Reatiga |
| Triana Uribe & Michelsen | Sandra Ávila |

SPORTS

Best Law Firms

Firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|-----------------------|
| HIGHLY RECOMMENDED | |
| Brigard Castro | José Alejandro Sierra |
| Castrillón & Cárdenas Abogados Consultores | Santiago Cadavid |
| GHER Sports | César Giraldo |
| Muñoz Tamayo & Asociados | Joe Bonilla Gálvez |
| Rincón-Cuéllar & Asociados | Luis Fernando Rincón |



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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, Luis Felipe Barrios |
| Marquez Robledo | Santiago Márquez |
| EXCELLENT | |
| Brigard Urrutia | Sergio Michelsen, Juan Nicolas Laverde |
| Herrera Díaz Abogados | José Herrera Díaz |
| Olartemoure | Felipe Acosta, Maria Pava, Juan Moure |
| Ecija Colombia | Patricia Renjifo |
| Palacio & Izquierdo | Gustavo Palacio |
| Triana Uribe & Michelsen | Juan Carlos Uribe, Sandra Ávila |
| HIGHLY RECOMMENDED | |
| Baker McKenzie | Juan Pablo Concha Delgado |
| Cavelier Abogados | Eduardo Varela |
| CMS Rodríguez-Azuero | Lorenzo Villegas Carrasquilla |
| Espinosa Olarte y Asociados | Nathalia Acevedo, Jorge Olarte |
| Felipe Carreño & Asociados | Felipe Carreño |
| Gómez-Pinzón | Mauricio Jaramillo, Juanita Perez |
| Holland & Knight | Danilo Romero Raad |
| Lloreda Camacho | Alicia Lloreda |
| Martínez Quintero Mendoza González Laguado & De La Rosa | Camilo Martínez Beltrán, María Claudia Martínez |
| Peña Mancero | Daniel Peña |

HERRERA DÍAZ ABOGADOS: EXPERTS IN THE PROTECTION OF INTANGIBLE ASSETS



José Roberto Herrera
Díaz

Key figure(s): José Roberto
Herrera Díaz
Established: 2011

Track record: The firm provides advice on the protection and exploitation of intangible assets, advising various film and video game industry associations such as The Motion Picture Association. It regularly advises on advertising rights and trademark rights issues with different football teams and different developers' associations. Clients come from diverse sectors such as music, sports and video games.

Team & differentiation: The team works closely with several international law firms to enhance the protection and enforcement of the intangible assets of its overseas-based clients. José Roberto Herrera is a specialist in intellectual property and competition law, as well as an experienced arbitrator in intellectual property and copyright litigation and chair of the copyright committee of the Inter-American Association of Intellectual Property (ASIPI).

ECUADOR

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



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| Bustamante Fabara | María Rosa Fabara, José Rafael Bustamante Espinosa, Pablo Fabara Vera, Maria Clara Bustamante |
| 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, Margarita Romero |
| EXCELLENT | |
| Lexvalor Abogados | Luis Marín-Tobar |
| Meythaler & Zambrano | José Meythaler, Andrea Araujo, Sebastian Meythaler, Maricruz Cepeda Torres |
| Dentons Paz Horowitz Abogados | Verónica Chiriboga, Mónica Cortez |
| Robalino Law | Pedro Córdova, María José Peñaherrera |
| Tobar Zvs | Álvaro Sevilla, Óscar Vela |
| HIGHLY RECOMMENDED | |
| 1 Avl Abogados | Maria de los Angeles Lombeyda, Juan Jose Arias |
| Guerrero Propiedad Intelectual | Johana Aguirre Guerrero |
| Solines & Asociados | Juan Carlos Solines, Pablo Solines |
| Spingarn | Byron Robayo, Mario Cedeño |
| 2 Aguirre Noboa Law Firm | Carlos Aguirre Noboa, María Cristina Guerra |
| Arosemena Burbano & Asociados | Flavio Arosemena Burbano |
| Ecija Gpa | Gonzalo Muñoz, Michael Veintimilla |
| Luzuriaga & Castro | Gonzalo Luzuriaga |
| Sur Legal | Antonio Martinez Montesinos, Marco Ávila, Angélica Reiban |
| RECOMMENDED | |
| Abocacia | Daniel Díaz |
| Bermeo & Bermeo | Rodrigo Bermeo-Andrade, Rodrigo Bermeo Rosales |
| Divergent Law | María-Belén Rivadeneira Reyes |
| Flor Bustamante Pizarro & Hurtado | Juan Pablo Serrano, Erika Alarcón |
| Pluslaw Ip | Francisco Villacreses Real, Daniela Moreira Sarmiento |
| Quevedo & Ponce Estudio Jurídico | Alejandro Ponce |
| Venamerica Abogados & Consultores | Carmen Robayo |

ENFORCEMENT & ANTI-COUNTERFEITING

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, Maria Paula Salgado, Jose Martin Rivera |
| EXCELLENT | |
| Bustamante Fabara | María Rosa Fabara, Jose Rafael Bustamante Espinosa, Maria Clara Bustamante |
| Falconi Puig Abogados | Cecilia Falconi, Angeles Puente |
| Meythaler & Zambrano | Margarita Zambrano, José Meythaler, Sebastián Meythaler, Andrea Araujo, José Antonio Cvik |
| Tobar Zvs | Álvaro Sevilla, Andrea Guevara, Oscar Vela |
| HIGHLY RECOMMENDED | |
| Fexlaw Abogados | Francisco Estupiñán, Alicia Salgado |
| Guerrero Propiedad Intelectual | Johana Aguirre Guerrero, Omar Alban Cornejo |
| Lexvalor Abogados | Luis Marín-Tobar |
| Pérez Bustamante & Ponce (Pbp) | Francisco Pérez-Gangotena, Camila Mateus, Alys Arcos, Rafael González, Margarita Romero |
| Sur Legal | Marco Avila, Antonio Martínez |
| RECOMMENDED | |
| Avl Abogados | Maria de los Angeles Lombeyda |
| Dentons Paz Horowitz Abogados | Verónica Chiriboga |
| VALUABLE PRACTICE | |
| Aguirre Noboa Law Firm | Carlos Aguirre |
| Bermeo & Bermeo | Rodrigo Bermeo Andrade |
| Robalino Law | Pedro Cordova, María José Peñaherrera |
| Spingarn | Byron Robayo |

LUZURIAGA & CASTRO: LEADING ANTI-PIRACY FIRM



Gonzalo Luzuriaga

Key figure(s): Gonzalo Luzuriaga
Established: 2008

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

Team & differentiation: The team has a string of significant border-protection successes to its name and has carried out numerous anti-piracy actions. Gonzalo Luzuriaga provides IP tutorials to national institutions, ensuring the firm retains an optimal relationship with the customs authorities. Its technological tools for case follow-up and its online strategies make it a law firm of reference.

CORRALROSALES: DIFFERENCE-MAKING KNOW HOW



Maria Cecilia Romoleroux

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

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

Team & differentiation: Rafael Serrano is recognized by peers for his data-protection expertise. The firm has a complete team capable of responding to clients' every technology, intellectual property and data protection need. This year the firm has been very active helping top-level national and international companies in different industries comply with Ecuador's new data-protection law.



ECUADOR

Our analysis

**BUSTAMANTE FABARA:
STERLING REPUTATION FOR IP PROTECTION**



Maria Rosa Fabara

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

Track record: The firm manages a broad portfolio of trademarks and has seen remarkable growth in patents. Bustamante Fabara has thousands of ongoing litigation and administrative proceedings and lawyers who have deep experience in copyright and anti-counterfeiting. The firm has been actively advising clients in the pharmaceutical and life sciences sectors on data-protection issues.

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

**DENTONS PAZ HOROWITZ:
CLEAR STRATEGY IN CHALLENGING CASES**



Agustin Acosta

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

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

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

MEYTHALER & ZAMBRANO: CREATIVE, COMPREHENSIVE APPROACH



Margarita Zambrano

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

Track record: Patents and trademarks are staple practices of the IP team, which is also well versed in IP litigation and anti-piracy, making use of innovative methods and robust legal strategies. The firm also offers comprehensive solutions to circumvent the difficulties of data protection legislation in all sectors, thanks to its in-depth knowledge of the regulatory landscape.

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



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DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|----------------------------------|---|
| LEADING | |
| Corralrosales | Rafael Serrano |
| Ecija Gpa | Felipe Gonzalez, Christian Espinosa |
| Solines & Asociados | Juan Carlos Solines, Pablo Solines |
| EXCELLENT | |
| Barzallos Abogados | Jose Luis Barzallos, Jacqueline Guerrero, Miguel Maldonado |
| Robalino Law | Pedro Córdoba, María José Peñaherrera |
| HIGHLY RECOMMENDED | |
| 1 Bustamante Fabara | María Rosa Fabara, Esteban Davila, Daniel Castelo |
| Heka Law Firm | Andrés Teran |
| Lexvalor Abogados | Ricardo Peñaherrera |
| Spingarn | Lorena Naranjo, Daniela Macias, Matthew Armijos |
| 2 Avl Abogados | Maria de los Angeles Lombeyda, Mario Ruiz, Santiago Andrade |
| Dentons Paz Horowitz Abogados | Gabriel Santelices |
| Luzuriaga & Castro | Gonzalo Luzuriaga |
| Niubox | Diego Alvarez |
| Pérez Bustamante & Ponce (Pbp) | Francisco Pérez-Gangotena |
| RECOMMENDED | |
| Ccb Abogados | Daniela Cevallos Casals, Luis Fernando Guerra |
| Falconi Puig Abogados | Jaime Mantilla |
| Legaltech Asesores & Consultores | Janette Colamarco |
| Marcelo Bodero & Asociados | Emilio Gallardo, Marcelo Bodero, Jose Paul Mendoza |
| Tobar Zvs | Hipatia Donoso, René De Sola, Bernardo Tobar |

BARZALLO ABOGADOS: STRONG TEAM WITH FIRST-CLASS EXPERTISE



Jose Luis Barzallos

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

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

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

ROBALINO LAW: KEEPING ON TOP OF TECHNOLOGICAL CHANGES



Pedro Cordova

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

Track record: The firm recognizes that the pace of technological change poses a significant challenge that requires constant protection and vigilance, and the market appreciates its innovative strategy during IP litigation negotiations. Over the past few years, the firm has advised some of the biggest ICT companies regarding data privacy matters.

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

PERU

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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, Fernando Barreda, Marcela Escobar, Gonzalo Barreda |
| Estudio Colmenares & Asociados | Maria del Carmen Arana, Viviana Durand |
| 2 Estudio Echeopar -Member of Baker McKenzie International | Manlio Bassino |
| EXCELLENT | |
| 1 Allende & Garcia Abogados | Magali Garcia, Jorge Allende |
| Barlaw - Barrera & Asociados | Medalith Albarracin, Adriana Barrera, Maria Ines Herrera |
| Clarkemodet Peru | José Marquis, Gheira Mori, Jimena Ugarte, Alvaro Arias, Cynthia Huaman |
| Diez Canseco Abogados | Marta Fernández-Pepper, Omar Alvarado Escobar, Luis Diez Canseco Nuñez |
| Rodrigo Elias & Medrano Abogados | Maria del Carmen Alvarado, Hector Alvarez |
| Thorne Echeandia & Lema Abogados | Alvaro Echeandia |
| 2 Espinosa Bellido Abogados | Francisco Espinosa Reboa |
| Estudio Muñiz | Bruno Merchor, Piero Calderón |
| 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 |

| | |
|--|--|
| Ds Casahierro Abogados | Javier Duany Garcia, Jessica Ortíz |
| Durand Abogados | Christian Durand Grahammer |
| Estudio Olaechea | Monica Germany |
| Mertz Peru | Claudia Fernandini, Yajaira Saavedra, Daniel Coaguila, Stephany Soto |
| OMC Abogados & Cosultores | Oscar Mago, Federico Mevius, Fernando De Taboada |
| Pacon & Schiantarelli | Juan Pablo Schiantarelli |
| Perez-Albela & Asociados | Jorge Perez-Albela |
| Philippi, Prietocarrizosa Ferrero DU & Uria | Veronica Vergaray |
| Pierola & Asociados | José de Pierola, María Nolzco |
| Rosselló Abogados | Miguel Sánchez-Moreno, Ruddy Medina, Eliana Vilchez |
| Valencia Law Office | Alfredo Valencia |
| RECOMMENDED | |
| Arturo Diaz & Asociados Abogados | Arturo O. Diaz |
| Benites Vargas & Ugaz Abogados | Fabricio Sanchez |
| Bueno & Lercari Consultores | Rosa Bueno |
| CMS Grau | Maria Delia Oxley |
| DLA Piper Perú | Ana Teresa Barreto |
| Estudio Fernandez & Vargas Abogados | Maria Luz Vargas Chavez, Luis Gonzalo Ramirez |
| Fernández-Dávila Abogados | Carlos Fernández-Dávila, Ivette Luque, Neunlyn Marín |
| Hernández & Cia | Enrique Cavero Safra |
| León e Iparraguirre Abogados | Jimena Carrera |
| Llona & Bustamante | Raúl Villavicencio, Alfonso Fernández |
| Martell Mena | Ana Belen Martell |
| Ontier Peru | Jorge Baca-Álvarez |
| Pérez Correa & Asociados | Israel Perez Correa |
| Rodriguez Garcia & Encinas | Gustavo Rodriguez |
| Torres y Torres Lara Abogados | Mauricio Paredes |
| Union Andina | Alejandro Castro |



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| 1 Rodrigo Elias & Medrano Abogados | Hector Alvarez, Maria del Carmen Alvarado |
| 2 Estudio Ehecopar -Member of Baker McKenzie International | Manlio Bassino |
| EXCELLENT | |
| 1 Barlaw - Barrera & Asociados | Adriana Barrera, Maria Ines Herrera, Medalith Albarracin |
| Barreda Moller | Alfredo Barreda, Fernando Barreda, Carlos Auza, Micaela Mujica, Marcela Escobar, Gonzalo Barreda |
| Espinosa Bellido Abogados | Francisco Espinosa Reboa |
| Estudio Colmenares & Asociados | Maria del Carmen Arana, Guillermo Melgarejo, Ysella Arguedas, Luis Antayhua |
| Thorne Echeandia & Lema Abogados | Alvaro Echeandia |
| 2 Kresalja Ip | Baldo Kresalja, Rosa María Kresalja |
| Osterling Abogados | Arturo Tello |
| HIGHLY RECOMMENDED | |
| 1 Allende & Garcia | Jorge Allende, Magali Garcia |
| Clarkemodet Peru | Alvaro Arias, José Marquis, Cynthia Huaman, Gheira Mori, Jimena Ugarte |
| Diez Canseco Abogados | Marta Fernández-Pepper, Omar Alvarado, Luis Diez Canseco |
| Estudio Muñiz | Bruno Merchor, Johana Calderón-Valencia |
| 2 DLA Piper Perú | Ana Teresa Barreto |
| Ds Casahierro Abogados | Javier Duany Garcia, Jessica Ortíz |
| Estudio Olaechea | Monica Germany |
| Fernández-Dávila Abogados | Carlos Fernández-Dávila, Ivette Luque, Neunlyn Marín Díaz, Julisa Quiliche, Daniela Ascue |
| Garrigues | Ivo Gagliuffi |
| León e Iparraguirre Abogados | Jimena Carrera, Luis Miguel León |
| Mertz Peru | Claudia Fernandini |
| Pacon & Schiantarelli | Juan Pablo Schiantarelli, Ana Maria Pacón |
| Rodriguez Garcia & Encinas | Gustavo Rodriguez |
| Valencia Law Office | Juber Valencia |

RECOMMENDED

| | |
|-------------------------------------|---|
| Benites Vargas & Ugaz Abogados | Fabrizio Sánchez |
| BRDA Abogados | José Barreda |
| Carolina Oré Gomez & Asociados | Alexander Trujillo, Carolina Oré |
| CMS Grau | Maria Delia Oxley |
| 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 |
| Martell Mena | Ana Belén Martell |
| Payet, Rey, Cauvi, Pérez Abogados | Carlos Patron |
| Perez-Albela & Asociados | Jorge Perez-Albela |
| Pierola & Asociados | José de Pierola, María Nolzco |
| Scavia & Scavia | Renzo Scavia |

VALUABLE PRACTICE

| | |
|-------------------------------------|---|
| Bueno & Lercari Consultores | Rosa Bueno, Alvaro Pinasco |
| Estudio Llona & Bustamante Abogados | Raúl Villavicencio, Alfonso Fernandez |
| Martinot Abogados | Jessica Hondermann |
| MCG Law Firm | Jean-Carlo Costa, Ray Meloni, Dafne Ramos |
| Niubox | Oscar Montezuma, Fiorella Colonna |
| Roselló Abogados | Miguel Sánchez-Moreno, Ruddy Medina, Eliana Vilchez |
| Torres y Torres Lara | Mauricio Paredes |
| Union Andina | Alejandro Castro |

ESTUDIO COLMENARES: UNMATCHED LEGACY OF IP PROFICIENCY



Maria del Carmen Arana

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

Track record: Renowned for its expertise in intellectual property law, this top-tier firm is highly regarded for its exceptional performance in managing oppositions, cancellations, litigation, conciliations, infringement, nullity actions, and a range of other IP services. It is particularly sought after for its extensive experience in trademark and patent prosecution. Clients include Rolex, Airbnb, BMW and Kodak.

Team & differentiation: For over a hundred years, this boutique has been singularly dedicated to safeguarding, advising on, monitoring, and litigating matters of an intellectual property nature. Its staff, comprising two partners and nearly 40 other professionals, focuses solely on IP concerns. Additionally, the team extends pro-bono assistance in patent protection to non-profit organizations like the International Potato Center.



ENFORCEMENT & ANTI-COUNTERFEITING

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 Ortiz |
| EXCELLENT | |
| Barreda Moller | Alfredo Barreda, Fernando Barreda, Carlos Auza, Gonzalo Barreda |
| Estudio Colmenares & Asociados | Maria del Carmen Arana, Liria Bustios |
| Estudio Muñiz | Piero Calderon Oliva |
| HIGHLY RECOMMENDED | |
| Arturo Diaz & Asociados Abogados | Arturo O. Diaz, Giovanna Yllanes, Gabriel Garcia |
| Estudio Echeopar - Member of Baker McKenzie International | Manlio Bassino |
| Kresalja Ip | Rosa Maria Kresalja |
| Osterling Abogados | Arturo Tello |
| RECOMMENDED | |
| Allende & Garcia Abogados | Magali Garcia, Jorge Allende |
| Carolina Oré | Carolina Oré, Alexander Trujillo |
| Clarkemodet Peru | José Marquis, Jimena Ugarte |
| Diez Canseco Competencia & PI | Luis Diez Canseco, Omar Alvarado, Marta Fernández-Pepper |
| Estudio Fernandez & Vargas Abogados | Maria Luz Vargas, Luis Gonzalo Ramirez |
| Rodrigo, Elias & Medrano Abogados | Héctor Álvarez, María del Carmen Alvarado |

BARLAW - BARRERA & ASOCIADOS: PIONEERS IN PRESTIGIOUS IP SOLUTIONS



Adriana Barrera

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

Track record: Barlaw, a premier intellectual property firm in Peru, serves a diverse client base of over 500 companies, predominantly spanning the technology, entertainment, fashion, luxury goods, sports, pharmaceuticals, agrochemicals, automotive, retail, banking, and financial services sectors. Notable clients include Sony Entertainment, Abbott, Apple, Teva Pharmaceuticals, Chanel, Crocs and Kipling.

Team & differentiation: Led by Adriana Barrera, a 25-year IP sector veteran, and supported by seasoned partners María Inés Herrera and Medalith Albarracin, the 45-strong team includes engineers, veterinarians, pharmaceutical chemists and IP technicians and handles a comprehensive range of intellectual property affairs, encompassing patents, trademarks, copyrights, plant variety rights, IP enforcement, litigation, licensing and consultancy.

DS CASAHIERRO: UNWAVERING COMMITMENT TO EXCELLENCE



Javier Duany

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

Track record: Top-tier anticounterfeiting firm excelling at investigations, customs enforcement, and marketplace raids. Its clientele includes prominent members of the entertainment, electronics, automotive, sports and healthcare sectors. Leveraging its substantial expertise, the firm adeptly oversees and safeguards IP portfolios, while diligently monitoring processes with trademark and patent offices.

Team & differentiation: At the helm of the firm's IP practice is Javier Duany, who boasts an impressive 25-year track record in legal aspects of IP, unfair competition, and free competition. Assisting him is Jessica Ortiz, a recently appointed partner who, for over 15 years, has proficiently managed trademark portfolios, copyrights, related rights, inventions, and emerging technologies before both administrative and judicial bodies.

Our analysis

DIEZ CANSECO ABOGADOS: PROMINENT INTELLECTUAL PROPERTY EXPERTS



Luis Diez Canseco

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

Track record: The firm provides comprehensive IP services to both local and international clients, primarily representing those active in industries such as manufacturing, construction, pharmaceuticals, consumer goods and software. Notable clients include Procter & Gamble, Heineken, Netflix, Real Plaza, Supermercados Peruanos, Alicorp, Laureate Perú, Sky Airline, Alcon, and Kimberly Clark.

Team & differentiation: Diez Canseco Abogados boasts a highly esteemed team of experts specializing in IP, copyright and TMT guiding local and foreign companies across the private sector, as well as governmental organizations. 30-year IP and competition law veteran Luis Diez is widely respected in the field. Omar Alvarado's focus lies in regulation, public law, data privacy, consumer protection and IP matters.

KRESALJA IP: MULTI-SECTOR IP SERVICES



Rosa María Kresalja

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

Track record: The firm offers comprehensive services covering the safeguarding and defense of intellectual property rights, encompassing trademarks, patents, enforcement, copyright, and advertising. With a proactive approach to legal doctrine, the team has actively engaged with various IP regulatory bodies. Its clientele span industries such as pharmaceuticals, mining, construction and food & beverages.

Team & differentiation: Combining over half a century of collective experience, the team comprises senior partner Baldo Kresalja, renowned for his standing in academic spheres, alongside managing partner Rosa María Kresalja, who boasts a successful 19-year tenure in the industry. Adding to the team's expertise is Marcela Robles, whose extensive knowledge in IP was honed during her 16-year stint at the Peruvian IP authority.

SCAVIA & SCAVIA: EMPOWERING INNOVATION



Renzo Scavia

Key figure(s): Renzo Scavia
Established: 2003

Track record: Scavia & Scavia specializes in managing the filing, prosecution and enforcement of patents, utility models and industrial design applications. It provides skilled support in patent litigation, trademark prosecution and copyright matters. Clients span various major industries and economic sectors, including technology, pharmaceuticals, chemicals, healthcare and mining.

Team & differentiation: Renzo Scavia possesses extensive knowledge for assisting companies in the tech, pharma, textile and beauty sectors on compliance with regulations set forth by the General Direction of Medicines and Drugs of the Ministry of Health, particularly where IP intersects with such laws. His expertise covers a wide spectrum of sanitary permits related to pharmaceuticals, biologicals and medical devices.

MERTZ PERU: MAXIMIZING CLIENTS' IP POTENTIAL



Claudia Fernandini

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

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

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



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FASHION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

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 Iparraguirre |
| Payet, Rey, Cauvi, Pérez Abogados | Carlos Patrón, Julia Loret de Mola, David Kuroiwa |
| EXCELLENT | |
| 1 Diez Canseco Competencia & PI | José Carlos Gonzáles |
| Estudio Echeopar -Member of Baker McKenzie International | Teresa Tovar |
| 2 Rodriguez Garcia & Encinas | Gustavo Rodriguez |
| Stucchi, Bezada, Rodas & Pelaez Abogados | Pierino Stucchi, José Antonio Bezada, Carlos Rodas, Rodrigo Pelaez |
| Torres y Torres Lara Abogados | Alonso Morales, Alejandro Morales, Christian Guzmán, Guadalupe Montenegro |
| HIGHLY RECOMMENDED | |
| Allende & Garcia | Jorge Allende |
| Barlaw - Barrera & Asociados | Adriana Barrera, Maria Ines Herrera |
| CMS Grau | Maria Delia Oxley |
| Fernández-Dávila Abogados | Carlos Fernandez-Davila, Neunlyn Marín Díaz |
| Rodrigo Elías & Medrano Abogados | Maria del Carmen Alvarado, Maritza Reátegui |
| RECOMMENDED | |
| DLA Piper Peru | Daniel Flores |
| Estudio Fernandez & Vargas Abogados | Marco Antonio Palomino, Maria Luz Vargas Chavez |
| García-Godos & Lindley-Russo | Alfredo Lindley-Russo |
| Kresalja IP | Rosa María Kresalja |
| Martinot Abogados | Jessica Hondermann |
| Osterling Abogados | Ximena Souza Ferreira |
| Roselló Abogados | Miguel Sánchez-Moreno, Ruddy Medina, Eliana Vilchez |

CMS GRAU: UNLOCKING INNOVATION



Maria Delia Oxley

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

Track record: The firm counsels on digital transformation, e-commerce, data protection, artificial intelligence, fintech, online gaming, startups, and Internet of Things. Its client roster includes industry giants like Google, Unilever, Microsoft Cybersecurity, Telefonica del Peru and Entel. It has successfully secured brand recognition from INDECOPI for major players such as Intel, Queirolo, Tottus and Saga Falabella.

Team & differentiation: The team specializes in providing regulatory guidance across various areas including intellectual property, telecommunications, digital transformation, e-commerce ventures, data protection and artificial intelligence. With over two decades of experience, it has successfully managed the trademarks, patents, utility models, and industrial designs of prominent domestic and international firms.

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| 1 Niubox | Oscar Montezuma, Fiorella Colonna |
| 2 Estudio Ehecopar -Member of Baker McKenzie International | Teresa Tovar |
| EXCELLENT | |
| Allende & Garcia Abogados | Jorge Allende |
| Hernández & Cia | Enrique Cavero |
| Iriarte & Asociados | Erick Iriarte |
| Payet, Rey, Cauvi, Pérez Abogados | Carlos Patrón |
| Revoredo Abogados | Abel Revoredo |
| Rodrigo Elías & Medrano Abogados | Italo Carrano |
| Stucchi, Bezada, Rodas & Pelaez Abogados | Pierino Stucchi, José Antonio Bezada, Carlos Rodas |
| HIGHLY RECOMMENDED | |
| DLA Piper Perú | Daniel Flores Consiglieri |
| Osterling Abogados | Fernando Allasi |
| Pacon & Schiantarelli | Juan Pablo Schiantarelli, Rosalina Susano |
| Porto Legal | José Miguel Porto |
| Torres y Torres Lara Abogados | Rafael Torres, Alejandro Morales |
| Zegarra & Schipper | Diego Zegarra |
| RECOMMENDED | |
| Barlaw - Barrera & Asociados | Adriana Barrera, Catherine Escobedo |
| Baxel Consultores | Christian Chávez |
| CPB Abogados | Xenia Vizcarra |
| Diez Canseco Competencia & PI | José Carlos Gonzáles |
| Ds Casahierro Abogados | Javier Duany, Jessica Ortiz |
| León e Iparraguirre Abogados | Luis Miguel León, Gianfranco Iparraguirre |
| Miranda & Amado | Enrique Felices, Willy Pedreschi, Fiorella Zumaeta |
| VALUABLE PRACTICE | |
| Benites Vargas & Ugaz Abogados | Fabrizio Sánchez |
| Bueno Lercari Consultores | Rosa Bueno |
| Caro & Asociados | Carlos Caro Coria, Richard Aguilar, Luis Reyna |
| CMS Grau | Ramon Huapaya, Carolina Gajate |
| Damma Legal | Alvaro Castro Lora, Gabriela Cuadros |
| Dentons | Julio Gallo |
| Estudio Fernandez & Vargas Abogados | Maria Luz Vargas Chavez, Marco Antonio Palomino, Frank Sanchez |
| Estudio Olaechea | Carol Quiroz |
| Fernández-Dávila Abogados | Ivette Luque, Abel Tavera |
| Garrigues | Franco Muschi |
| Martinot Abogados | Jessica Hondermann |
| Mertz Peru | Claudia Fernandini, Yajaira Saavedra, Daniel Coaguilla, Aldahir Romaní |
| Moar Abogados | Carlos Monteza, Helar Niño |
| Philippi, Prietocarrizosa Ferrero DU & Uria | Veronica Vergaray |
| Rebaza, Alcázar & De Las Casas | Rafael Alcazar |
| Rodríguez García & Encinas Abogados | David Encinas Zevallos |

NIUBOX: THRIVING INNOVATION ORIENTED FIRM



Oscar Montezuma

Key figure(s): Oscar Montezuma
Established: 2018

Track record: A boutique firm specializing in privacy and data protection, adept at integrating legal expertise with technical insight, it excels at meeting the diverse legal needs of both local and international clients, including companies like Solgas, Delivery Hero and Agora Servicios Digitales. Its extensive understanding of innovation, technology and digital enterprises is highly prized.

Team & differentiation: The firm broadened its service offerings in e-commerce, data protection, digital transformation and corporate affairs with the establishment of a Bogotá office. Managing Partner Oscar Montezuma, boasting more than 15 years' experience, provides extensive guidance on digital economy matters, drawing from his deep understanding of regulations and public policies, both for governments and companies.

URUGUAY

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

CERVIERI MONSUAREZ & ASOCIADOS: EXEMPLARY TRACK RECORD



Virginia Cervieri

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

Track record: The firm is a leading name in anti-counterfeiting and enforcement matters. It recycles seized products in an effort to help the planet and people in need, and has extensive experience in the registration and protection of IP rights. It is the only local law firm to have developed its own software package, Horus, which helps monitoring client's brands and products to ensure optimal protection.

Team & differentiation: The team has intervened in iconic cases which have earned it a sterling reputation. Each of the firm's partners actively participates as a speaker in IP-related events, at both a regional and international level. In addition to Uruguay, Cervieri Monsuárez has also offices in Paraguay and Bolivia, on top of a representative in Panama.

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE (S) |
|---|---|
| LEADING | |
| Cervieri Monsuarez | Virginia Cervieri, Pablo Monsuarez, Natalia Paladino, Lucia Cantera |
| Ferrere | Agustín Mayer West, Alejandro Alterwain |
| Fischer Abogados | Gustavo Fischer, Federico Fischer, Mercedes Castells |
| EXCELLENT | |
| Cikato Abogados | Mauro Marín, Matias Cikato |
| Fernandez Secco & Asociados | Agustina Fernández Giambruno |
| Fox & Lapenne | Victoria Fox, Juan Lapenne |
| Pittaluga Abogados | Juan Manuel Pittaluga |
| Vanrell Propiedad Intelectual Abogados | Marcel Perdigón |
| HIGHLY RECOMMENDED | |
| Bergstein Abogados | Silvina Vila, Leonardo Melos |
| Clarkemodet Uruguay | Fabiana Penades |
| Pittaluga Abogados | Juan Manuel Pittaluga |

ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

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

EUROPE

AUSTRIA

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|------------------------------------|---|
| LEADING | |
| Puchberger & Partner | Andreas Gehring |
| Schoenherr | Dominik Hofmarcher, Christian Schumacher, Michael Woller |
| SONN | Rainer Beetz, Johannes Strobl, Elisabeth Zakl-Buchner |
| EXCELLENT | |
| Gassauer-Fleissner | Manuel Wegrostek |
| Geistwert | Constantin Kletzer, Max W. Mosing, Rainer Schultes |
| HIGHLY RECOMMENDED | |
| ABP Burger & Partner | Clemens Ofner |
| Baker McKenzie | Alexander Hofmann**, Michaela Petsche*, Katerina Schenková*** |
| Binder Grösswang | Ivo Rungg |
| Pendl Mair | Sebastian Feurstein, Gerald Mair, Rudolf Pendl |
| Schwarz & Partner | Bernhard Gruber |
| Taylor Wessing | Martin Prohaska-Marchried |
| Wiltschek Plasser | Lothar Wiltschek |
| RECOMMENDED | |
| Brauneis | Georg Fellner, Martin Reinisch |
| Burgstaller & Partner | Veronika Feichtinger-Burgstaller, Christian Hadeyer |
| CMS Reich-Rohrwig Hainz | Egon Engin-Deniz |
| Dorda | Andreas Seling |
| Haslinger Nagele | Markus Gaderer |
| HGF Europe | Bernhard Ganahl, Jan Robert Naefe, Markus Zoller |
| Hübscher & Partner | Winfried Hellmich, Gerd Hübscher, Helmut Hübscher |
| KWR Karasek Wietrzyk | Barbara Kuchar |
| Nomos | Monika Hupfauf |
| Salomonowitz | Christine Aligo |
| Schardmüller Gall-Schuhmann | Johannes Gall-Schuhmann, Robert Claudius Schardmüller |

* Counsel ** Associate *** Senior Associate



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, Manuel Wegrosteck |
| Geistwert | Constantin Kletzer, Max W. Mosing, Alexander Schnider, Rainer Schultes |
| Schoenherr | Dominik Hofmarcher, Gudrun Irsa-Klingspiegl, Christian SchumacherMichael Woller |
| EXCELLENT | |
| CMS Reich-Rohrwig Hainz | Egon Engin-Deniz |
| Dorda | Axel Anderl, Andreas Seling |
| Pendl Mair | Sebastian Feurstein, Gerald Mair, Rudolf Pendl |
| Schwarz Schoenherr | Markus Grötschl, Georg Schönherr |
| Wiltschek Plasser | David Plasser, Lothar Wiltschek |
| HIGHLY RECOMMENDED | |
| Binder Grösswang | Hellmut Buchroithner, Michael Horak, Ivo Rungg |
| Salomonowitz | Sascha Salomonowitz |
| Taylor Wessing | Thomas Adocker, Martin Prohaska-Marchried |
| Wolf Theiss | Maren Jergolla-Wagner***, Georg Kresbach |
| RECOMMENDED | |
| 1 Baker McKenzie | Lukas Feiler, Martina Grama***, Michaela Petsche** |
| E+H | Helmut Liebel, Andreas Zellhofer |
| Freshfields Bruckhaus Deringer | Christof Pöchlhacker |
| KWR Karasek Wietrzyk | Barbara Kuchar |
| 2 ABP Burger & Partner | Clemens Ofner |
| Brauneis | Martin Reinisch |
| Cerha Hempel | Mark Krenn |
| HGF Europe | Bernhard Ganahl, Jan Robert Naefe, Markus Zoller |
| SONN | Rainer Beetz |
| Stadler Völkel | Arthur Stradler |
| Tonninger Schermaier & Partner | Markus Albrecht |

* Of counsel ** Counsel *** Senior Associate

BELGIUM

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TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

| AGENCY | KEY FIGURE(S) |
|---------------------------------|--------------------|
| LEADING | |
| Arnold & Siedsma | Nele D'Halleweyn |
| Calysta | Ludivine Coulon |
| De Clercq & Partners | Ann De Clercq |
| EXCELLENT | |
| AWA | Paul-André Gollier |
| Brantsandpatents | Johan Brants |
| Gevers | François Gevers |
| NLO | Caroline Pallard |
| Winger | Davy Wauters |
| HIGHLY RECOMMENDED | |
| Arc IP | Guy Farmer |
| Icosa | Anne Savoye |
| Ip Hills | Axel Plas |
| Ip Lodge | Michael Beck |
| Kirkpatrick | Emilie Blanche |
| Pecher & Partners | Nicolas Pecher |
| V.O. | Annemie Jaeken |



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|------------------------------|---|
| LEADING | |
| Bird & Bird | Jean-Christophe Troussel |
| Fencer | Paul Maeyaert |
| EXCELLENT | |
| Fieldfisher | Stijn Debaene |
| Lexing | Jean François Henrotte |
| Nautadutilh | Florence Verhoestraete |
| Simont Braun | Emmanuel Cornu |
| Van Innis & Delarue | Dieter Delarue |
| HIGHLY RECOMMENDED | |
| 1 CMS | Tom Heremans |
| Inteo | Sofie Cubitt |
| Monard Law | Daan De Jaeger, Stephane Criel, Sébastien Verva |
| Prioux Culot | Pierre-Yves Thoumsin |
| Stibbe | Ignace Vernimme |
| Taylor Wessing | Christian Dekoninck |
| Wiggin | Carina Gommers |
| 2 Andersen in Belgium | Koen de Puydt |
| & De Bandt | Karel Janssens |
| ALTIUS | Olivier Vrans |
| Baker McKenzie | Koen De Winter |
| Cape Ip | Veronique Pede |
| Janson | Mireille Buydens |
| Liedekerke | Etienne Kairis |
| Linklaters | Pieter Van Den Broecke |
| Petillion | Diégo Noesen |
| Crowell Moring | Jan-Diederik Lindemans |
| Ethikos | Annick Mottet |
| IP Porta | Karen Ongena |

ANDERSEN IN BELGIUM: WEALTH OF TRADEMARK EXPERTISE



Koen De Puydt

Key figure(s):
Koen De Puydt
Established: 2019

Track record: Renowned IP practice recognized for its successful representation in high-stakes trademark infringement and unfair competition litigation for a diverse range of Belgian and international clients, particularly in the food, fashion and technology industries. The firm also provides strategic pre-litigation counseling, including assessing the merits of potential claims and developing effective enforcement strategies.

Team & differentiation: The dedicated and responsive team takes a holistic approach, meticulously analyzing each client's unique business objectives to develop and implement customized strategies for protecting and maximizing the value of their critical IP assets. The team's deep technical expertise and trial experience enable them to effectively advocate for clients in court and achieve optimal outcomes.

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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 |
| EXCELLENT | |
| 1 Fencer | Paul Maeyaert |
| Monard Law | Stephane Criel, Daan De Jaeger, Sébastien Verva |
| Stibbe | Philippe Campolini |
| Van Innis & Delarue | Thierry Van Innis |
| 2 & De Bandt | Karel Janssens |
| ALTIUS | Sven Demeulemeester |
| Berenboom & Associés | Alain Berenboom |
| CMS | Tom Heremans |
| Crowell Moring | Sari Depreeuw |
| Lexing | Jean-François Henrotte |
| HIGHLY RECOMMENDED | |
| Cresta | Arnaut Kint |
| 1 Fieldfisher | Hakim Haouideg |
| Frédéric Lejeune | Frédéric Lejeune |
| Inteo | Kristof Neefs |
| IP Porta | Karen Ongena |
| Janson | Mireille Buydens |
| JVM | Eric Jooris |
| Linklaters | Pieter Van Den Broecke |
| Lydian | Bastiaan Bruyndonckx |
| Modo Advocaten | Didier Deneuter |
| MVVP | Oliver Sasserath |
| Taylor Wessing | Christian Dekoninck |
| 2 Time.lex | Frédéric Debusseré |
| Ulys | Etienne Wéry |
| WIGGIN | Eva De Pauw |

MVVP: RANGE OF MEDIA AND ENTERTAINMENT SERVICES



Olivier Sasserath

Key figure(s): Olivier Sasserath
Established: 1995

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

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

MONARD LAW TRUSTED IP ADVISORS TO LEADING COMPANIES



Daan De Jaeger

Key figure(s): Daan De Jaeger
Established: 1990

Track record: Monard Law serves a diverse range of clients, from luxury brands like Rolex to tech giants such as Computacenter. The firm recently assisted Computacenter in concluding commercial agreements and ensuring compliance with Belgian regulations. The team's expertise spans copyright, trademarks, patents and trade secrets.

Team & differentiation: The IP team leverages its profound sectoral knowledge, especially in fashion, design and entertainment, to provide tailored advice. In April 2023, the firm welcomed renowned litigator Jean-Pierre Buyle and his team, significantly bolstering its banking and finance litigation capabilities. This multidisciplinary approach allows Monard Law to deliver innovative solutions to complex IP challenges.



DENMARK

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

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 |
| Gorrissen Federspiel | Kenneth Kvistgaard-Aaholm, Lasse Skaarup Christensen, Lars Segato |
| Plesner | Mikkel Vittrup, Sture Rygaard, Kasper Frahm |
| EXCELLENT | |
| 1 Bugge Valentin | Jens Jakob Bugge, Anders Valentin |
| Kromann Reumert | Nicolai Lindgreen, Kolja Staunstrup |
| 2 | |
| Accura Advokatpartnerselskab | Morten Bruus, Christina Type Jardorf |
| Lundgrens | Nina Ringen, Søren Danelund Reipurth |
| NJORD Law Firm | Torben Krath, Jeppe Brogaard Clausen |
| HIGHLY RECOMMENDED | |
| Zacco | Thomas Mølsgaard |
| AWA | Lisa Webster |
| Horten | Asger Heine Jensen, Jakob Krag Nielsen |
| Løje IP | Johan Løje |
| Patrade | Nick Lissner, Eva Nødskov Aaen |



FINLAND

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

FRANCE

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MARKETING, COMMUNICATION & DIGITAL

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

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

HIGHLY RECOMMENDED

| | |
|---------------------------------------|---|
| Abello Ip Firm - Cpi | Delphine Rudloff |
| Gevers & Orès | Émilie Artuphel, Nathalie Rousset |
| Groupe Vidon | Soazig Thémoïn, Clémence Touillier, Patrice Vidon |
| Guiu Ip | Stéphanie Bois, Sandrine Guiu, Dorian Guiu |
| Jacobacci Coralys Harle | Maria Luisa Arce-Torrecilla, Vincent Chauvin, Fabienne Orsini, Marion Vidal-Lachaud |
| Lhermet & Lefranc-Bozmarov | Marion Lefranc-Bozmarov, Bruno Lhermet |
| MIIP - Made In IP | Eric Schahl, Franck Soutoul |

RECOMMENDED

| | |
|-------------------------------------|--|
| 1 Ab Initio | Annick Pairault |
| Api Conseil | Alexander Lerbs |
| Aréopage | Florence Jalabert, Isabelle Poujade-Auriol |
| Argymark | Nadège Parfait, Céline Pires |
| AtlantIP | Axel Doucerain, Gabriel Perez |
| Boettcher | Stéphane Lemaire |
| Brandon IP | Anne Lévy |
| Bringer IP | Leonard Pirastru |
| Cabinet Degret | Magali Clair, Jacques Degret, Manuel Degret, Bruno Raibaut |
| Cabinet Flechner | David Bilquey |
| Chaillot | Denis Chaillot, Julie Desrois, Nicolas Dufay |
| Cormier Reiss & Associés | Françoise Cormier |
| Hirsch & Associés | Christophe Andral |
| Icosa | Laurence Rivière |
| Inscripta | Agnès Doyen, Manuel Roche |
| IP SPHERE | Philippe Rodhain |
| Ipaz | Denis Baldensperger, Denis Lesire |
| Ixas Conseil | Martin Schmidt |
| Legimark | Anne-Karine Bogillot-Sawra, Marcel Botton, Belynda Chauvet |
| 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 |
| Cabinet Tripoz | Benjamin Dubuis |
| Hautier Ip | Ségolène Luherne |
| Laurent & Charras | Julien Scicluna |
| Mottet & Associés | Pascale Mottet |
| Roman André | Floriane Rossi |
| Sodema Conseils | Lionel Lapeyre |

TMARK: HIGHLY ACTIVE IN CROSS-BORDER IP LITIGATION



François Deschamps

Key figure(s): Nicolas Debaisieux, François Deschamps, Valérie Dorey, Nadine Royer and Olivier Thrierr
Established: 1993

Track record: Tmark was founded on a shared belief in the importance of meeting each client's specific needs and expectations. The firm works both in France, before EUIPO and internationally. Its detailed knowledge of procedural and administrative aspects of all IP-related matters allows Tmark's team of experts to deliver high-end support both in securing, maintaining and exploiting the client's rights and setting up defensive arguments.

Team & differentiation: Tmark's team of 25 including five partners is committed to delivering first-class services tailored to each client's particular requirements. The firm specializes in European and French intellectual property law and is a member of the French National Association of IP Attorneys (CNCPI). It closely collaborates with a global network of IP firms chosen for their high level of expertise, responsiveness, cost efficiency services and involvement.



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

| | |
|---------------------------------------|---|
| DS Avocats | Charles-Antoine Joly, Catherine Verneret |
| Ekv Avocats Associés | Caroline Hiltgen-Lebouvier |
| Fabregat Avocats | Marie Fabregat |
| Franklin | Sandra Strittmatter |
| Gilbey Legal | Joanne Quirin |
| Gowling WLG | Céline Bey, Philippe Rousseau |
| Guillemin Flichy | Alexis Guillemin |
| Harlay Avocats | Sabine Lipovetsky, Dominique Mallo |
| Jones Day | Emmanuel Baud, Thomas Bouvet |
| Le Stanc Avocats | Bruno Carbonier, Lisa Le Stanc, Christian Le Stanc |
| Linklaters | Gaëlle Bourout, Pauline Debré, Jean-François Merdrignac |
| Mandel Pariente Associés | Isabelle Mandel, Lauren Pariente |
| Scan Avocats | Sandra Cabanne, Alexandre Nappey |
| Simmons & Simmons | Sarah Bailey, Marina Cousté |
| Taylor Wessing | Marc Schuler |
| Varet Près Killy | Xavier Près, Vincent Varet |
| HIGHLY RECOMMENDED | |
| 1 Advant Altana | Armand Aviges, Pierre Lubet |
| AgilIT | Salomé Garlandat, Marie-Emmanuelle Haas, Jérôme Tassi |
| Atlan & Boksenbaum Avocats | Alexandra Atlan-Elhaik, Nathalie Boksenbaum |
| Benech | Frédéric Benech, Alexandre Jacquet, Virginie Lehoux |
| BMH Avocats | Stéphane Dassonville |
| Charles de Haas Avocats | Charles de Haas |
| Coblence Avocats | Mélanie Erber |
| Cornet Vincent Ségurel | Luc-Marie Augagneur, Thomas Deschryver, François Herpe |
| DBK Avocats | Jérôme Buscaïl, Thomas Debiesse, Christian Kim |
| Dechert | Olivia Bernardeau-Paupe |
| Fidal | Cyril Chauvin, Lucie Corvisier, Laurence Dreyfuss-Bechmann, Caroline Jouven, Antoine Le Brun, Thibaud Lelong, Nadège Lemarchand, Alexandre Novak, Juliette Vernay |
| Fieldfisher | Nathalie Hadjadj-Cazier, Franck Veisse |
| FTPA Avocats | Antoine Gautier-Sauvagnac, Fabrice Lorvo, Philippe Pochet |
| Grefte | Pierre Grefte, François Grefte |
| Hoche Avocats | Régis Carral |
| 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 | Giulia Cortesi, Tania Kern, Claire Weyl |
| Lexing Avocats | Virginie Brunot, Anne-Sophie Cantreau |
| Nomos | Hélène Delabarre, Éric Lauvaux |
| Osborne Clarke | Claire Bouchenard |
| Osmose Avocats | Antoine Gendreau, Alexandra Le Corroncq, Alexis Vichnievsky |
| PDGB | Benjamin Jacob |
| Pinsent Masons | Emmanuel Gougé |
| Promark | Elisabeth Berthet, Alain Berthet, Bénédicte Devevey, Aline Mugard |



FRANCE

| | | |
|--------------------|--|--|
| | Santarelli Group (Avocats) | Gwendal Barbaut |
| | Schmidt Brunet Litzler | Marie André-Nivert, Delphine Brunet-Stoclet |
| | Stephenson Harwood | Boriana Guimberteau |
| | Taoma Partners | Anne Messas |
| | Twelve | Claire de Chassey |
| | UGGC Avocats | Zhen Huang, Corinne Khayat, Elisabeth Logeais, Anne-Marie Pecoraro |
| | Valérie Perrichon Avocats | Valérie Perrichon |
| 2 | A&O Shearman | Alexandre Rudoni |
| | act Legal | Carine Piccio |
| | Alerion | Corinne Thiérache |
| | Amar Goussu Staub | Grégoire Goussu, Anne-Lyne Roche |
| | Anne Lakits-Josse | Anne Lakits-Josse |
| | Baker McKenzie | Virginie Ulmann |
| | BBLM Avocats | Myriam Angelier |
| | Bignon Lebray | Nicolas Moreau, Benjamin Mourot |
| | CBR & Associés | Judith Vuillez |
| | Clairmont Novus Avocats | Laurent Barissat, Delphine Ganoote-Mary |
| | Damien Régnier | Damien Régnier |
| | De Baecque Fauré Bellec Avocats | Stéphane Bellec, Olivier De Baecque |
| | Delsol Avocats | Stéphane Perrin |
| | Derriennic Associés | Alexandre Fievée, Georges Jenseime, François-Pierre Lani, Pierre-Yves Margnoux |
| | Elkrief Avocat | Danielle Elkrief |
| | Eversheds Sutherland | Gaëtan Cordier |
| | Féral | Richard Willemant |
| | Godin Associés | Nicolas Godefroy |
| | H2O Avocats | Sandra Benabou, Nicolas Herzog, Isabelle Vedrines |
| | Haas Avocats | Laurent Goutorbe |
| | Harbour Avocats | Bénédikte Hattier, Anne Perrin |
| | Herald Avocats | Richard Milchior |
| | Lavoix | Valérie Genin, Pierre-Emmanuel Meynard, Camille Pecnard |
| | Lext Avocats | Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion |
| | LPA-CGR Avocats | Prudence Cadio, Romain Viret |
| | Momentum Avocats | Julien Canlorbe |
| | Plasseraud Avocats | Sandrine Bouvier-Ravon, Jean-Christophe Guerrini, Gilles Ringeisen |
| | Quatrebarbes | Nathalie de Quatrebarbes |
| | Reed Smith | Marianne Schaffner |
| | Veil Jourde | Nicolas Brault |
| RECOMMENDED | | |
| 1 | Armelle Furlon | Armelle Furlon |
| | Bertrand & Associés | André Bertrand |
| | Bessis Avocats | Philippe Bessis |
| | BG2V | Xavier Carbasse |
| | Bismuth Société D'Avocats | Mathieu Martin |
| | Carlara - Carbonnier Lamaze Rasle | Michel Rasle |
| | Circle Law | Edmond Tahar |

| | |
|--------------------------------|---|
| Cleach Avocats | Melvina Valerii |
| Courtois Lebel | Cédric Frenel |
| DWF | Florence Karila |
| Forward Avocats | François Frassati, Nicolas Weissenbacher |
| Kelten - Association D'Avocats | Nicolas Martin-Teillard |
| LMT Avocats | Olivier Samyn |
| Mathias Avocats | Garance Mathias |
| Oria Media | Mathieu Davy |
| Ox Avocats | Jean Aittouares |
| Racine | Charles Bouffier, Valérie Ledoux |
| Redlink | Céline Cuvelier, Frédéric Fournier |
| Roman André | Jean André |
| Stouls & Sully Avocats | Jean-Pierre Stouls |
| TGS France Avocats | Claire Camberton, Ladan Dirickx |
| Valmy Avocats | Margaux Nègre |
| Woog & Associés | Coralline Manier Galas |
| Ydès | Jean-Christophe Chevallier, Cyril Fabre |
| 2 Addleshaw Goddard | Elisabeth Marrache |
| Alter Via Avocats | Amélie Capon |
| Apollinaire Société D'Avocats | Christophe Alleaume |
| Astura | Mathieu Mélin |
| Bonnier Saint-Félix | Antoine Bonnier, Julien Saint-Félix |
| Cabinet d'avocats Baldassari | Charlotte Baldassari |
| Claire & Dauphine | Dauphine de Marion de Glatigny, Claire Mourrieras |
| 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 |
| Lexymore | Christine Jais |
| Marianne Laborde Avocat | Marianne Laborde |
| Meridian Avocats | Vincent Vilchien |
| Soskin Avocats | Ilana Soskin |
| Steering Legal | Stéphanie Berland |

GILBEY LEGAL: VISIONARY TRADEMARK BOUTIQUE



Joanne Quirin

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

Track record: Paris-based Gilbey Legal provides legal advice and expertise to clients throughout the world on the protection and defence of their intellectual property. The firm advises clients including major, multinational corporations in the pharmaceutical, tobacco, alcoholic products, cosmetics, electronics, food and beverage, consumer products, apparel and luxury goods fields, in all phases of management of their IP assets.

Team & differentiation: The firm comprises eight IP professionals, including four Paris Bar advocates, a certified trademark agent, as well as a team of trained paralegals and support staff. Although firm founder Richard Gilbey retired last summer, the otherwise unchanged team continues to develop its original, one-stop-shop concept, chiefly serving clients from Britain, France, the USA, Germany and Japan.

GERMANY

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| Bardehle Pagenberg | Claus Eckhartt, Henning Hartwig, Philippe Kutschke |
| Boehmert & Boehmert | Peter Groß, Florian Schwab, Martin Wirtz |
| EXCELLENT | |
| 1 Bird & Bird | Joseph Fesenmair, Mascha Grundmann, Uwe Lüken, Frederik Thiering |
| Grünecker | Anja Franke, Holger Gauss, Maximilian Kinkeldey, Cornelia Schmitt, Nicolás Schmitz, Philipp Strommer |
| Harte-Bavendamm | Malte Lieckfeld |
| Hogan Lovells | Susanne Karow |
| Klaka | Carola Onken, Oliver Rauscher |
| 2 CMS Hasche Sigle | Nikolas Gregor, Thomas Manderla |
| Gleiss Lutz | Andreas Wehlau |
| Harmsen Utescher | Till Lampel, Andrea Marx, Christoph Schumann, Martin Kefferpütz |
| Hoyng Rokh Monegier | Mathis Breuer, Thomas Schmitz, Christina Tenbrock |
| Meissner Bolte | Jochen Kilchert, Oliver Nilgen, Tanja Wittmann, Jasper Werhahn, Gert Würtenberger |
| Nordemann | Stanislaus Jaworski, Michael Maier, Axel Nordemann, Anke Nordemann-Schiffel |
| Taylor Wessing | Wiebke Baars, Sebastian Fiscoeder, Olaf Gillert |
| Vossius & Partner | Mathias Kleespies, Simone Schäfer |
| HIGHLY RECOMMENDED | |
| boesling IP | Thies Bösling, Inga George |
| Dentons | Carsten Goldstein**, Stefan Dittmer, Constantin Rehaag |
| Friedrich Graf von Westphalen & Partner | Stephan Dittl, Morton Douglas, Norbert Hebeis, Eva Kessler, David Kipping |
| Heuking | Georg Jacobs, Andreas Schabenberger, Thorsten Wieland |
| Hoffmann Eitle | Michaela Ring |

| | |
|----------------------------------|--|
| Jonas | Martin Viefhues, Nils Weber |
| Kuhnen & Wacker | Christian Thomas |
| Lorenz Seidler Gossel | Christian Rassmann, Dirk Wiedemann |
| Noerr | Christoph Rieken |
| Orth Kluth | Anja Doepner-Thiele, Philipp Mels |
| Preu Bohlig & Partner | Christian Donle, Torben Düsing, Jan Peter Heidenreich |
| Schalast LAW I TAX | Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc |
| SKW Schwarz | Dorothee Altenburg, Margret Knitter |
| Weickmann | Udo Herberth, Christoph Vischer |

RECOMMENDED

| | | |
|----------|--|--|
| 1 | ADVANT Beiten | Christina Hackbarth, Tanja Hogh Holub |
| | Ampersand | Patrick Baronikians, Alexandra Heyn, Susanne Schmidt |
| | Arnold Ruess | Peter Ruess |
| | Cohausz & Florack | Rebekka Schiffer |
| | Eisenführ Speiser | Rainer Böhm, Julian Eberhardt |
| | FPS | Georges Brox, Andreas Freitag, Christoph Holzbach |
| | Hildebrandt. | Ulrich Hildebrandt, Anja Wulff |
| | LBP Lemcke, Brommer & Partner | Dietrich Blumenroehr, Anke Leitner |
| | Maiwald | Aliki Busse, Susanna Heurung |
| | Prinz & Partner | Ute Feldmann, Adrian Kleinheyer, Werner Sulzbach |
| | UNIT4 IP | Ursula Stelzenmüller |
| 2 | Bartel Legal | Ursula Bartel |
| | D Young & Co | Jana Bogatz |
| | Fechner | Georg Fechner |
| | GÖRG | Oliver Spieker |
| | LSWF | Stefan Hennigs, Hartwig Schmidt-Hollburg |
| | Loschelder | Stefan Maassen, Thomas Schulte-Beckhausen |
| | Maikowski & Ninnemann | Gunnar Baumgärtel, Fabian Sokolowski |
| | RSM Ebner Stolz | Albrecht von Bismarck, Björn Schallock |
| | Schultz-Süchting | Dirk Bruhn, Torsten Spiegelhalder |
| | Squire Pattons Boggs | Reinhart Lange |
| | Taliens | Tobias Malte Mueller, Sandra Müller |
| | Wuestoff & Wuestoff | Beatrix Breitinger, Steffen Kirschstein-Freund |

HOFFMANN EITL: PAN-EUROPEAN FIRM WITH HIGH STANDARDS OF SERVICE



Michaela Ring

Key figure(s):
Michaela Ring
Established: 1892

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

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



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| Bird & Bird | Richard Dissmann, Constantin Eikel, Joseph Fesenmair, Uwe Lüken, Frederik Thiering |
| Harte-Bavendamm | Michael Goldmann, Andrea Jaeger-Lenz |
| Hogan Lovells | Andreas Bothe, Erhard Keller, Morten Petersenn, Yvonne Draheim |
| EXCELLENT | |
| 1 Bardehle Pagenberg | Pascal Böhner, Claus Eckhardt, Henning Hartwig, Philippe Kutschke |
| bock legal | Andreas Bock, Jan Müller-Broich |
| CMS Hasche Sigle | Gordian Hasselblatt, Thomas Manderla, Carsten Menebröcker |
| Harmsen Utescher | Martin Kefferpütz, Till Lampel, Karin Sandberg, Christoph Schumann |
| Klaka | Stefan Abel, Stefan Eck, Ralf Hackbarth, Carola Onken, Andreas Schulz |
| Lubberger Lehment | Cornelis Lehment, Andreas Lubberger |
| Taylor Wessing | Sebastian Fiscoeder, Olaf Gillert, Thomas Raab |
| 2 ADVANT Beiten | Christina Hackbarth, Tanja Hogh Holub, Matthias Stecher, Holger Weimann |
| Arnold Ruess | Peter Ruess, Cordula Schumacher |
| Boehmert & Boehmert | Andreas Dustmann, Silke Freund, Carl-Richard Haarmann, Eckhard Ratjen |
| Dentons | Stefan Dittmer, Constantin Rehaag |
| Gleiss Lutz | Marcel Pemsel*, Matthias Werner, Andreas Wehlau |
| Grünecker | Anja Franke, Holger Gauss, Maximilian Kinkeldey, Philipp Strommer |
| Hoffmann Eitle | Michaela Ring |
| Lorenz Seidler Gossel | Christian Rassmann, Dirk Wiedemann |
| Nordemann | Stanislaus Jaworski, Michael Maier, Axel Nordemann, Anke Nordemann-Schiffel |
| HIGHLY RECOMMENDED | |
| 1 Baker McKenzie | Michael Fammler |
| CBH | Ingo Jung |
| Eisenführ Speiser | Julian Eberhardt, Andreas Ebert-Weidenfeller |
| DLA Piper | Stefan Engels, Burkhard Fürmeyer |
| FPS | Georges Brox, Askan Deutsch, Christoph Holzbach |
| Freshfields Bruckhaus Deringer | Matthias Koch, Andrea Lensing-Kramer |
| Friedrich Graf von Westphalen & Partner | Stephan Dittl, David Kipping |
| Heuking | Georg Jacobs, Astrid Luedtke, Andreas Schabenberg, Thorsten Wieland |
| Hoyng Rokh Monegier | Mathis Breuer, Ivan Dimitrov, Thomas Schmitz, Christina Tenbrock |
| Jonas | Karl Hamacher, Linda Thiel, Martin Viefhues, Nils Weber |
| Kather Augenstein | Christof Augenstein, Sören Dahm, Peter Kather, Miriam Kiefer, Christopher Weber |
| Preu Bohlig | Alexander Bayer, Torben Düsing, Astrid Gérard, Jan Peter Heidenreich |
| Vossius & Partner | Mathias Kleespies, Simone Schäfer |
| 2 Hildebrandt. | Ulrich Hildebrandt, Anja Wulff |
| Meissner Bolte | Jochen Kilchert, Oliver Nilgen, Florian Meyer, Julian Würmser |
| Norton Rose Fulbright | Daniel Marschollek, Manuel Merling* |
| Orth Kluth | Anja Doepner-Thiele, Ulla Kelp, Philipp Mels |
| Schalast LAW I TAX | Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc |
| SKW Schwarz | Dorothee Altenburg, Margret Knitter, Rembert Niebel |
| Weickmann | Udo W. Herberth, Christoph Vischer |

RECOMMENDED

| | | |
|---|---|--|
| 1 | Ampersand | Patrick Baronikians, Alexandra Heyn, Susanne Schmidt |
| | K&L Gates | Julia Goetz, Daniel Marschollek, Manuel Merling* |
| | Loschelder | Thomas Schulte-Beckhausen |
| | Luther | Geert-Johann Seelig |
| | Noerr | Jessica Loew, Valentina Niess**, Christoph Rieken |
| | Osborne Clarke | Marcus Sacré |
| | Schultz-Süchting | Dirk Bruhn |
| 2 | Allen & Overy | Jens Matthes |
| | boesling IP | Thies Bösling, Inga George |
| | Cohausz & Florack | Rebekka Schiffer |
| | df-mp | Ortrun Günzel |
| | D Young & Co | Jana Bogatz |
| | Eversheds Sutherland | Tobias Maier, Axel Zimmermann |
| | GÖRG | Oliver Spieker |
| | GvW Graf von Westphalen | Kristofer Bott, Christian Triebe |
| | Heussen | Sabine Hohmann, Marcus Hotze, Hermann Waldhauser |
| | KNPZ | Christian Klawitter, Mathias Zintler |
| | LBP Lemcke, Brommer & Partner | Dietrich Blumenroehr, Anke Leitner |
| | LSWF | Stefan Hennigs, Hartwig Schmidt-Hollburg |
| | LLR | Markus Bagh |
| | Maikovski & Ninnemann | Ralf Emig |
| | Maiwald | Aliki Busse, Susanna Heurung |
| | Mayer Brown | Konstantin von Werder |
| | Menold Bezler | Manfred Hammer |
| | Prinz & Partner | Adrian Kleinheyer |
| | RSM Ebner Stolz | Albrecht von Bismarck, Björn Schallock |
| | Schmitt Teworte-Vey Simon & Schumacher | Jan Schumacher, Marie Teworte-Vey |
| | Taliens | Tobias Malte Mueller |
| | UNIT4 IP | Ekkehard Stolz, Jan Weiser |
| | Wuestoff & Wuestoff | Beatrix Breitingner, Steffen Kirschstein-Freund |

* counsel ** associate Partner

WEICKMANN: CROSS-BORDER EXPERTS



Udo W. Herberth

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

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

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

MEISSNER BOLTE: PROLIFIC EUROPEAN TRADEMARK APPLICANT



Oliver Nilgen

Key figure(s): Jochen Kilchert, Oliver Nilgen, Tanja Wittmann, Jasper Werhahn and Gert Würtenberger
Established: 1908

Track record: Bremen-founded Meissner Bolte has 12 offices, including one in the UK. A fully integrated IP boutique, it provides legal services in all areas of intellectual property. Meissner Bolte is one of the leading applicants for European Trademarks, International Applications and designs, as well as one of the main country representatives for European Trademarks, International Applications and designs at EUIPO.

Team & differentiation: Backed by a team of four specialist attorneys-at-law and 10 paralegals, Oliver Nilgen advises clients on trademark and design law issues. To better serve clients in the Düsseldorf region, Meissner Bolte has moved to larger premises in the city and is expanding its team. The 350-employee firm boasts teams fluent in English, Japanese and Korean.



MEDIA, ENTERTAINMENT & SPORT

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---------------------------------------|--|
| LEADING | |
| CMS Hasche Sigle | Winfried Bullinger, Sebastian Cording, Pietro Graf Fringuelli |
| SKW Schwarz | Martin Diesbach, Norbert Klingner, Mathias Schwarz |
| EXCELLENT | |
| DLA Piper | Stefan Engels |
| Greenberg Traurig | Viola Bensinger, Stefan Lütje |
| Morrison & Foerster | Andreas Grünwald, Christiane Stützle, Christoph Wagner |
| Noerr | Ulrich Michel |
| Raue | Jan Hegemann, Robert Heine |
| HIGHLY RECOMMENDED | |
| ADVANT Beiten | Andreas Lober, Peggy Müller, Holger Weimann |
| Bird & Bird | Joseph Fesenmair, Fabien Niemann, Martin Schimke |
| Boehmert & Boehmert | Rudolf Böckenholt, Silke Freund, Martin Schaefer |
| Freshfields Bruckhaus Deringer | Theresa Ehlen |
| FREY | Dieter Frey |
| GvW Graf von Westphalen | Walter Scheuerl, Christian Triebe, Axel von Walter |
| Hengeler Mueller | Albrecht Conrad, Wolfgang Spoerr |
| Heuking | Verena Hoene, Ruben Hofmann, Johan-Michel Menke, Christina Nitsche, Michael Schmittmann, Alexander Weiss |
| Lausen | Kerstin Bäcker, Matthias Lausen, Martin Schippan |
| Nordemann | Stanislaus Jaworski, Jan Bernd Nordemann |
| Osborne Clarke | Konstantin Ewald |
| Preu Bohlig | Alexander Bayer, Christian Donle, Torben Düsing |
| Redeker Sellner Dahs | Gernot Lehr, Christian Mensching |
| Strasser Ventroni Freytag | Stefan Freytag, Robert Strasser, Stefan Ventroni |
| Taylor Wessing | Axel Freiherr von dem Bussche, Gregor Schmid |
| RECOMMENDED | |
| 1 Brehm & v. Moers | Wolfgang Brehm, Stefan von Moers |
| Graef | Ralph Oliver Graef, Christian Rauda |
| JBB | Thorsten Feldmann |

| | |
|-----------------------------------|--|
| HERTIN & Partner | Paul Hertin |
| Heussen | Marcus M. Hotze, Hermann Waldhauser |
| K&L Gates | Rüdiger von Hülst |
| Klinkert | Piet Bubenzer |
| McDermott Will & Emery | Wolfgang Freiherr Raitz von Frenzt |
| UNVERZAGT | Andreas Pense |
| White & Case | Markus Langen, Norbert Wimmer |
| 2 CBH | Markus Ruttig |
| Hoffmann Liebs | Andreas Hecker, Philipp Wehler |
| klages.legal | Christlieb Klages |
| KNPZ | Gerald Neben |
| KÖNIG | Alexander Zacharias Bergweiler |
| LDM | Markus Schütz |
| Lentze Stopper | Gregor Lentze, Martin Stopper |
| Reed Smith | Alexander Klett |
| Schalast LAW I TAX | Udo Kornmeier |
| Schertz Bergmann | Christian Schertz |
| Schultz-Süchting | Dirk Bruhn |
| SKNvonGEYSO | Hermann Lindhorst |
| SSB | Stefan Söder |
| SWS | Angelika Strittmatter, Burkhard Westerhoff |
| Von Have Fey | Sebastian Gorski |
| Vy - Brix Lange Verweyen | Urs Verweyen |

* counsel ** senior associate

PREU BOHLIG: LIBEL EXPERTS REPRESENTING TOP-TIER CLIENTS



Torben Düsing

Key figure(s):
Alexander Bayer,
Christian Donle
and Torben Düsing
Established: 1959

Track record: Preu Bohlig focuses on the defence of public figures' personal rights against unlawful press coverage, unlawful advertising and hate crimes. The firm represents numerous public figures, e.g. television presenters, authors, producers and other media representatives as well as politicians, political parties, companies, associations/clubs and authorities in all areas of press, copyright and media law.

Team & differentiation: With a staff of 40, Düsseldorf is Preu Bohlig & largest German office ahead of Munich, and new arrivals are expected to be announced mid-2024. Dr Torben Düsing's team in particular has gained nationwide recognition in recent years for its skilled representation of well-known media personalities and members of the German federal government.

IRELAND

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IP PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-----------------------------------|-------------------------------------|
| LEADING | |
| 1 Mason Hayes & Curran | Gerard Kelly |
| Mccann Fitzgerald | Paul Lavery, Shane O'Brien |
| William Fry | David Cullen, Laura Scott |
| 2 A&I Goodbody | John Whelan |
| Whitney Moore | Robin Hayes |
| EXCELLENT | |
| Acuatus | Alistair Payne |
| Arthur Cox | Olivia Mullooly |
| DFMG Solicitors | Patricia McGovern |
| Matheson | Anne-Marie Bohan |
| HIGHLY RECOMMENDED | |
| Beauchamps | Edward Evans, Damian Maloney |
| LK Shields | Jane O'Grady |
| Addleshaw Goddard | David Hackett |
| Byrne Wallace | Mark O'Shaughnessy, Colin Sainsbury |
| Eversheds Sutherland | Marie McGinley |
| Hayes Solicitors | David Phelan |
| Philip Lee | Anne Bateman |
| Pinsent Masons | Karen Gallagher |
| RDJ | Darryl Broderick, Diarmaid Gavin |

ITALY

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TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

| AGENCY | KEY FIGURE(S) |
|--|--|
| LEADING | |
| 1 Barzanò & Zanardo | Alfredo Zanardo, Alessandra Tedesco |
| Bugnion | Donatella Prandin, Alessandro Mannini, Paola Stefanelli, Simone Verducci Galletti |
| SIB (Società Italiana Brevetti) | Fabrizio De Benedetti, Elisabetta D'Amore, Mauro Delluniversità, Massimo Gori, Mara Mondolfo, Francesca Moscone, Angelica Torrigiani Malaspina |
| Studio Torta | Maria Cristina Baldini, Maria Teresa Saguatti, Elisa Tricerri, Raffaella Barbutto |
| 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 | Andrea Klein, Peter McAleese, Lucia Sblendorio |
| Botti & Ferrari | Sabrina Fumagalli, Caterina Spera |
| Bresner Cammareri Intellectual Property – BCIP | Emanuele Cammareri |
| Caramelli Lazzarotto Associati | Silvia Lazzarotto, Mariella Caramelli |
| 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 | |
| De Simone & Partners | Domenico De Simone, Massimo Cimoli, Giovanni Orsoni, Francesco Carrelli Palombi, Lucia Granieri e Luca Stefano Ghedini |
| 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, Gislone & Trupiano | Elena Marietti |
| PGA | Veronica Raffi |
| Racheli | Michel Jolicoeur |
| Rapisardi Intellectual Property | Mariacristina Rapisardi, Gianluigi Volontè |



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 |
| LCA Studio Legale | Gianluca De Cristofaro |
| LGV Avvocati | Simona Lavagnini, Luigi Goglia, Tankred Thiem |
| Martini Manna & Partners | Elena Martini, Luigi Manna |
| Orsingher Ortu | Matteo Orsingher, Fabrizio Sanna |
| Spheriens | Pier Luigi Roncaglia, Noemi Parrotta, Francesco Rossi |
| HIGHLY RECOMMENDED | |
| Bresner Cammareri Intellectual Property – BCIP | Davide Bresner |
| Franzosi Dal Negro Setti | Federica Santonocito, Mario Franzosi |
| Herbert Smith Freehills | Pietro Pouché |
| Mondini Bonora Ginevra | Carlo Ginevra, Fabio Ghiretti, Giacomo Bonelli |
| Pavia e Ansaldo | Gian Paolo Di Santo, Gabriele Girardello |
| PedersoliGattai | Licia Garotti |
| Saglietti Bianco | Luigi Saglietti, Emanuela Bianco |
| Simmons & Simmons | Giulio Sironi, Stefania Bergia |
| RECOMMENDED | |
| Akran Intellectual Property | Monica Bucarelli, Roberto Cartella, Alessandro Masetti e Graziana Ercolanelli |
| CBA | Barbara Sartori, Mattia Dalla Costa |
| Chiomenti | Anna Gardini, Paolo Bertoni |
| De Berti Jacchia Franchini Forlani | Roberto Jacchia, Maria Cristina Franchini |
| Dentons | Federico Fusco |
| EY | Giovanni Casucci |
| Emlex | Massimo Maggiore |
| Gianni & Origoni | Nino Di Bella |
| GR Legal | Luca Giove, Aurelio Richichi, Andrea Comelli |
| Greenberg Traurig Santa Maria | Luigi Fontanesi |
| Legance | Monica Riva |
| Lexsential | Agata Sobol, Vincenzo Piccarreta, Vincenzo Jandoli |
| Nunziante Magrone | Niccolò Ferretti, Luca Ferrari |
| Portolano Cavallo | Lydia Mendola, Maria Balestrieri |
| Studio Legale Sena & Partners | Giuseppe Sena |
| Studio Sindico e Associate | Domenico Sindico |
| Tavella | Jacopo Ciani |
| Venturello e Bottarini Avvocati | Marco Venturello, Alberto Bottarini |
| Weigmann | Marco Ricolfi, Fabrizio Tarocco |

IP LAW GALLI: HIGH-QUALITY ASSISTANCE IN COMPLEX LITIGATION



Cesare Galli

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

Track record: IP Law Galli is a go-to firm for complex and high-level trademark litigation, with highly respected expertise in advertising, media law, copyrights and fashion, among others. It is often chosen by clients for the quality of its advice and for combining technical expertise and deep legal knowledge.

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

FRANZOSI DAL NEGRO SETTI: METICULOUS LITIGATORS WITH SOLID INDUSTRY PRESENCE



Federica Santonocito

Key figure(s): Mario Franzosi and Federica Santonocito
Established: 1963

Track record: The IP boutique is known for handling high-level IP litigation, including patent, trademark and trade-secrets disputes. Its lawyers are experts in a number of industries, including manufacturing, fashion and healthcare. The firm often represents both domestic and international clients, and boasts expertise in Chinese law.

Team & differentiation: Renowned for his IP expertise, founding partner Mario Franzosi is one of Italy's foremost authorities in the field. Francesca Santonocito is lauded for her prowess as a patent litigator. Moreover, in addition to the firm's offices in Milan and Rome, it boasts a dedicated China desk thanks to a presence in Shanghai.

FASHION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| Chiomenti | Emanuele Barberis, Paolo Bertoni |
| DLA Piper | Davide Rossetti, Elena Varese |
| Spheriens | Pier Luigi Roncaglia, Giacomo Moleri |
| EXCELLENT | |
| ADVANT Nctm | Lorenzo Attolico, Paolo Lazzarino |
| Bird & Bird | Massimiliano Mostardini |
| BonelliErede | Giovanni Guglielmetti, Francesco Anglani |
| Deloitte Legal | Ida Palombella |
| Hogan Lovells International | Luigi Mansani |
| Jacobacci e Associati | Massimo Baghetti, Marco Francetti |
| Legance | Paolo Marzano, Monica Riva |
| Martini Manna | Elena Martini |
| Nunziante Magrone | Niccolò Ferretti |
| Orsingher Ortu | Fabrizio Sanna, Ludovico Anselmi |
| Pavia e Ansaldo | Gian Paolo Di Santo, Gabriele Girardello |
| Tavella | Massimo Tavella |
| HIGHLY RECOMMENDED | |
| Bresner Cammareri Intellectual Property – BCIP | Davide Bresner |
| Herbert Smith Freehills | Pietro Pouché |
| IP Law Galli | Cesare Galli, Mariangela Bogni |
| LCA Studio Legale | Gianluca De Cristofaro |
| Lexsential | Agata Sobol, Vincenzo Piccarreta, Vincenzo Jandoli |
| LGV Avvocati | Simona Lavagnini, Tankred Thiem |
| Trevisan & Cuonzo | Julia Holden, Lia Puntieri, Francesca Ferrero, Luca Pellicciari |
| Withers | Jacopo Liguori, Giulia Cipollini |
| RECOMMENDED | |
| CBA | Barbara Sartori, Mattia Dalla Costa |
| Dike Legal | Maria Francesca Quattrone |
| Eversheds Sutherland | Beatrice Bigonzi |
| EY | Giovanni Casucci |
| Gianni & Origoni | Massimo Sterpi |
| K&L Gartes | Francesco Carloni |
| PedersoliGattai | Licia Garotti |
| Portolano Cavallo | Manuela Cavallo, Lydia Mendola |
| PWC | Paola Furioli |
| Simmons & Simmons | Giulio Sironi, Stefania Bergia |

SPHERIENS: EXPERTS ON THE ITALIAN FASHION MARKET



Pier Luigi Roncaglia

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

Track record: Leading IP boutique Spheriens enjoys an outstanding reputation for assisting some of the largest Italian and international fashion industry clients. Its team of lawyers are able to handle both contentious and non-contentious matters. Clients also benefit from their broad patent and copyright law knowledge.

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



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Best Law Firms

In each tier, the firms are ordered alphabetically

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

LGV: MARKET-LEADING EXPERTISE



Simona Lavagnini

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

Track record: The team advises on the full range of copyright issues, expertly representing clients from a variety of industries, including media & entertainment, technology, advertising, manufacturing, music and e-sports. Its lawyers are known for handling both innovative projects and high-level disputes, often establishing notable case-law in the process.

Team & differentiation: Founding partner Simona Lavagnini is considered a leading expert in fields of technology and copyright. Fellow founder Luigi Goglia is an excellent litigator and is particularly known for handling complex patent cases with panache. Tankred Thiem is a German-speaking partner adept at assisting in all IP matters, with notable experience in patents and design.

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 |
| EXCELLENT | |
| ADVANT Nctm | Lorenzo Attolico |
| Amiconi Studio Associato | Marzia Amiconi, Mauro Amiconi |
| 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 |
| LGV Avvocati | Simona Lavagnini |
| Mondini Bonora Ginevra | Silvia Mondini, Giorgio Mondini, Fabio Ghiretti |
| RP Legal & Tax | Pierluigi De Palma, Francesca Lodigiani |
| HIGHLY RECOMMENDED | |
| Carnelutti | Luca Arnaboldi |
| Dentons | Giangiacomo Olivi |
| Dike Legal | Maria Francesca Quattrone |
| DLA Piper | Giulio Coraggio |
| Herbert Smith Freehills | Pietro Pouché |
| LCA Studio Legale | Gianluca De Cristofaro, Giulio Vecchi |
| Martini Manna | Elena Martini |
| Munari&Partners | Alessandro Munari, Bruna Alessandra Fossati |
| Studio Legale Quiriconi | Gianpietro Quiriconi, Benedetta Quiriconi, Paolo Binaschi |
| Studio Previti | Stefano Previti, Carla Previti |
| RECOMMENDED | |
| Cosmo Legal Group | Stéphanie Rotelli, Costantino Monteleone |
| Cugia Cuomo & Associati | Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo |
| Emlax | Massimo Maggiore, Aurelio Assenza |
| LawaL | Roberta Mollica |
| Legance | Valerio Mosca |
| PedersoliGattai | Licia Garotti, Duccio Regoli |
| PWC | Paola Furiosi |
| Studio Legale De Vergottini | Giovanni de Vergottini, Marco Petitto |
| Tavella | Massimo Tavella |
| Tonucci & Partners | Mario Tonucci |

ORSINGHER ORTU: OUTSTANDING REPUTATION IN THE MEDIA & ENTERTAINMENT INDUSTRY



Domenico Colella

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

Track record: Specialist IP team with focusing on media & entertainment matters. The team is able to assist in all phases, from drafting and negotiating acquisitions, distributions, co-productions, licensing and merchandising contracts to disputes. The team is fully able to assist all IP-related industries, including media & entertainment and advertising.

Team & differentiation: Orsingher Ortu's offices are to be found in both Milan and Rome. Name partner Matteo Orsingher is considered one of the foremost experts in the media & entertainment domain. Partners Fabrizio Sanna and Marco Consonni bring their expertise to bear on innovative technology and digital cases.



SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|----------------------------------|-----------------------------|
| LEADING | |
| Grassani e Associati | Mattia Grassani |
| EXCELLENT | |
| Coccia De Angelis & Associati | Massimo Coccia, Mario Vigna |
| Gallavotti Bernardini & Partners | Stefano La Porta |
| LCA | Federico Venturi Ferriolo |
| Studio Legale Cantamessa | Leandro Cantamessa |
| HIGHLY RECOMMENDED | |
| DN Law | Cristiano Novazio |
| Legislab | Alberto Porzio |
| LP Avvocati | Flavia Tortorella |
| Whiters | Luca Ferrari |

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 |
| LCA Studio Legale | Gianluca De Cristofaro, Giulio Vecchi |
| Tavella | Massimo Tavella |
| 2 EY | Elena Carpani |
| Mondini Bonora Ginevra | Carlo Ginevra, Giorgio Rusconi |
| RP Legal & Tax | Riccardo Rossotto |
| EXCELLENT | |
| Bird & Bird | Arturo Leone |
| Cugia Cuomo & Associati | Fabrizio Cugia di Sant'Orsola |
| Emlex | Aurelio Assenza |
| Martini Manna | Elena Martini |
| HIGHLY RECOMMENDED | |
| Advant Nctm | Lorenzo Attolico |
| LGV | Simona Lavagnini, Luigi Goglia, Tankred Thiem |
| Orsingher Ortu | Marco Consonni |
| Portolano Cavallo | Lydia Mendola |
| PWC | Paola Furiosi |
| Saglietti Bianco | Emanuela Bianco |
| Spheriens | Pier Luigi Roncaglia, Giacomo Moleri |

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 |
| CRCLEX | Carlo Rossi Chauvenet |
| Cugia Cuomo & Associati | Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo |
| Dentons | Giangiacoimo Olivi |
| DLA Piper | Giulio Coraggio |
| Gatti Pavesi Bianchi Ludovici | Gilberto Nava |
| Gianni & Origoni | Daniele Vecchi |
| LCA Studio Legale | Giulio Vecchi, Edoardo Raffiotta |
| Osborne Clarke | Gianluigi Marino |
| HIGHLY RECOMMENDED | |
| ADVANT Nctm | Elsa Gentile, Marco Cappa |
| Baker McKenzie | Francesca Gaudino |
| Chiomenti | Pierluigi Perri |
| CMS | Matia Campo |
| Emlex | Massimo Maggiore |
| Legance | Lucio Scudiero |
| Martini Manna | Luigi Manna |
| Orrick, Herrington & Sutcliffe | Ivan Rotunno |
| Orsingher Ortu | Fabrizio Sanna |
| Studio Previti | Vincenzo Colarocco |
| RECOMMENDED | |
| Bird & Bird | Debora Stella |
| Dike Legal | Maria Francesca Quattrone |

LUXEMBOURG

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IP PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

| AGENCY | KEY FIGURE(S) |
|------------------------------------|-------------------|
| LEADING | |
| Dennemeyer & Associates | Olivier Lombardo |
| Office Freylinger | Henri Kihn |
| EXCELLENT | |
| Aronova Ip | Mathis Bruck |
| Ipsilon | Yves Schyns |
| Laidebeur & Partners | Olivier Laidebeur |
| Marks & Clerk | Luca Polverari |
| HIGHLY RECOMMENDED | |
| Corax Ip | Jean-Paul Wagner |
| Lavoix | Victoria Klecthka |
| Patent 42 | Valérie Mellet |

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-------------------------------|------------------------|
| LEADING | |
| Claw | Katia Manhaeve |
| Nautadutilh | Vincent Wellens |
| EXCELLENT | |
| Arendt & Medernach | Astrid Wagner |
| Decker & Braun | Nicolas Decker |
| DLA Piper | David Alexandre |
| HIGHLY RECOMMENDED | |
| 1 Allen & Overy | Catherine Di Lorenzo |
| Brucher, Thieltgen & Partners | Nicolas Thieltgen |
| Elvinger Hoss Prussen | Emmanuèle de Dampierre |
| Molitor | Virginie Liebermann |
| 2 Bonn & Schmitt | Alain Grosjean |
| Ethikos | Sylvain Elias |
| Ig Avocats | Hervé Wolff |
| Simmons & Simmons | Camille Saettel |
| Themis Lex | Bertrand Moupfouma |
| Thewes & Reuter | Pierre Reuter |

BONN & SCHMITT: TRUSTED IP ADVISORS



Alain Grosjean

Key figure(s): Alain Grosjean
Established: 1988

Track record: Bonn & Schmitt has a strong track record in IP litigation, regularly representing clients in high-stakes disputes before Luxembourg courts. The firm also advises on IP transactions, such as licensing agreements and technology transfers. It recently assisted a major international company in a complex cross-border patent infringement case.

Team & differentiation: The IP/IT team is led by partner Alain Grosjean, who has over 20 years' experience. He is the president of the IP/IT Commission of the Luxembourg Bar Association, demonstrating the firm's deep expertise and credentials in this field. Bonn & Schmitt differentiates itself through an ability to handle both contentious and non-contentious IP/IT matters.

NETHERLANDS

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

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

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

NORWAY

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-----------------------------------|---|
| LEADING | |
| Advokatfirmaet Schjødt | Sigurd Holter Torp, Halvor Manshaus, Knut Sverre |
| BAHR | Are Stenvik |
| GjessingReimers | Amund Brede Svendsen, Ida Gjessing, Felix Reimers, Sigrid Toft Fløystad |
| Thommessen | Magnus Hauge Greaker, Camilla Vislie, Eirik W. Raanes |
| EXCELLENT | |
| Advokatfirmaet Haavind | Håkon Bleken, Vebjørn Krag Iversen |
| Bryn Aarflot | Trine Greaker Herzog, Astrid Solberg, Håkon Tysnes Kaasin |
| Kvale Advokatfirma | Ingvild Hanssen-Bauer |
| Onsagers AS | Anders Ervin Solberg, Thomas Gaarder-Olsen, Ann-Cathrin Hoel, Eirik Rødsand |
| Zacco | Frode André Moen, Lars Henrik Stoud Platou, Thomas Rukin |
| HIGHLY RECOMMENDED | |
| Advokatfirmaet Hjort | Øivind K. Foss, Monica Syrdal, Rolf Trolle Andersen |
| Brækhus | Elena Steen Eriksen, Julius Berg Kaasin |
| Bull & Co Advokatfirma | Rune Nordengen |
| 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 | Lars Erik Steinkjer, Gunnar Meyer |



PORTUGAL

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TRADEMARK PROSECUTION

Best Advisors

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| Inventa | Vitor Palmela Fidalgo, João Pereira Cabral, Joana Fialho Pinto |
| J.E. Dias Costa | Ana de Sampaio |
| RCF Protecting Innovation | João Jorge, Pedro Alves Moreira, Patricia Rodrigues, Elsa Canhão |
| Simões, Garcia, Corte-Real & Associados | António Corte-Real |
| EXCELLENT | |
| Abreu Advogados | César Bessa Monteiro, jr, Ricardo Henriques |
| A.G. da Cunha Ferreira | Dina Maria Pereira Soares |
| Clarkemodet | Maria Cruz Garcia, Manuel Gil Fernandes |
| Garrigues | Francisca Ferreira Pinto |
| J. Pereira da Cruz | João Pereira da Cruz |
| PLMJ | Pedro Lomba, Hugo Monteiro de Queirós |
| HIGHLY RECOMMENDED | |
| CMS Rui Pena & Arnaut | José Luís Arnaut, João Leitão Figueiredo |
| Cuatrecasas | Sónia Queiróz Vaz |
| Gastão Cunha Ferreira | Manuel Moniz Pereira, Gonçalo Paiva e Sousa |
| Morais Leitão, Galvão Teles, Soares Da Silva & Associados | Vasco Stilwell d'Andrade |
| PRA – Raposo, Sá Miranda & Associados | Gonçalo Gil Barreiros |
| RECOMMENDED | |
| Antas Da Cunha Ecija | Ana Bastos |
| Caiado Guerreiro | Ricardo Costa Macedo |

RCF PROTECTING INNOVATION: GLOBAL PRESENCE IN TRADEMARK MATTERS



João Jorge

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

Track record: RCF Protecting Innovation has stood out in Portugal's intellectual property market for 95 years, being well known for its capacity and competence in dealing with any trademark matter related to national, European Union or International trademarks. It has advised clients such as Puma, Inditex and Gold's Gym in strategic opposition procedures against trademark applications.

Team & differentiation: The firm provides a variety of services, including portfolio management, monitoring of applications and counseling on filing strategies. The firm is client-focused, committed to excellence and results-driven.

INVENTA: CREATIVE TRADEMARK-PROTECTION SOLUTIONS



Vitor Palmela Fidalgo

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

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

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

IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| Abreu Advogados | António Andrade, Manuel Durães Rocha, Ricardo Henriques |
| BMA - Baptista, Monteverde & Associados | Petra Fernandes, Paulo Monteverde, Filipe Teixeira Baptista |
| PLMJ | Pedro Lomba, Hugo Monteiro de Queirós |
| VdA | António Magalhães Cardoso |
| EXCELLENT | |
| CMS Rui Pena & Arnaut | João Leitão Figueiredo, José Luís Arnaut, Miguel Quintans |
| Garrigues | Francisca Ferreira Pinto, João Paulo Miranda de Sousa |
| Sérvulo & Associados | Ana Rita Painho |
| Morais Leitão, Galvão Teles, Soares da Silva & Associados | Vasco Stilwell d'Andrade |
| HIGHLY RECOMMENDED | |
| CCA Law | Martim Bouza Serrano, Filipe Mayer |
| Cuatrecasas | Sónia Queiróz Vaz |
| Simões Garcia Corte-Real & Associados | João Luís Garcia |
| RECOMMENDED | |
| Antas da Cunha Ecija | Lidia Neves |
| Caiado Guerreiro | Ricardo Costa Macedo, Sandra Jesus |
| Inventa | Vitor Palmela Fidalgo, João Pereira Cabral |
| Rcf Protecting Innovation | João Jorge |
| RVA Sociedade de Advogados | Ana Teresa Pulido |
| TELLES | Fernando Pizarro Monteiro, Pedro Vidigal Monteiro |



DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| DLA Piper ABBC | Daniel Reis |
| Morais Leitão, Galvão Teles, Soares Da Silva & Associados | João Alfredo Afonso, Tiago Félix da Costa, Helena Tapp Barroso |
| PLMJ | Pedro Lomba |
| SRS Legal | Luis Neto Galvão |
| VdA | Inês Antas de Barros, Magda Cocco, Fernando Resina da Silva |
| EXCELLENT | |
| Abreu Advogados | César Bessa Monteiro, Ricardo Henriques |
| CCA Law | Martim Bouza Serrano, Filipe Mayer |
| CMS Rui Pena & Arnaut | João Leitão Figueiredo, José Luís Arnaut |
| Cuatrecasas | Joana Mota Agostinho, Sónia Queiróz Vaz |
| Sérvulo & Associados | Ana Rita Painho |
| HIGHLY RECOMMENDED | |
| Antas Da Cunha Ecija | Ana Bastos |
| Coelho Ribeiro & Associados | Mónica Oliveira Costa |
| Eversheds Sutherland | Margarida Roda Santos |
| João Ferreira Pinto & Associados | João Ferreira Pinto |
| Pra - Raposo, Sá Miranda & Associados | Gonçalo Gil Barreiros |
| TELLES | Pedro Vidigal Monteiro |
| RECOMMENDED | |
| Bas - Sociedade De Advogados | Marco Aurélio Constantino, Claudia Monge |
| Dower Law Firm | André Alfar Rodrigues |
| Garrigues | Tomás Pessanha |
| Miranda & Associados | João Luís Traça |
| pbbr Sociedade de Advogados | Carina Branco |
| Raposo Bernardo & Associados | Mafalda Contumélias Batista |
| SPS | Sara Henriques |

TECHNOLOGY

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| PLMJ | Pedro Lomba |
| SRS Legal | Octávio Castelo Paulo, Luís Neto Galvão |
| VdA | Magda Cocco, Margarida Couto, Fernando Resina da Silva |
| EXCELLENT | |
| Abreu Advogados | Ricardo Henriques, Martim Menezes |
| CCA Law | Martim Bouza Serrano, Filipe Mayer |
| Cuatrecasas | Joana Mota Agostinho, Sónia Queiróz Vaz |
| DLA Piper ABBC | Daniel Reis |
| HIGHLY RECOMMENDED | |
| CMS Rui Pena & Arnaut | João Leitão Figueiredo, José Luís Arnaut |
| pbbr Sociedade de Advogados | Carina Branco |
| Sérvulo & Associados | Ana Rita Painho |
| TELLES | Pedro Vidigal Monteiro |
| RECOMMENDED | |
| Alves Pereira & Teixeira de Sousa | João Pedro Alves Pereira, Belén Granados |
| Antas Da Cunha Ecija | Ana Bastos, Nuno da Silva Vieira |
| Caiado Guerreiro | Ricardo Costa Macedo, Ricardo Rodrigues Lopes |
| Pinheiro Torres, Cabral, Sousa e Silva & Associados | Nuno Souza e Silva |
| Raposo Bernardo & Associados | Mafalda Contumélias Batista |
| Travassos, Albuquerque & Associados | Inês de Almeida Albuquerque, João de Travassos |

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



João de Travassos

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

Track record: Travassos Albuquerque provides legal services to a wide range of businesses including large corporations, SMEs and startups. It has experience and expertise, from working in the early stages of company formation, to assisting with various contractual agreements necessary for conducting business activities. It advises companies such as Microsoft, SAP and, more recently, Outsystems.

Team & differentiation: Travassos Albuquerque's strength lies in its team of dedicated lawyers who go to great lengths to stay up-to-date with the constantly evolving technology sector. The firm's customer-centric approach and refined expertise allows for quick adaptation to new technological advances, EU regulations and the rapid growth of technology companies.

RUSSIA

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|-------------------------------|---------------------------------|
| LEADING | |
| Gorodissky & Partners | Valery Medvedev, Alexey Kratiuk |
| EXCELLENT | |
| ARS-Patent & Trademark | Anna Bogdanova |
| Sojuzpatent | Tatiana Petrova |
| HIGHLY RECOMMENDED | |
| A. Zalesov & Partners | Aleksey Zalesov, Irina Ozolina |
| Patent & Law Firm Yus | Sergey Lovtsov |
| Patentus | Dmitry Markanov |
| Vakhnina & Partners | Tatiana Vakhnina |
| RECOMMENDED | |
| Baranchikov Ip & It Attorneys | Alexander Baranchikov |
| Euromarkpat | Marina Grineva, Dmitry Zhitelev |
| Gardium | Irina Reznikova |
| Intels | Anna Baglay, Valeriy Guerman |
| Liapunov & Co | Anna Reznichenko |
| Lidings Law Firm | Boris Malakhov, Andrey Zelenin |
| S&O Intellectual Property | Anna Kornilova |
| Vash Patent | Anna Grigorieva, Pavel Kostin |

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|---|
| LEADING | |
| A. Zalesov & Partners | Aleksey Zalesov, Irina Ozolina |
| Gorodissky & Partners | Valery Medvedev, Evgeny Alexandrov |
| Sojuzpatent | Svetlana Felitsyna, Maxim Mikhailov |
| EXCELLENT | |
| ALRUD | Maria Ostashenko |
| ARS-Patent & Trademark | Anna Bogdanova |
| Ivanov, Makarov & Partners | Mark Chizhenok, Dmitry Makarov |
| Lidings Law Firm | Boris Malakhov, Andrey Zelenin |
| Patent & Law Firm Yus | Sergey Lovtsov, Maria Lovtsova, Elena Schelkunova, Olesya Zakharova |
| Pepeliaev | Valentina Orlova |
| HIGHLY RECOMMENDED | |
| Egorov Puginsky Afanasiev & Partners | Pavel Sadovsky |
| Gardium | Irina Reznikova |
| Intellect-S | Maxim Labzin |
| Internet & Law Legal Firm | Anton Sergo |
| KIAP | Elena Buranova |
| Patentus | Dmitry Markanov |
| Petosevic | Tatyana Kulikova |
| S&O Intellectual Property | Anna Kornilova |
| Vash Patent | Anna Grigorieva, Alexey Robinov |

SPAIN

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| Bomhard IP | Giles Corbally, Johannes Fuhrmann, Verena von Bomhard |
| Elzaburu | Luis Baz |
| Hogan Lovells | Imogen Fowler, Constanze Schulte |
| EXCELLENT | |
| Abril Abogados | Ignacio Temiño, Carolina Montero, Patricia Revuelta |
| Balder | Oscar García, Patricia Koch |
| Clarke Modet & Co | Rosario Echeverría, Elsa Martín, Miguel Rigueiro, Marta Tolón |
| Curell Suñol | Maria Ceballos, Mireia Curell, Oscar Pirez |
| Herrero & Asociados | Mario Carpintero |
| Hoyng Rokh Monegier | Laura Alonso, Alicia Martin |
| HIGHLY RECOMMENDED | |
| Baker McKenzie | Maria Dolores Garayalde |
| Baylos Abogados | David Gómez, Juan Luis Gracia |
| Bird & Bird | Mariano Santos |
| Cuatrecasas | Albert Agustinoy, Álvaro Bourkaib, Rafael Sánchez Aristi, Jean-Yves Teindas |
| Eversheds Sutherland | Kiko Carrión, Marta González, José Mariano Cruz |
| Garrigues | Mónica Arizti Acha |
| Gómez-Acebo & Pombo | Sofía Martínez-Almeida, Jesús Muñoz-Delgado |
| Isern | Javier Isern |
| Pons Ip | Isabel Cortés, Carmen González |
| Zbm Patents & Trademarks | Yahel Contreras, Reyes García, Susanna Roures |
| RECOMMENDED | |
| Abg Intellectual Property | Christine Weimann |
| Andersen | José Garrido |
| Ballester Ip | Rosalía Ballester |
| Carlos Polo Asociados | Carlos Polo |
| CMS Albiñana & Suárez de Lezo | María González Gordon |
| Durán-Corretjer | Christian Durán, Luis-Alfonso Durán |
| Ellipse IP | Gonzalo Barboza |
| Galbaian Intellectual Property | Estibalitz Solana |
| Güell Ip | Jordi Güell |
| Noerr | Tobias Dolde |
| Ponti | Joan Salvà |
| Sugrañes | Elia Sugrañes |
| Ungria Patentes Y Marcas | Javier Ungria |

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| Bird & Bird | Antonio Cueto, Manuel Lobato |
| Elzaburu | Enrique Armijo, Carlos Morán, Javier Fernández-Lasquetty, Juan J. Caselles |
| Garrigues | João Paulo Miranda de Sousa, Carolina Pina |
| Gómez-Acebo & Pombo | Sofía Martínez-Almeida Alejos-Pita, Jesús Muñoz-Delgado |
| Grau & Angulo | Alejandro Angulo, Sonia Santos, Jordi Camó, Maite Ferrandiz, Ignacio Marqués, Carlota Viola, Eva Ochoa |
| Uría Menéndez | Montiano Monteagudo, Ingrid Pi, Borja Sainz de Aja, Carles Vendrell |
| EXCELLENT | |
| Abril Abogados | Fernando Ortega, Salvador Diaz, Carolina Montero, Patricia Revuelta, Ignacio Temiño |
| Baylos Abogados | Pedro Merino, David Gómez, Ana Padiál, Juan Luis Gracia, Fernando Rodríguez |
| Clifford Chance | Miquel Montaña, Josep Montefusco |
| Hogan Lovells | Ana Castedo, Burkhart Goebel |
| Hoyng Rokh Monegier | José Antonio Sanmartín, Álvaro Velázquez |
| HIGHLY RECOMMENDED | |
| Baker McKenzie | José María Méndez |
| Balder | Oscar Garcia, Patricia Koch |
| Cuatrecasas | Albert Agustinoy, Álvaro Bourkaib, Rafael Sánchez Aristi, Jean-Yves Teindas |
| Eversheds Sutherland | Kiko Carrión, José Mariano Cruz, Marta González |
| González-Bueno | Carlos González-Bueno |
| Güell Ip | Jordi Güell |
| Pérez-Llorca | Rais Amils, Eduardo Castillo |
| Pons Ip | José Carlos Erdozain, Carmen González, Isabel Cortés, Violeta Arnaiz |
| RCD | Xavier Fàbrega Sabaté |
| Vidal-Quadras & Ramon | Miguel Vidal-Quadras |
| RECOMMENDED | |
| Blas Gonzalez | Blas A. González |
| Clarke Modet & Co | Rosario Echeverría, Jorge Oria |
| CMS Albiñana & Suárez de Lezo | María González Gordon |
| Cremades & Calvo-Sotelo | Antonio Selas |
| Curell Suñol | Maria Ceballos, Isabela Robledo, Emil Edissonov, Mercé Hernández |
| Ellipse IP | Gonzalo Barboza |
| Gabeiras & Asociados | Patricia Gabeiras Vázquez |
| Herrero & Asociados | Marta Gimeno, Andrés Gómez |
| RocaJunyent | Javier Vázquez |
| Salvador Orlando Abogados | Salvador Orlando |
| Ventura Garcés | Andrea Garcés |

EVERSHEDS SUTHERLAND: STRONG REPUTATION IN TRADEMARK LITIGATION



Kiko Carrión

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

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

Team & differentiation: Eversheds Sutherland's practice has expanded the scope of its involvement in various sectors in recent years, including life sciences, industrial engineering and retail. The firm works with the CEFI foundation, whose members include the top 20 innovative pharmaceutical companies, in order to provide valuable insights to sector players.



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Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|--|
| LEADING | |
| Bercovitz & Carvajal Abogados | Rodrigo Bercovitz Rodríguez-Cano |
| Ecija | Alejandro Touriño, Hugo Écija, José Antonio Suárez, Elena Ordúñez, Helena Suarez |
| Gómez-Acebo & Pombo | Sofía Martínez-Almeida Alejos-Pita, Anna Viladàs Jené |
| Grau & Angulo | Alejandro Angulo, Ignacio Marqués, Maite Ferrándiz, Sonia Santos, Eva Ochoa |
| Uría Menéndez | Borja Sainz de Aja |
| EXCELLENT | |
| Baker McKenzie | José María Méndez |
| Cuatrecasas | Álvaro Bourkaib, Rafael Sánchez Aristi, Jean-Yves Teindas |
| Elzaburu | Mabel Klimt |
| Eversheds Sutherland | Vicente Arias Máz |
| Garrigues | Carolina Pina |
| Javier De Torres Abogado | Javier De Torres |
| Pérez-Llorca | Andy Ramos |
| Santiago Mediano Abogados | Santiago Mediano, Raúl Bercovitz Álvarez |
| Sol Muntañola & Asociados | Mario A. Sol Muntañola, Francisco Javier Martínez Martín |
| HIGHLY RECOMMENDED | |
| Abril Abogados | Ignacio Temiño Ceniceros, Salvador Diaz, Ruben Canales, Carolina Montero |
| Balder | Jens-Christian Jahnke |
| Baylos Abogados | David Gómez, Pedro Merino, Juan Luis Gracia |
| Bird & Bird | Antonio Cueto, Manuel Lobato |
| Clifford Chance | Miquel Montaña, Josep Montefusco |
| CMS Albiñana & Suárez de Lezo | María González Gordon |
| Fieldfisher Jausas | Josep Carbonell |
| RECOMMENDED | |
| Curell Suñol | Emil Edissonov, Silvia Oliver, Isabela Robledo |
| Hoyng Rokh Monegier | José Antonio Sanmartín |
| Pedro Alemán Abogados | Pedro Aleman Lain |
| ThinkSmartLaw | Blanca Cortés |

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--------------------------------|--|
| LEADING | |
| Ecija | Alejandro Touriño, Jesús Yáñez |
| Garrigues | Alejandro Padín Vidal |
| Hogan Lovells | Gonzalo F. Gállego |
| Uría Menéndez | Leticia López-Lapuente, Borja Sainz de Aja |
| EXCELLENT | |
| Bird & Bird | Joaquín Muñoz |
| Broseta | Miguel Geijo, Agustín Puente |
| Finreg360 | Javier Aparicio Salom, María Vidal |
| Ramon Y Cajal Abogados | Norman Heckh |
| Squire Patton Boggs | Bartolomé Martín |
| HIGHLY RECOMMENDED | |
| Cuatrecasas | Albert Agustino, Álvaro Bourkaib, Jorge Llevat, Alejandro Negro, Rafael Sánchez Aristi |
| Deloitte Legal | Rodrigo Gonzalez |
| DLA Piper | Paul Gonzalez de Castejon Llano-Ponte, Diego Ramos |
| Ecix Group | Francisco Perez Bes |
| KPMG Abogados | Noemí Brito |
| Osborne Clarke | Rafael García del Poyo |
| Pérez-Llorca | Raúl Rubio, Andy Ramos |
| RCD | Ignasi Costas |
| Statim Legal | Jordi López Batet, Yago Vázquez Moraga |
| RECOMMENDED | |
| Baylos Abogados | Paloma Arribas |
| Ceca Magán Abogados | Ramón Mesonero Romanos, Gustavo Pérez |
| Ejaso ETL Global | Luis M. Latasa Vassallo, Miguel Valdés Borruey |
| Gómez-Acebo & Pombo | Almudena Arpon de Mendivil Aldama |
| Metricson | Teresa Miquel |
| VALUABLE PRACTICE | |
| Elzaburu | Ruth Benito |
| RocaJunyent | Beatriz Rodriguez |

SWEDEN

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---|--|
| LEADING | |
| Advokatfirman Vinge | Pär Leander |
| AWA | Ted Hagman, Ann-Charlotte Järvinen, Lars Pettersson |
| Groth & Co | Mats Lundberg, Carl Wendt |
| Westerberg & Partners | Helena Wassén Öström, Hans Eriksson |
| Valea AB (Rouse International) | Lena Ericsson, Linda Granstrand Füle |
| 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 |
| HIGHLY RECOMMENDED | |
| GOZZO Advokater | Ann-Charlotte Söderlund Björk, Håkan Sjöström, Giovanni Gozzo |
| Next Advokater KB | Magnus Tonell, Tom Kronhoffer |
| Sandart & Partners Advokatbyrå | Anna Bladh Redzic, Mattias Erdös |
| Setterwalls Advokatbyrå | Sophia Spala, Per Lidman, Lovisa Dahl Nelson |
| Synch | Sara Sparring, Mathilda Nordmark |

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 KB | Dag Sandart, Anders Kylhammar, Peter Sande |
| Westerberg & Partners | Henrik Wistam, Ludvig Holm, Stefan Widmark, Hans Eriksson |
| EXCELLENT | |
| Advokatbyrån Gulliksson | Per Svärd, Ulrika Nordenvik, Hans-Anders Odh, Jens Olsson |
| Advokatfirman Lindahl | Johan Åberg, Johan Norderyd |
| AWA Sweden AB | 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 Tranålv, Maria Beijer, Hampus Adlerton |



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| FIRM | KEY FIGURE(S) |
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| LEADING | |
| E Blum & Co | Mathias Meyer, Brendan Bolli, Sven Capol |
| Isler & Pedrazzini | Matthias Bebi, Marc Wullschleger |
| Weinmann Zimmerli | Adrian Zimmerli, Madeleine Schim van der Loeff, Stefan Keehnen, Conrad Weinmann |
| EXCELLENT | |
| FMP - Fuhrer Marbach & Partners | Peter Widmer, Eugen Marbach |
| Katzarov | Eric Noël |
| Lenz & Stachelin | Peter Ling, Sevan Antreasyan, Jürg Simon, Barbara Abegg |
| MLL Legal | Simon Holzer, Guillaume Fournier, Michael Ritscher, Peter Schramm |
| Rentsch Partner | Gregor Wild, Matthias Städeli |
| Streuli Legal | Magda Streuli-Youssef |
| Troller Hitz Troller & Partners | Ursula In-Albon, Gallus Joller |
| HIGHLY RECOMMENDED | |
| 1 Baker McKenzie | Eva-Maria Strobel, Michael Treis |
| Bratschi | Adrian Wyss, Adrian Bieri |
| Bugnion | Alexandre Weith, Delphine Maistre du Chambon, Eric Rojas |
| Junod, Muhlstein, Lévy & Puder | Laurent Muhlstein |
| Pestalozzi | Michèle Burnier, Lara Dorigo |
| Walder Wyss | Roger Staub, Markus Frick |
| Wild Schnyder | Donald Schnyder, Barbara Müller, James Merz |
| 2 BMG Avocats | Sylvie Gurry-Veit, Anne-Virginie La Spada |
| Bohest Ip | Esther Jost |
| Bovard | Paul Henri Pittet |
| CMS von Erlach Partners | Dirk Spacek, Philipp Dickenmann, Simone Brauchbar Birkhäuser |
| Freigut Partner | Sebastian Saissi |
| Inteltech | Yvan Merlotti, Amanda Trincat |
| Locher Legal | Felix Locher |
| Meisser & Partner | David Meisser, Benedikt Schmidt |
| P&TS | Pascal Koster, Barbara Gehri, Christophe Saam |
| SBMP - Schaad Balass Menzl & Partner | Fred Gromann |
| Times Attorneys | Michael Noth |
| Tradamarca | George Humphrey |
| Vischer | Jonas Gassmann |

TRADEMARK LITIGATION

Best Law Firms

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| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| Lenz & Staehelin | Thierry Calame, Jürg Simon, Sevan Antreasyan, Peter Ling, Barbara Abegg |
| MLL Legal | Guillaume Fournier, Michael Ritscher, Peter Schramm, Simon Holzer |
| Walder Wyss | Roger Staub, Markus Frick, Michael Isler, Manuel Bigler, Stefano Codoni, Sylvia Anthamatten |
| EXCELLENT | |
| Bianchischwald | Christoph Gasser |
| FMP - Fuhrer Marbach & Partners | Philippe Probst, Stefan Hubacher |
| Homburger | Georg Rauber, Gregor Bühler |
| Kasser Schlosser | Ralph Schlosser, Maud Fragnière |
| Pestalozzi | Thomas Legler, Michèle Burnier, Lara Dorigo |
| Times Attorneys | Andrea Mondini, Markus Kaiser, Michael Noth |
| Troller Hitz Troller & Partners | Ursula In-Albon, Gallus Joller, Patrick Troller |
| HIGHLY RECOMMENDED | |
| Bär & Karrer | Markus Wang |
| Bratschi | Adrian Bieri, Adrian Wyss |
| House Attorneys | Frédéric Serra, Melina Haralabopoulos |
| Junod, Muhlstein, Lévy & Puder | Laurent Muhlstein |
| Rentsch Partner | Matthias Städeli, Gregor Wild |
| Schellenberg Wittmer | Philipp Groz, Lorenza Ferrari Hofer |
| Vischer | Lorenz Ehrler, Jonas Gassmann, Stefan Kohler |
| Weinmann Zimmerli | Fabian Wigger, Conrad Weinmann, Marco Handle, Alban Shabani |
| RECOMMENDED | |
| 1 Baker McKenzie | Eva-Maria Strobel, Michael Treis, Sandra Marmy-Brändli, Urs Zenhäusern |
| BMG Avocats | Sylvie Gurry-Veit, Anne-Virginie La Spada |
| Id Est Avocats | Juliette Ancelle |
| Locher Avocats | Felix Locher |
| Nater Dallafior | Mathis Berger |
| Niederer Kraft Frey | Nicolas Birkhäuser |
| Sigma Legal | Stéphanie Chuffart-Finsterwald, Alain Alberini |
| Wilhelm Gilliéron Avocats | Philippe Gilliéron |
| 2 Bourgeois Avocats | Ivan Cherpillod |
| CMS von Erlach Partners | Dirk Spacek, Reto Hunsperger, Philipp Dickenmann, Simone Brauchbar Birkhäuser |
| EBD Attorneys-at-Law | Felix Grether |
| Reuteler & Cie | Raymond Reuteler, Isabelle Cornut |
| Streuli Legal | Magda Streuli-Youssef |
| Thomannfischer | Daniel Plüss |
| Werder Viganò | Kai-Peter Uhlig |
| Wild Schnyder | Barbara Müller, Donald Schnyder, James Merz |

LENZ & STAEHELIN: NAVIGATING TRADEMARK CHALLENGES GLOBALLY



Peter Ling

Key figure(s): Peter Ling
Established: 1917

Track record: Lenz & Staehelin distinguishes itself in complex trademark litigation and prosecution, managing significant cases for multinationals and public traded companies. The firm successfully handles heavyweight trademark disputes and maintains expansive trademark portfolios, which underscores its deep understanding of shifting market dynamics.

Team & differentiation: With seasoned experts including Peter Ling, Barbara Abegg and Thierry Calame, the firm boasts an extensive team spread between Geneva and Zürich. Its innovative use of AI for drafting documents reflects a dedication to efficiency. Lenz' commitment to incorporating cutting-edge technology sets it apart, ensuring the firm remains at the vanguard of IP law.



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Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|---------------------------------------|---|
| EXCELLENT | |
| 1 MLL Legal | Reinhard Oertli, Jean-Marie Vuillemin |
| Weinmann Zimmerli | Fabian Wigger, Conrad Weinmann, Marco Handle, Alban Shabani |
| 2 Homburger | Gregor Bühler |
| Lenz & Stachelin | Peter Ling |
| Pestalozzi - Lara and Michele Burnier | Lara Dorigo, Michele Burnier |
| Schellenberg Wittmer | Philipp Groz, Lorenza Ferrari Hofer |
| Wenger Plattner | Damian Schai, Martina Braun |
| Werder Viganò | Kai-Peter Uhlig |
| HIGHLY RECOMMENDED | |
| Baker McKenzie | Urs Zenhäusern |
| Bär & Karrer | Markus Wang, Jonas Bornhauser |
| Kasser Schlosser | Ralph Schlosser, Maud Fragnière |
| Meili Pfortmüller | Herbert Pfortmüller |
| Nater Dallafior | Mathis Berger |
| Sigma Legal | Stéphanie Chuffart-Finsterwald, Alain Alberini |
| Times Attorneys | Michael Noth |
| Vischer | Lorenz Ehrler, Rolf auf der Maur |
| Zulauf Partner | Rena Zulauf |

HOMBURGER: PROTECTING INNOVATION WITH PRECISION



Gregor Bühler

Key figure(s): Gregor Bühler
Established: 1957

Track record: Homburger showcases exceptional skill in safeguarding business models and intellectual assets, notably through strategic advice and litigation in high-stakes environments. The team's extensive experience spans structuring major transactions in sectors routinely subject to copyright concerns, such as media, IT, and telecommunications.

Team & differentiation: Under the leadership of Gregor Bühler, Homburger's team blends deep legal knowledge with a passion for technology and innovation. Its sharp focus on comprehensive strategies for patents, trademarks and designs is enhanced by a profound understanding of the regulatory landscape, enabling tailored, forward-thinking solutions for each client.

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|---|
| LEADING | |
| Bär & Karrer | Michele Bernasconi, Saverio Lembo |
| Kellerhals Carrard | Jean-Pierre Morand, David Casserly, Nicolas Zbinden |
| Lenz & Stachelin | Xavier Favre-Bulle, Stephan Erni, Sevan Antreasyan |
| Niederer Kraft Frey | András Gurovits, Daniel Eisele |
| EXCELLENT | |
| Baker McKenzie | Luca Beffa |
| Cavaliero & Associates SA | Marc Cavaliero, Jaime Cambreleng Contreras |
| Lévy Kaufmann-Kohler | Antonio Rigozzi, Sébastien Besson |
| Times Attorneys | Stephan Netzle, Olivier Ducrey, Michael Noth |
| Vischer | Robert Bernet, Moritz Jäggy |
| HIGHLY RECOMMENDED | |
| 1 Charles Russell Speechlys | Benoît Pasquier, Pierre Bydovsky, Serge Vittoz |
| CMS von Erlach Partners | Olivier Carrard, Philipp Dickenmann, Pierre Ducret |
| Homburger | Gregor Bühler, Georg Rauber |
| Libra Law | Jorge Ibarrola, Claude Ramoni |
| Schellenberg Wittmer | Philippe Baërtsch, Christopher Boog |
| 2 | |
| Archipel | Giulio Palermo |
| Bratschi | Reto Arpagaus, Mirco Ceregato, Claudio Bazzi, Marco Vedovatti |
| PBM Avocats | Christian Grosjean, Rodrigue Sperisen |
| Peter & Kim | Alexis Schoeb |
| Walder Wyss | Andrea Meier, Maurice Courvoisier, Rodolphe Gautier |
| RECOMMENDED | |
| Advokatur Lafranchi + Meyer | Patrick Lafranchi |
| Barandun | Raphaëlle Favre Schnyder |
| BianchSchwald | Philippe Vladimir Boss, Despina Mavromati |
| Bonnard Lawson | Fabrice Robert-Tissot, Cédric Aguet |
| MLL Legal | Jean Marguerat |
| Nater Dallafior | Mathis Berger |
| Pestalozzi | Lara Dorigo |
| Quinn Emanuel Urquhart & Sullivan | Thomas Werlen |
| VALLONI Attorneys at Law | Lucien W. Valloni |

CHARLES RUSSELL SPEECHLYS: EXPANSIVE LEGAL SERVICES FOR THE SPORTS WORLD



Pierre Bydovsky

Key figure(s): Benoît Pasquier, Pierre Bydovsky and Serge Vittoz

Established: 2011

Track record: The firm boasts a distinguished track record in sports law. Zurich-based partner Benoît Pasquier has served as general counsel of the Asian Football Confederation and as an arbitrator at the Court of Arbitration for Sport, overseeing more than 50 cases. With expertise in governance, sports integrity, and contract negotiation, CRS is a trusted advisor to sports federations and organizations across the globe.

Team & differentiation: Headed by Benoît Pasquier and Pierre Bydovsky, CRS Sport's team was bolstered by the recent addition of Serge Vittoz. The firm stands out for its deep industry expertise and brings unparalleled experience to bear in litigation, sports governance, and regulatory compliance matters. Their active roles in sports federations and legal bodies, underline CRS's commitment to integrity and excellence.

UNITED KINGDOM

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TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|----------------------------------|---|
| LEADING | |
| Barker Brettell | Tracy Arch, Lisa King, Lucy Walker, Catherine Wiseman |
| Boult Wade Tennant | Felicity Hide, Emma Pitcher, Tony Pluckrose, Catherine Wolfe |
| D Young & Co | Richard Burton, Gemma Kirkland, Jeremy Pennant |
| HGF | Lee Curtis, David Potter |
| Kilburn & Strode | Carrollanne Lindley, Ryan Pixton, Iain Stewart |
| Stobbs Ip | Geoff Steward, Julius Stobbs |
| Baker McKenzie | Ben Allgrove, Julia Dickenson, Rachel Wilkinson-Duffy |
| Bird & Bird | Peter Brownlow, Ewan Grist, Allan Poulter |
| Bristows | Jeremy Blum, Simon Clark, Ian Gruselle, Paul Jordan, Claire Smith |
| Keltic | Rosemary Cardas, Alistair Gay |
| EXCELLENT | |
| CMS | Tom Scourfield, Sarah Wright |
| Fieldfisher | Leighton Cassidy, Hastings Guise, John Linneker, Harriet Seymour |
| Marks & Clerk | Esther Gottschalk |
| Taylor Wessing | France Delord, Roland Mallinson |
| Beck Greener | Ian Bartlett |
| Cleveland Scott York | Jonathan Clegg, Lorna Hobbs |
| Dehns | Elaine Deyes, Clare Mann |
| J A Kemp | James Fish |
| Lewis Silkin | Simon Chapman, Giles Crown |
| Mathys & Squire | Margaret Arnott, Gary Johnston |
| Mewburn Ellis | Kate O'Rourke |
| Mishcon de Reya | David Rose |
| Potter Clarkson | Emmy Hunt, Sanjay Kapur |
| HIGHLY RECOMMENDED | |
| AA Thornton & Co | Ian Gill |
| Allen & Overy | Karla Hughes |
| Appleyard Lees | Robert Cumming, Chris Hoole |
| Carpmaels & Ransford | Jonathan Day, Roger Lush |
| Gill Jennings & Every | Edward Carstairs, Alasdair MacQuarrie |
| Haseltine Lake Kempner | Richard Kempner |
| Maucher Jenkins | Katie Cameron |
| Murgitroyd Group | Steve Waine |
| Reddie & Grose | Alice Findlay, Tom Sharman, Helen Wakerley |
| Venner Shipley | David Birchall |

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|----------------------------------|--|
| LEADING | |
| Bird & Bird | Katharine Stephens, Robert Williams |
| Bristows | Simon Clark, Ian Gruselle, Matthew Warren |
| CMS | Tom Scourfield, Sarah Wright |
| Mishcon de Reya | Jeremy Hertzog |
| EXCELLENT | |
| 1 Allen & Overy | Neville Cordell, David Stone |
| Taylor Wessing | Roland Mallinson, Mark Owen |
| Wiggin | Sara Ashby |
| 2 A&O Shearman | Jim Ford, Nigel Parker, David Stone |
| Baker McKenzie | Julia Dickenson, Jessica Le Gros, Rachel Wilkinson-Duffy |
| DLA Piper | Ruth Hoy, John Wilks |
| Fieldfisher | Leighton Cassidy, John Linneker |
| Gowling WLG | Alexandra Brodie, Kate Swaine |
| Lewis Silkin | Tom Gaunt |
| Reed Smith | Carolyn Pepper, Gregor Pryor |
| Simmons & Simmons | Darren Meale |
| Stephenson Harwood | Eifion Morris, Alexandra Pygall |
| HIGHLY RECOMMENDED | |
| Addleshaw Goddard | Emma Armitag |
| Brandsmiths | Andrew Lee, Adam Morallee, Aaron Wood |
| Browne Jacobson | Declan Cushley |
| Carpmaels & Ransford | Jonathan Day |
| Charles Russell Speechlys | Mary Bagnall, Charlotte Duly |
| Harbottle & Lewis | Shireen Peermohamed |
| Herbert Smith Freehills | Andrew Moir |
| Hogan Lovells | Sahira Khwaja, Joel Smith |
| Marks & Clerk | Kirsten Gilbert, Michael Moore |
| Osborne Clarke | Arty Rajendra |
| Pinsent Masons | Triona Desmond |
| Powell Gilbert | Simon Ayrtton |
| RPC | David Cran, Jeremy Drew |
| Stobbs Ip | Chris Sleep, Geoff Steward, Julius Stobbs |

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--------------------------------|--|
| LEADING | |
| Bird & Bird | Ruth Boardman |
| Bristows | Mark Watts |
| Fieldfisher | Hazel Grant |
| Hogan Lovells | Eduardo Ustaran |
| Linklaters | Richard Cumbley |
| EXCELLENT | |
| Covington & Burling | Daniel Cooper |
| Dentons | Nick Graham |
| Eversheds Sutherland | Paula Barrett, Liz Fitzsimons |
| Latham & Watkins | Gail Crawford |
| HIGHLY RECOMMENDED | |
| Allen & Overy | Jane Finlayson-Brown, Nigel Parker |
| Baker McKenzie | Vinod Bange, Julia Wilson |
| Clifford Chance | Jonathan Kewley |
| CMS | Emma Burnett |
| DLA Piper | Andrew Dyson, Ross McKean |
| Herbert Smith Freehills | Miriam Everett, Andrew Moir, Christine Young |
| Hunton Andrews Kurth | Bojana Bellamy, Aaron Simpson |
| Norton Rose Fulbright | Marcus Evans, Ffion Flockhart |
| Osborne Clarke | Mark Taylor |
| Pinsent Masons | David Barker, Jonathan Kirsop, David McIlwaine |
| RPC | Jon Bartley, Rupert Cowper-Coles, David Cran |
| Sidley Austin | William Long |
| Simmons & Simmons | Alexander Brown |
| Taylor Wessing | Victoria Hordern, Chris Jeffery, Jo Joyce |
| Womble Bond Dickinson | Andrew Kimble |

ASIA

CHINA

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TRADEMARK PROSECUTION

Best Law Firms

Firms are ordered alphabetically

| FIRM | KEY FIGURE(S) |
|--|-------------------------------------|
| | MAPPING |
| AWA | Ai-Leen Lim, Ashley Zhao |
| Bird & Bird | Rieko Michishita, Dorie Wong |
| CMS Cameron McKenna Nabarro Olswang | Nick Beckett |
| DLA Piper | Horace Lam |
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| Hogan Lovells | Helen Xia, Zhen (Katie) Feng |
| Kilpatrick Townsend & Stockton | Christopher J Woods |
| MMLC Group | Matthew A Murphy |
| Perkins Coie | Scott J Palmer |
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| Simmons & Simmons | George Chan |
| Squire Patton Boggs | Paolo Beconcini |

**TRADEMARK LITIGATION****Best Law Firms**

In each tier, the firms are ordered alphabetically

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| Hogan Lovells | Helen Xia, Zhen (Katie) Feng |
| Rouse | Linda Chang |
| EXCELLENT | |
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| Bird & Bird | Rieko Michishita, Dorie Wong |
| DLA Piper | Horace Lam |
| Gowling WLG | Elliot Papageorgiou, Ivy Liang |
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INDIA

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TRADEMARK PROSECUTION & LITIGATION

Best Law Firms

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| 2 Fidus Law Chambers | Shwetasree Majumder |
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| RNA Technology & IP Attorneys | Ranjan Narula, Rajiv Suri |
| 2 Ajay Sahni & Associates | Ankit Sahni |
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EXPERT INSIGHTS 2024

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Can sustainability, the circular economy, and intellectual property be reconciled? The particular case of trademarks

In an era marked by overproduction and overconsumption, discussions around the adoption of more sustainable policies, particularly those promoting the circular economy, have gained momentum. The interplay between sustainability and intellectual property protection, especially in practices like resale and upcycling, is gaining attention. Now more than ever, it's crucial to address how to reconcile safeguarding trademark law and sustainability goals.



VITOR FIDALGO

ABOUT THE AUTHOR

Vitor Palmela Fidalgo is Legal Director at Inventa. A specialist in internationalization strategies related to intellectual property rights transfer and licensing contracts, he is an assistant professor at the Faculty of Law of the University of Lisbon and the author of several academic works, including *The Compulsory Licenses for Industrial Property Rights*, winner of the Professor Doutor José de Oliveira Ascensão Prize.

This year, WIPO chose sustainable development and IP as the theme of World Intellectual Property Day. The question is how both principles can work together to achieve a future with innovation, creativity, and more sustainability. This topic is especially relevant. As is well known, we live in an era of overproduction and overconsumption, which, while it may have benefits for economic growth, has a negative impact on the environment. It is in this sense that the adoption of more sustainable policies promoting the circular economy is being discussed.

A circular and sustainable economy is an economic system designed to minimize waste and make the most efficient use of resources. In this model, products are designed to be reused, recycled or repurposed at the end of their lifecycle, rather than being disposed of as waste.

At first glance, the relationship between sustainability and intellectual property does not present any conflicts. Promoting innovation through the granting and protection of IP rights encourages the creation of innovative products and solutions that help the environment and sustainability. “Green patents” or “eco-patents” addressing environmental and sustainability issues are in the spotlight.

However, the structure of IP still promotes tensions between protecting the exclusive rights granted to its holders and third parties who want to make more sustainable use of products. The reason for such tensions lies in the fact that IP, while promoting innovation and market transparency, also grants legal monopolies to holders, giving them significant control over products. From a broader perspective, it seems that the IP system was designed based on a linear, basic economic process where products are manufactured, sold, and finally discarded, without considering the indirect costs of products or their environmental impact.

While IP protection is guaranteed by the Charter of Fundamental Rights of the European Union (Article 17(2)), we cannot forget that this same instrument also establishes the protection of the environment and the guarantee of policies promoting sustainable development (Article 37). It is assumed, therefore, that from a legal point of view, a reconciliation must take place between these two constitutionally guaranteed interests.

We will analyze, as a case study, two practices commonly integrated into the circular economy, resale, and upcycling, confronting them with a particular IP right, the trademark. Choosing the trademark over other IP rights,

such as patents, designs, or copyrights, does not mean the absence of any tensions between the sustainable economy and these other IP rights. Indeed, they exist. However, the trademark, due to its protection scope, which includes various types of signs, such as designs, shapes, packaging, colors, or patterns, as well as its protection, ranging from the risk of confusion to the protection of the evocative character of the sign, can represent a thorny issue for resale and upcycling projects in the circular economy.

Regarding resale, this involves selling or exchanging used goods to give them a second life, extending their lifespan and reducing the need for new products to be manufactured. While not a recent development, its prominence surged with the rise of online marketplace platforms.

At first glance, the legal framework for trademarks seems to have an obvious solution to this problem: the principle of trademark exhaustion. Exhaustion constitutes a limit to the trademark, not allowing its holder to prohibit its use for products marketed under that trademark or with its consent. However, it should be noted that this is not an internationally established principle, and its regulation is left to the states by the TRIPS Agreement (Article 6). In the Euro-

KEY POINTS

- The adoption of more sustainable policies promoting the circular economy is being discussed
- The structure of the IP system causes tension between protecting the exclusive rights of IP holders and enabling third parties to pursue more sustainable product utilization
- Trademark protection poses challenges to circular economy practices like resale and upcycling, due to potential conflicts regarding brand identity preservation versus product reuse
- Resale issues may arise with luxury or branded products
- The exhaustion principle faces obstacles, especially with famous brands or luxury items
- The proposed solutions to reconcile trademark law with sustainable practices can involve either interpreting exhaustion limits to allow for resale and upcycling or framing general limits within both Trademark Directive and EU Trademark Regulation
- The CJEU's role in interpreting trademark law for sustainable practices is crucial

pean Union, after intense discussion in the last century, a regional exhaustion principle was established, only for products marketed within the Union, so it is possible for holders to prevent a new marketing of legitimate products originating from countries outside the European market. However, even in the EU, the principle of exhaustion is not without restrictions. Trademark holders may oppose exhaustion for “legitimate reasons” (Article 15(2) of the Trademark Directive and Article 15(2) of the EU Trademark Regulation). The law does not define in absolute terms what legitimate reasons are, but gives examples such as modification or alteration of the product after it has been placed on the market. The problem of product resale may arise, in particular, in the case of luxury products or those marketed with famous brands. By way of example, in the Copad vs. Christian Dior case (C-59/08), the CJEU seems to allow the holder to object to the repackaging of luxury products, as such practice may undermine the luxury image associated with them (§ 59). Indeed, although the exhaustion principle is relevant in product resale, such practice may be hindered, particularly when dealing with famous brands or luxury products. Now let's look at the case of upcycling. This practice involves the transformation of disposable products or materials into new products of greater value or utility. Unlike traditional recycling, upcycling aims to increase the value of recycled materials, creating products of equal or superior quality to the original. In upcycling, materials are reused creatively and innovatively, often maintaining or enhancing their original characteristics. For example, glass bottles can be transformed into lamps or food packaging can be reused as decorative containers.

Upcycling raises two sets of problems. First, it is not clear whether the exhaustion principle can be applied in this case, as we are already dealing with significantly different products than those placed on the market. If the exhaustion limit – the legitimate reasons alleged by the holder – applies “whenever the state of the products is modified or altered after their placement on the market,” then it seems that the holder may object to this practice.

“It is not uncommon for transformed products to retain the ‘original trademarks’, which may allow trademark holders to claim that such use creates confusion with their marks or that there is an exploitation or dilution of the distinctive character or prestige of the mark”

Linked to this issue is the fact that it is not uncommon for transformed products to retain the “original trademarks,” either totally or partially visible. This issue is even more problematic when we consider that the current concept of a sign is illustrative and covers even marks that do not have independence from the product itself, such as marks composed of the product shape, position marks, or colors *per se*, which may allow trademark holders to claim that such use creates confusion with their marks or that there is an exploitation or dilution of the distinctive character or prestige of the mark.

A legislative change at the European level is currently not planned and is unlikely to happen. The most reasonable way to achieve a balance between the principle of a sustainable economy and trademark law will be through

the interpretation of the CJEU. Over the years, the Luxembourg court has been particularly active in developing European IP law, often at the limits of the letter of the law and against the understanding previously held on certain matters. Such guidelines often end up being codified in subsequent reforms.

In this context, we have several options. The most obvious is through an interpretation of the exhaustion limit, accommodating certain uses for resale and upcycling of products, taking into account the objectives of a sustainable economy, which also benefits the European common market and the underlying political objectives. Another way would be to frame the general limits present in Article 14 of the Trademark Directive and Article 14 of the EU Trademark Regulation to these practices, for example, understanding that in the case of marketing products transformed by the upcycling technique, such use of signs does not have a distinctive effect, especially when the seller's communication is transparent, informing consumers that the product in question does not come from the trademark holder and results only from a transformation operation. This limit is particularly important because it allows for the exclusion of cases where the third party does not act in accordance with honest practices in industrial or commercial matters, thus differentiating legitimate cases of upcycling from cases where the third party “exploits” this practice to improperly use someone else's mark. Lastly, although less likely, it is not entirely ruled out that the CJEU may accommodate such concerns in the rules on the scope of trademark protection, ultimately stating that certain use does not constitute use “as a trademark,” for example, because it does not affect its essential function. We will see what will happen in the near future. ♦

SSI’s independence enhances its ability to conduct impartial investigations

In the wake of historical allegations of unethical behavior in Swiss sport, Swiss Sport Integrity (SSI) was created in November 2020 to address and mitigate ethical violations and abuses, oversee integrity issues and implement key regulations. Pierre Bydzovsky and Serge Vittoz of Charles Russell Speechlys Switzerland share their insight on the transformative impact and future priorities of SSI.



PIERRE BYDZOVSKY
Partner,
CHARLES RUSSELL SPEECHLYS



SERGE VITTOZ
Counsel,
CHARLES RUSSELL SPEECHLYS

LEADERS LEAGUE: How does the newly established independent reporting service improve the integrity of sport in Switzerland?

Pierre Bydzovsky: In response to historical allegations of unethical behavior, especially in youth training, the Federal Council, Swiss Parliament, and Swiss Olympic called for an independent advisory and reporting body in November 2020. This led to the creation of Swiss Sport Integrity to address and mitigate ethical violations and abuses. SSI oversees integrity issues across all Swiss sports organizations, ensuring consistent standards and coordinated responses. It develops and implements regulations, such as anti-doping rules and the ethics statute, adopted by Swiss Olympic and enforced by SSI.

SSI also runs education programs and awareness campaigns to inform stakeholders about integrity issues, promoting prevention through understanding and vigilance. It monitors adherence to integrity standards, conducts audits and investigations, and enforces sanctions to deter unethical behavior. Additionally, SSI protects whistleblowers, encouraging them to report violations without fear of reprisal. Overall, SSI’s establishment enhances the integrity of Swiss sport by applying strict, harmonized, and internationally recognized standards.

What should be the main priorities for Swiss Sport Integrity in the coming years, especially in terms of prevention and education?

Serge Vittoz: The main priorities for Swiss Sport Integrity (SSI) in the coming years should focus on anchoring a culture of ethics and fair play throughout Swiss sport. This requires changing the mentality in clubs and federations to adopt more ethical practices. Additionally, it is vital to

encourage potential victims or witnesses to report unethical behavior without fear of reprisals, ensuring their safety.

Educating the community about what constitutes unethical behavior is another major challenge. Many reports to SSI are genuine but do not qualify under the ethics code, often involving simple disciplinary matters or feelings of injustice. Clarifying these distinctions is crucial.

“Swiss Sport Integrity’s centralized oversight ensures consistent standards across all sports organizations, crucial for maintaining trust and fairness”

Finally, SSI must be able to identify and quickly dismiss politically motivated reports aimed at destabilizing sports organizations and their leaders, ensuring integrity and trust within the sporting community. There is also thoughts of extending the SSI’s competence to illegal sports betting, which would represent an additional challenge in terms of personnel and financial resources.

What strengths and weaknesses have you identified in the conduct of investigations?

Pierre Bydzovsky: Given the relatively recent establishment of Swiss Sport Integrity, a comprehensive analysis of the situation is not yet possible. However, several strengths and weaknesses in the conduct of investigations have been identified, crucial for continuous improvement and effectiveness.

Strengths: SSI representatives, both staff and external advisers, demonstrate high levels of professionalism and competence,

instilling confidence in the appropriate and timely handling of cases. SSI's independence from sports organizations enhances its ability to conduct impartial investigations and scrupulously maintain the anonymity of complainants and witnesses. Additionally, SSI has indirect enforcement power; its final reports are submitted to Swiss Olympic with recommendations for consequences, to be imposed by the Swiss Olympic Disciplinary Chamber.

Weaknesses: The preliminary examination and triage process pose significant challenges. SSI must effectively reject unfounded or abusive reports, as allowed under the ethics status, to focus on genuine cases and avoid wasting resources. Communication with the media requires careful handling to prevent premature disclosure that could damage reputations. Drawing from the communication policies of law enforcement authorities could be beneficial. Lastly, resource constraints, including budget and staffing issues, may limit SSI's investigative capabilities, particularly in identifying cases that should be dismissed early.

How does Swiss Sport Integrity ensure the confidentiality and security of information received through its reporting platform?

Pierre Bydzovsky: Swiss Sport Integrity ensures the confidentiality and security of information received through its reporting platform by adhering to the SSI code of ethics and rules of procedure. While the provisions are limited, the core principle is that investigations remain confidential. SSI may inform sports organizations, the public, or the media about ongoing investigations but always protects the privacy rights of the involved parties.

Operating in Switzerland, SSI complies with the Swiss Data Protection Act and the Federal Law on Information Systems of the Confederation in the Field of Sport (FLISS), which safeguard personal data during investigations. Disclosure of data is permitted under the ethics statutes, with consent from individuals through their affiliation with sports organizations under Swiss Olympic regulations.

According to Article 31 of FLISS, Swiss Sport Integrity is responsible for the security of its information system and the legality of data processing. SSI ensures appropriate data protection by implementing suitable technical and organizational measures, as

required by Article 8, paragraph 1 of the Swiss Data Protection Act.

Can you explain the cooperation between Swiss Sport Integrity and Swiss Olympic in strengthening the anti-doping framework?

Serge Vittoz: Swiss Sport Integrity (SSI), formerly known as Antidoping Suisse, and Swiss Olympic collaborate to strengthen the anti-doping framework in Swiss sport through complementary roles.

Swiss Olympic adopts the anti-doping status that implements the world anti-doping code (WADC) nationally and elects members of the Swiss Olympic Disciplinary Chamber, which adjudicates doping and integrity cases.

SSI, designated by Swiss Olympic as the national anti-doping organisation (NADO), enforces anti-doping rules in Switzerland. Its responsibilities include testing athletes, managing results, conducting investigations, and developing educational programs to prevent doping and promote clean sport. Additionally, SSI collaborates with international bodies like the World Anti-Doping Agency (WADA) to harmonize anti-doping efforts globally, ensuring consistency and fairness in applying the WADC.

What are Swiss Sport Integrity's key milestones and future goals in promoting clean and ethical sport in Switzerland?

Serge Vittoz: Swiss Sport Integrity (SSI) and Swiss Olympic have set several key milestones and future goals for promoting clean and ethical sport in Switzerland. A major objective is attracting new judges to adjudicate doping and ethics cases, requiring specialized knowledge of legal frameworks.

The recent creation of the Swiss Court of Arbitration for Sport (Swiss CAS) is a significant milestone. Starting on July 1st 2024, this independent institution will resolve domestic sports disputes in Switzerland, offering a fast and efficient alternative to traditional court proceedings for cases related to doping and ethics.

Swiss CAS will function as an arbitral tribunal, providing legally binding decisions made by experts in sports law, with the option to appeal doping cases to the Court of Arbitration for Sport. This will ensure impartial and fair decisions, aiming to strengthen the integrity and transparency of Swiss sport and align its practices with international standards. ♦

“By protecting whistleblowers and promoting education, SSI fosters a culture where ethical behavior is the norm, not the exception”

TOP ADVISORS DIRECTORY 2024



SOPHIE STEVENARD
Managing Editor

KEEP ON ROCKIN' IN THE CHAT GPT WORLD!

Indulge me, dear reader, as I share with you two IP-related snippets from the British politico-economic press that shine a light on the profound challenges artists face in retaining control over their creative endeavors in the modern era.

The first is taken from an *Economist* article (March 18th, 2023) on the application of the artificial intelligence in the music industry. The piece cites the use of generative AI by Giles Martin, son of Beatles producer George Martin, to remix the Fab Four's seminal 1966 album, *Revolver*.

Martin "used AI to learn the sound of John Lennon's guitar from a mono master-tape so that he could separate it and reverse engineer it into stereo. The result is glorious."

Less impressed with AI-generated music is Nick Cave, the legendary Australian troubadour, who when reviewing lyrics written in his style by ChatGPT, spat, "This song sucks!" adding "Writing a good song is not mimicry, or replication, or pastiche, it is the opposite. It is an act of self-murder that destroys all one has strived to produce in the past."

The above examples are further evidence of both the excitement and cynicism engendered by AI content-creating apps like ChatGPT or Stable Diffusion (for images). For some it is a godsend, for others the harbinger of doom.

The second is drawn from the excellent book *Who Owns This Sentence? A History of Copyrights and Wrongs*, which forms the basis of an article published in *The Spectator* last year. Touching on the doctrine of fair use, it cautioned that this was not a panacea for creatives. "Even when a book, movie or song is out of copyright, like the recently freed primitive version of Mickey Mouse from Steamboat Willie, beware. Disney still owns the later, cuddlier, round-eyed and -eared versions of Mickey, and the trademark on the logo image of the Mouse himself. Don't cross the line."

Back in the birthplace of the Beatles, in 2019, the American owners of Liverpool Football Club's attempt to trademark the word "Liverpool" was given the short shrift by the UK government's Intellectual Property Office due to the "geographical significance" of the city.

IP = money and this cheeky attempt is a sign that the corporate world will try to extend and defend the scope of their intellectual property at every turn. ♦



LEADERS LEAGUE

Groupe Ficade – Leaders League
88, boulevard de la Villette - 75019 Paris
Tel. : +33 1 45 02 25 00 - Fax : +33 1 45 02 25 01
www.leadersleague.com

PUBLISHING DIRECTOR

Publishing Director
Gael Chervet
President of Groupe Ficade

EDITORIAL

Managing Editor
Sophie Stevenard
sstevenard@leadersleague.com

Head of International
Jandira Salgado
jsalgado@leadersleague.com

Editors - International

Isabella Caparroz, Yamile Cardenas, Daniel Dias, Ana Luisa Ferrari, Mila Galdo, Aude Ghespière, Carmen Gloria, Yasmin Goes, Marília Gradin, Pierre Marteel, Danilo Motta, Andrea Norabuena, Vitória Ribeiro, Roberta Santagati, Sophie Stevenard, Noelia Vilcapoma

Editors - France
Alexandra Bui

Research Analysts
Gabriel Pimentel, Leoni Rezende, Jéssica Rocha

Copy Editor
Simon McGeedy

Key Account Managers
Beatriz Bernardes bbernardes@leadersleague.com - Brazil
Carmen Gloria cgloria@leadersleague.com - International

CONCEPT ART

Artistic Director
Maxime Buot

Graphic Designers
Marie-Ange Jean-Pierre, Anais Le Bomin, Thomas Pinedjian

PHOTOGRAPHY

Envato Elements
Freepik
Shutterstock

SALES, MARKETING, DISTRIBUTION & PARTNERSHIPS

Sponsorship & Advertising
Frédéric Chateauvieux fchateauvieux@leadersleague.com - Brazil
Elizabeth De Sevo edesevo@leadersleague.com - Iberia
Mila Galdo mgaldo@leadersleague.com - Latin America
Aude Ghespière aghespiere@leadersleague.com - Switzerland
Ksenia Gladkova kgladkova@leadersleague.com - EMEA
Pierre Marteel pmarteel@leadersleague.com - Benelux
Carlos Montagnini cmontagnini@leadersleague.com - Italy
Pierre-Jean Goncalves pjgoncalves@leadersleague.com
Giuliana Vilarde gvilarde@leadersleague.com

Distribution & Partnerships
Pierre-Jean Goncalves pjgoncalves@leadersleague.com

Marketing
Giuliana Vilarde gvilarde@leadersleague.com



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MARKETING & COMMUNICATION AGENCIES

BRAZIL

| | | |
|--------------------------|-------------------------|-----|
| Arábia Comunicação | +55 11 95296-6153 | 162 |
| Chiquetto Comunica | +55 11 99285-0632 | 163 |

COLOMBIA

| | | |
|--------------|-------------------------|-----|
| Upwyse | + 57 313 832 8164 | 164 |
|--------------|-------------------------|-----|

SPAIN

| | | |
|------------------------|-----------------------|-----|
| C&L Legal | +34 620 932 335 | 165 |
| Gerico Associates..... | +34 911 085 676 | 166 |

TRADEMARK AGENCIES

FRANCE

| | | |
|------------|-------------------------|-----|
| Tmark..... | +33 1 43 12 86 12 | 167 |
|------------|-------------------------|-----|

LAW FIRMS

ARGENTINA

| | | |
|----------------------|------------------------|-----|
| Obligado & Cia | +54 11 4114-1100 | 168 |
|----------------------|------------------------|-----|

BELGIUM

| | | |
|--------------------------|------------------------|-----|
| Andersen in Belgium..... | +32 02 747 40 07 | 169 |
| Monard Law | +32 02 234 67 10 | 170 |
| MVVP..... | +32 02 285 01 00 | 171 |

BOLIVIA

| | | |
|---------------------------|------------------------|-----|
| Landívar & Landívar | (+591) 7950 3777 | 172 |
|---------------------------|------------------------|-----|

BRAZIL

| | | |
|---|--------------------------|-----|
| b/luz | +55 11 30 40 70 50 | 173 |
| BFA - Bialer Falsetti Advogados..... | +55 11 51 02 21 51 | 174 |
| CQS/FV | +55 11 36 60 03 00 | 175 |
| Garé Advogados | +55 11 59 08 77 55 | 176 |
| Kasznar Leonardos | +55 21 21 13 19 19 | 177 |
| Loeser Hadad Advogados..... | +55 11 38 79 28 00 | 178 |
| Montaury Pimenta, Machado.... & Vieira de Mello..... | +55 21 25 24 05 10 | 179 |

CHILE

| | | |
|--------------------------|------------------------|-----|
| Albagli Zaliasnik..... | +56 2 2 445 6000..... | 180 |
| Carey | +56 2 2 928 2200 | 181 |
| Dellaflori Abogados..... | +56 2 3 220 6760 | 182 |
| Marinovic y Cia..... | +56 2 2 246 3630 | 183 |
| Villaseca Abogados | +56 2 2 362 3500 | 185 |

COLOMBIA

| | | |
|--------------------|----------------------|-----|
| Herrera Díaz..... | +57 1 257 3231 | 186 |
| Olarte Moure | +57 1 601 7700 | 187 |
| Vera Abogados..... | +57 1 317 6650..... | 188 |

ECUADOR

| | | |
|--|-----------------------|-----|
| Bustamante Fabara & Cia. Abogados | +593 2 256-2680 | 189 |
| CorralRosales..... | +593 2 256-7676..... | 190 |
| Dentons Paz Horowitz Abogados..... | +593 2 398-2900 | 191 |
| Lexvalor | +593 2 323-0375 | 192 |
| Luzuriaga & Castro Abogados.. | +593 2 226-7693 | 193 |
| Meythaler & Zambrano | +593 2 223-2720 | 194 |
| Robalino Law | +593 2 381-0950 | 195 |

FRANCE

| | | |
|--------------------|------------------------|-----|
| Gilbey Legal | +331 56 02 62 00 | 196 |
|--------------------|------------------------|-----|

GERMANY

| | | |
|---------------------|----------------------|-----|
| Hoffmann Eitle..... | +49 89 92 40 90..... | 197 |
|---------------------|----------------------|-----|

ITALY

| | | |
|-------------------------------|-------------------------|-----|
| Franzosi Dal Negro Setti..... | +39 02 859 091 | 198 |
| IP Law Galli | +39 02 54 12 30 94..... | 199 |
| LGV Avvocati | +39 02 540 69 71..... | 200 |
| Orsingher Ortu | +39 02 89 07 50 50..... | 201 |
| Spheriens..... | +39 055 26 33 81 | 202 |

MEXICO

| | | |
|-----------------------------|------------------------|-----|
| Arochi & Lindner | +52 55 5095 2050 | 203 |
| Basham, Ringe y Correa..... | +52 55 5261 0400 | 204 |
| BE THE IP | +52 55 1549 5643 | 205 |
| BC&B | +52 55 5263 8730 | 206 |
| BGBG Abogados | +52 55 5292 5232 | 207 |
| Dumont | +52 55 5322 6230 | 208 |
| Olivares | +52 55 5322 3000 | 209 |
| Regalado Galindo | +52 55 5611 0469 | 210 |
| RIOS Abogados | +52 55 5280 2789 | 211 |
| Specific | +52 55 9001 5400 | 212 |

PERU

| | | |
|--|-----------------------|-----|
| Barlaw | +511 713 9960 | 213 |
| Diez Canseco..... | +511 711 0125..... | 214 |
| DS Casahierro Abogados | +511 222 5599 | 215 |
| Estudio Colmenares & Asociados..... | +511 444 4326 | 216 |
| Estudio Muñoz..... | +511 611 7000..... | 217 |
| Kresalja | +511 241 4545..... | 218 |
| Mertz | +51 994 322 612 | 219 |
| Niubox..... | +51 998 237 919 | 220 |
| Porto Legal | +51 947 288 530 | 221 |
| Scavia & Scavia..... | +511 764 2456..... | 222 |

PORTUGAL

| | | |
|---------------------------------|------------------------|-----|
| Inventa International | +351 213 150 970..... | 223 |
| RCF Protecting Innovation | +351 210 545 500 | 224 |
| Travassos Albuquerque | +351 218 281 132..... | 225 |

RUSSIA

| | | |
|-------------------|-------------------------|-----|
| Sojuzpatent | +7 495 2 21 88 80 | 226 |
|-------------------|-------------------------|-----|

SWITZERLAND

| | | |
|--------------------------|------------------------|-----|
| Homburger | +41 43 222 10 00 | 227 |
| Lenz & Staehelin | +41 58 450 80 00..... | 228 |
| Niederer Kraft Frey..... | +41 58 800 80 00..... | 229 |

URUGUAY

| | | |
|--------------------------|----------------------|-----|
| Cervieri Monsuarez | +598 2622 9990 | 230 |
|--------------------------|----------------------|-----|

Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**

Country
BRAZIL



Avenida Brigadeiro Faria Lima,
1811 - ESC 1119
Zip Code: 01452-001
São Paulo, SP
paula@arabiacomunicacao.com
www.arabiacomunicacao.com



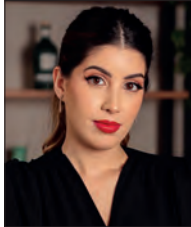
Paula Melo Arabia



Helena Pires



Catia Melo



Bruna Andrade



Gabrielle Franhan



Tommy Pissini

POSITIONING

Our DNA is to transform brands and the legal environment

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

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

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

BUSINESS

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

CONTACTS

Paula Melo Arabia, CEO: paula@arabiacomunicacao.com

 Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**

 Country
BRAZIL

chiquetto comunica

 Our professionals are based in various cities in Brazil, and also in Italy.
Phone: +55 11 99285-0632
equipe@chiquettocomunica.com.br
www.chiquettocomunica.com.br



Clarice Chiquetto



Roberta Vilas Boas



Felipe Datt



Nara Bianconi



Juliana Teixeira

POSITIONING

Launched in October 2018, Chiquetto Comunica is a leading consulting agency focused on marketing and communications for law firms.

We bring together professionals with large experience, which background include working in renowned communications, marketing and PR agencies, media outlets and traditional law firms.

Our clients are mostly leading boutiques and medium-sized firms, which practice in the broadest areas of law, but also M&A consulting agencies and the Brazilian offices of renowned international law firms.

Chiquetto Comunica offers a highly personalized service, with each project developed on demand, with a unique service focused on meeting the different needs of each firm in each case.

BUSINESS

Chiquetto Comunica offers a wide range of services, aiming to meet the needs of boutique and medium-sized firms as a one-stop shop to such firms. Our services include international rankings, strategic planning, social media, press, media training, branding, websites (development and maintaining), newsletters (design and writing), content production, videos, podcasts, legal design, promotional materials, and others.

- Legal Rankings (several times awarded as “best submission form” by Leaders League)
- Social Media
- Press and PR
- Media Training
- Branding
- Websites
- Newsletters
- Content Production
- Videos and Podcasts
- Legal Design
- Marketing Material

CONTACTS

Clarice Chiquetto, Director: clarice@chiquettocomunica.com.br

Roberta Vilas Boas, Press/PR and Content Production: roberta@chiquettocomunica.com.br

Felipe Datt, Legal Rankings: datt@chiquettocomunica.com.br

Nara Bianconi, Social Media and Content Production: nara@chiquettocomunica.com.br

Juliana Teixeira, Visual Arts: juteixeira@chiquettocomunica.com.br

 Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**

 Country
COLOMBIA



 Basadre 607, San Isidro
Lima, Peru
Phone: 57 3138328164
info@upwyse.legal
www.upwyse.legal



Alejandra Rojas



Natalia Villanueva

POSITIONING

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

How we work

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

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

BUSINESS

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

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

OUR CLIENTS

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

OFFICES

- Colombia
- Peru
- Dominican Republic
- Mexico

CONTACTS

Alejandra Rojas, Partner: alejandra@upwyse.legal

Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**

Country
SPAIN

BUSINESS DEVELOPERS
C&LLEGAL

C/Azalea, 1 - Miniparc I (Edificio A), Planta 1ª, 28109 Soto de la Moraleja, Alcobendas Madrid, Spain
Phone: +33
info@cyllegal.com
www.cyllegal.com



Alejandra Llantada



Judith Caliz

POSITIONING

C&Llegal Business Developers is an international consulting firm specialized in legal communication and marketing. Thanks to our vast experience, as in-house marketing directors in important law firms and with more than 8 years externalizing marketing and communication services, we fully understand how the market works and we have developed an innovative and disruptive method that helps law firms in reaching their goals investing less time.

We have the ability to adapt the work to all kinds of marketing budgets, making the most of the assets that the firm has. The more is not always the better

- **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

CONTACTS

Alejandra Llantada: allantada@cyllegal.com

Judith Caliz: jcaliz@cyllegal.com

 Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**

 Country
SPAIN


GERICÓ ASSOCIATES
new times. new law firms

 Paseo de la Castellana, 123 3º
C Derecha 28046, Madrid
Phone: +34 911 085 676
info@gericoassociates.com
www.gericoassociates.com



Marc Gericó



Diana Jennen



María Sol Rubio



Alessandra Machado



Juan Paulo Rodríguez

POSITIONING

Gericó Associates, the first legal marketing, communications and business development firm for the legal sector in Europe and Latin America, is a leading international consulting firm in Legal Marketing, Reputation Management, International Directories and Business Development.

Our consultants, with extensive experience in law firms, international directories, media, communication and marketing agencies, provide comprehensive advice on strategy and business development, corporate communication, design and implementation of marketing plans and positioning in international directories and media.

Why Gericó Associates

- **International:** Our clients in Europe, Central and South America allow us to have an international and specialized experience unrivalled in the market.
- **Specialized:** At Gericó Associates we work exclusively with the legal sector. This specialization allows us to offer tailor-made solutions from a deep understanding of the business needs of the sector.
- **Integration:** We integrate ourselves into the structure of our clients: either by coordinating with the international department of the parent brand, with the Partner or with the professional designated as responsible.
- **Strategy and implementation:** Not only do we design customized strategies for each client, but our structure also allows us to take charge of their implementation.
- **Local teams:** Knowing the local reality of the markets where our clients compete is key and that is why we count on local partners for the development of our services.
- **Experience:** The experience accumulated by our professionals, our methodology and our internal protocols allow us to offer tried and tested solutions, without improvisation.
- **Commitment to quality:** Our internal protocols and the different levels of supervision allow us to offer, according to our customers, "a quality that is difficult to find in the market."
- **Contacts:** We believe that we live in the era of connections. That is why we identify win-win synergies between our clients and contacts and encourage their development.
- **Clients:** We have worked with 3 of the 10 largest firms worldwide by number of lawyers and with medium and small firms, applying the best practices that we observe internationally.

BUSINESS

- Legal Marketing
- Legal Communication and Reputation Management
- Innovative Business Development
- International Directories
- Mergers & Acquisitions
- Training
- Management
- Litigation PR
- Digital Business
- Internationalization
- Strategy

OUR CLIENTS

- Large and mid-size law firms
- In-house lawyers
- Independent lawyers
- Arbitrators and arbitral courts
- Associations
- Auditors
- Bar Associations
- Consultancy firms
- Legal in-house departments
- HR departments
- Boutique and small law firms
- International law firms
- LegalTech businesses
- Legal sector software developers
- NewLaw firms
- LPO (legal process outsourcing) firms
- Litigation funds
- Headhunters
- Mediators
- Court and judicial experts
- Attorneys
- International networks
- Partners of law firms of any size
- Governments

OFFICES

- Madrid
- London
- Lima
- Bogotá
- CDMX
- Santiago de Chile
- São Paulo

CONTACTS

Marc Gericó, Founding & Managing Partner: marc.gericó@gericoassociates.com

Diana Jennen, Partner / Communications and Business Development Director: diana.jennen@gericoassociates.com

María Sol Rubio, Partner: mariasol.rubio@gericoassociates.com

 Top Advisors Directory
TRADEMARK AGENCIES

 Country
FRANCE



 9, avenue Percier
75008 Paris
Phone: +331 43 12 86 12
info@tmark.fr
www.tmark.fr



François Deschamps



Valérie Dorey



Olivier Thrierr



Nicolas Debaisieux

POSITIONING

TMark specializes in European and French intellectual property law and is a member of the French National Association of IP Attorneys (CNCPI). The firm was founded in 1993 on the shared belief in focusing on meeting the client's special needs and expectations.

Today, our team of 30 members of staff and 4 partners are all committed to delivering first-class services that are tailored to each client's particular requirements, regardless of whether the client is a large multinational company or an individual business person.

TMark was created on the basis of a philosophy that we continue to stay true to. We believe in a personalized and direct client approach where comprehension of commercial needs and technical constraints is a priority. Pro-activity, proximity, openness to the world and adherence to a strict code of ethics are the cornerstones of TMark.

BUSINESS

- IP strategy definition and development
- Filing and prosecution of trade mark and design applications
- Enforcement and protection of IP rights
- Audit and assessment of portfolios of all types of IP rights

CONTACTS

François Deschamps
Valérie Dorey
Olivier Thrierr
Nicolas Debaisieux
Guillaume Lobre
Maomi Akinnuroju

Top Advisors Directory
LAW FIRMS

Country
ARGENTINA



Paraguay 610 17th floor
C1057AAH Buenos Aires
Argentina
Phone: +54 11 4114-1100
Fax: +54 11 4311-5675
admin@obligado.com.ar
www.obligado.com.ar



**Federico Augusto
Aulmann**



**Juan Martin
Aulmann**

POSITIONING

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

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

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

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

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

BUSINESS

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

CONTACTS

Federico Augusto Aulmann: faa@obligado.com.ar
Juan Martin Aulmann: jma@obligado.com.ar

 Top Advisors Directory
LAW FIRMS

 Country
BELGIUM


ANDERSEN®

 Bastion Tower
Marsveldplein 5 B 5 Place du
Champ de Mars
1050 Brussels
Phone: +32 2 747 40 07
www.be.Andersen.com



Leo Peeters



Koen de Puydt

POSITIONING

Andersen in Belgium is a full-service law firm specializing in corporate law, real estate and construction law, and administrative law. Providing strategic and sustainable solutions goes hand in hand with our client-oriented and pragmatic approach.

We enjoy thinking creatively and out-of-the-box with our clients to help them realize their projects in a targeted, proactive, and effective way, and to solve any obstacles that arise in the process.

We believe it is important to become fully acquainted with the company and sector of our client, which enables us to think strategically together. Our client portfolio and expertise range from small and medium-sized enterprises to listed companies and entrepreneurs, active worldwide and in the most diverse sectors, as well as government services and other administrations. The diversity of our team allows us to better understand our clients and their concerns, assist them in a wide range of matters, and offer services in 8 different languages.

Andersen is an evolving law firm, always seeking to optimize service and efficiency by using the latest technologies.

Marketing Brands, Trademark

The Seeds of Law's Intellectual Property team is dedicated to protecting your ideas.

We know that Intellectual Property rights are some of your most valuable assets, and that your ideas provide sustainability and growth for your business.

We have extensive experience in advising on every aspect of Intellectual Property and Intellectual Property transactions.

- Drafting and negotiation of contracts, licenses and concessions (trademarks, patents, research and development, etc.)
- Drafting of specialist contracts (for inventors, creators, models, animators, photographers, architects, etc)
- Rules on Employees' inventions
- Complex IT M&A and IP Finance

BUSINESS

- Corporate Law and M&A
- Commercial and Economic Law
- Insolvency Law
- Finance and Banking
- Employment Law
- Construction Law
- Real Estate, Renting and Co-ownership
- Liability and Insurance
- Administrative Law and Public Procurement
- Urbanism and Environmental Law
- IP - Data Protection Law
- Tax Law
- Litigation and Arbitration
- Sustainability
- Sports Law
- Art Law

CONTACTS

Leo Peeters, Partner: leo.peeters@be.Andersen.com

Jan Ghysels, Partner: jan.ghysels@be.Andersen.com

Koen de Puydt, Partner: koen.depuydt@be.Andersen.com

Alain De Jonge, Partner: alain.dejonge@be.Andersen.com

Roeland Moeyersons, Partner: roeland.moeyersons@be.Andersen.com

Peter Moerman, Partner: peter.moerman@be.Andersen.com

Leila Mstoian, Partner: leila.mstoian@be.Andersen.com

Ulrike Beuselinck, Partner: ulrike.beuselinck@be.Andersen.com

Pieterjan Smeyers, Partner: pieterjan.smeyers@be.Andersen.com

Top Advisors Directory
LAW FIRMS

Country
BELGIUM



MONARD LAW



270, Avenue de Tervueren
1150 Bruxelles
Phone: +32 02 234 67 10
info.brussels@monardlaw.be

www.monardlaw.be



Daan De Jaeger



Stéphane Criel

POSITIONING

Monard Law is an independent full-service business law firm in Belgium.

Established more than 30 years ago, the firm currently includes over 110 lawyers forming multi-disciplinary sector teams. Our clientele ranges from private individuals, governmental authorities, small or medium sized companies to major multinationals. We are recognized in the market for our pragmatic, no-nonsense approach coupled with a strong commitment to deliver concrete and pragmatic solutions to help clients reach their objectives. We handle our clients' legal challenges at both local and cross-border levels. We collaborate closely with other standalone top-tier firms in their respective local markets allowing us to bring a seamless service to our clients.

The firm also embraces and collaborates on a myriad of innovative technological solutions for the legal and commercial practice, such as contract management and drafting services, innovative billing solutions and many other pilot projects and legal tech associations.

Monard Law has partnered up with KBC Bank as its go-to legal partner, through the firm's collaboration under the KBC Start-It program and presence on the KBC Banking App. Clients are able to obtain tailor-made legal advice simply via their banking app.

Monard Law has developed regional Chinese, French and Polish desks, which serve as knowledge hubs for clients' in- or outbound investments. During the COVID-19 pandemic, the firm started a COVID-19 helpdesk service, which was highly praised and even recommended by the Belgian government.

BUSINESS

- Administrative Law
- Banking, Finance & Capital Markets
- Commercial/Contract
- Corporate
- Data Protection / Privacy
- Dispute Resolution / Arbitration, Mediation
- Environment
- Fraud, White-Collar Crime
- Government Relations and Public Affairs
- Insolvency
- IP, TMT
- IT
- Employment & Pensions
- Insurance
- M&A, Private Equity
- Construction / PPP
- Private Estates
- Real Estate
- Tax
- Transport Law
- Competition Law
- Criminal law & defence in criminal cases
- Healthcare
- International Civil Service
- Non-profit Organizations & Trade Associations
- Media & Entertainment

OFFICES

- ANTWERP
- BRUSSELS
- HASSELT
- GHENT
- LOMMEL



CONTACTS

Daan De Jaeger, Partner: daan.dejaeger@monardlaw.be
Stéphane Criel, Partner: stephane.criel@monardlaw.be

 Top Advisors Directory
LAW FIRMS

 Country
BELGIUM



 Avenue de Tervuren, 270
1150 Brussels
Belgium
Phone: +32 2 285 01 00
Fax : +32 2 230 33 39
info@mvvp.be
www.mvvp.be



Olivier Sasserath



Peter Marx



Herman Croux



Jan Ravelingien



Philippe Laurent



Kristoffel Vermeersch

POSITIONING

MVVP is an independent, full service business law firm located in Brussels. With a strong commercial tradition at MVVP, we are committed to offering high quality business law services at attractive rates. We distinguish ourselves with our pragmatic, results-driven approach and our commitment to understand the commercial interests of our clients.

We represent both Belgian and international clients in strategic advice, negotiations and transactions, as well as proceedings before the Belgian courts and European Union courts. Our clients range from start-ups, to medium-sized companies, to large multinational organizations. All our lawyers are fluent in English, French and Dutch, and the firm also works in German and Spanish.

Intellectual Property, Information Technology & Media

Our IP/IT & Media practice group is active in all matters related to the protection of creative works. Our services encompass advising on and litigating copyright, trademark and patent, databases, models and designs, as well as trade secrets, technology licensing and outsourcing of IT services, software, multimedia and telecom.

We are recognized for our extensive experience in the advertising sector where we act mainly for advertising agencies, in media law, and in the entertainment industry where we assist principally clients from the TV, the motion picture and the music sector as well as from the design sector.

Our team is also very active in data protection since many years; we advise clients on all issues related to data protection, and assist them in their GDPR-compliance processes. We also act as DPO for various clients.

Corporate and Tax

Our corporate team assists a broad range of clients – from international corporations to growing and start-up businesses – throughout their entire corporate life, from incorporation and setting-up businesses, financing their activities, to corporate governance and restructurings. Our team members have a large experience in local and international M&A work. We draft and negotiate merger, purchase and sale agreements in various forms and we assist our clients in setting up shareholder agreements and establishing joint ventures.

Our tax team advises both individuals and companies with regard to international and domestic issues of company tax, income tax and VAT. We also advise on special tax schemes for investment in the entertainment sector (tax shelter) and on tax treatment of IP-rights.

We represent our clients in filing applications for advance tax rulings, obtaining the special tax regime for foreign executives, and in tax litigation.

BUSINESS

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

SECTORS

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

CONTACTS

IP/IT & Media

Olivier Sasserath, Partner: olivier.sasserath@mvvp.be

Peter Marx, Partner: peter.marx@mvvp.be

Herman Croux, Partner: herman.croux@mvvp.be

Data processing and GDPR

Jan Ravelingien, Partner: jan.ravelingien@mvvp.be

Philippe Laurent, Counsel: philippe.laurent@mvvp.be

Corporate & Tax

Kristoffel Vermeersch, Partner: kristoffel.Vermeersch@mvvp.be

 Top Advisors Directory
LAW FIRMS

 Country
BOLIVIA



Martha Landívar



Arce Av. Isabel la Católica
square #2519, Torres del
Poeta, Tower B, floor 9,
Office 902, La Paz, Bolivia.
Phone: (+591) 79503777 /
(2) 2430671
ip@landivar.com
info@landivar.com

www.landivar.com

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

Martha Landívar, Founding Partner: ip@landivar.com

 Top Advisors Directory
LAW FIRMS

 Country
BRAZIL



 Rua Ramos Batista, 444 . 2nd
Floor Vila Olímpia .
Zip Code: 04552-020
São Paulo, SP
Phone: +55 11 30 40 70 50
contato@baptistaluz.com.br

www.baptistaluz.com



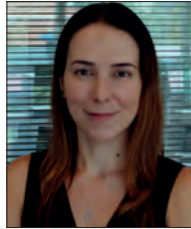
Luis Felipe Baptista Luz



Pedro Henrique Ramos



Fernando Bouso



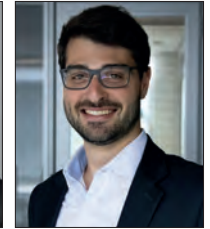
Vanessa Pirró



**Fabiano de Melo
Ferreira**



Luiz Guilherme Valente



Alexandre Chwartzmann



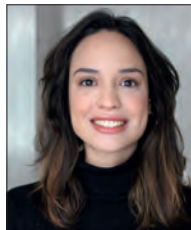
Adriane Loureiro Novaes



**Fernanda Frustockl La
Rosa**



Adriana Gomes



Andressa Bizutti



Rafael Peixoto Abal



Felipe Gabriades

POSITIONING

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

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

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

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

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

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

BUSINESS

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

CONTACTS

Luis Felipe Baptista Luz: luisfelipe@baptistaluz.com.br

Pedro Henrique Ramos: pedro@baptistaluz.com.br

Fernando Bouso: fernando@baptistaluz.com.br

Vanessa Pirró: vanessa.pirro@baptistaluz.com.br

Milene Fachini Jacob: milene@baptistaluz.com.br

Fabiano de Melo Ferreira: fabiano@baptistaluz.com.br

Luiz Guilherme Valente: guilherme.valente@baptistaluz.com.br

Alexandre Elman: alexandre.chwartzmann@baptistaluz.com.br

Adriane Loureiro Novaes: adriane@baptistaluz.com.br

Fernanda Frustockl La Rosa: fernanda.larosa@baptistaluz.com.br

Adriana Gomes: adriana.gomes@baptistaluz.com.br

Andressa Bizutti: andressa.bizutti@baptistaluz.com.br

Rafael Peixoto Abal: rafaelabal@baptistaluz.com.br

Felipe Gabriades: felipe.gabriades@baptistaluz.com.br


 Top Advisors Directory
LAW FIRMS

 Country
BRAZIL



Bialer Falsetti

ASSOCIADOS

 Rua Arizona, 1349 - 5th floor cj
5A - Cidades Monções
Zip Code: 04567003
São Paulo - SP
Phone: +55 11 51 02 21 51

SHN Quadra 2 Bloco F - Sala
1122 - Asa Norte
Zip Code: 70702906
Phone: +55 61 35 48 07 04

www.bfa.cc



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 Brasilia 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

CONTACTS

Firm Contact: info@bfa.cc

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 Country
BRAZIL

CQS FV

ADVOGADOS

25th anniversary

 Rua Paes Leme, 524 - 9th floor
Zip Code: 05424-904
São Paulo - SP
Phone: +55 11 36 60 03 00
info@cqsfv.com.br
www.cqsfv.com.br



Fábio Cesnik



Fernando Quintino



Rodrigo Salinas



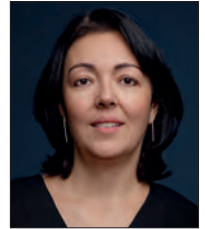
José Maurício Fittipaldi



Ygor Valério



Aline Akemi Freitas



Daniella Galvão

POSITIONING

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

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

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

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

OFFICES

- Brazil: São Paulo, Rio de Janeiro, and Brasília, DF
- USA: Los Angeles
- Latin America: Bogotá, Buenos Aires, Mexico City, and Santiago
- Europe: Madrid, and Lisboa

CONTACTS

Aline Akemi Freitas, Partner: aline@cqsfv.com.br

Daniella Galvão, Partner: daniella.galvao@cqsfv.com.br

Fábio Cesnik, Partner: cesnik@cqsfv.com.br

Felipe Senna, Partner: felipe.senna@cqsfv.com.br

Fernando Quintino, Partner: quintino@cqsfv.com.br

José Maurício Fittipaldi, Partner: fittipaldi@cqsfv.com.br

Ricardo Gimenes, Partner: ricardo.gimenes@cqsfv.com.br

Rodrigo Salinas, Partner: salinas@cqsfv.com.br

Ygor Valerio, Partner: valerio@cqsfv.com.br

BUSINESS

CQS/FV’s full-service and multidisciplinary activities are developed based on the following practices:

Corporate: CQS/FV operations include M&A, incorporation services and internationalization services, among others.

Media & Entertainment and Culture: CQS/FV is known for its excellence in a wide range of areas of the Creative Economy.

Technology and Startups: CQS/FV provides advice to clients ranging from Big Tech companies to internet influencers, games, and technology enterprises.

Nonprofit and Social Enterprise: CQS/FV has outstanding expertise in establishing social businesses and in their corporate planning.

Additionally, CQS/FV is responsible for one of the largest Copyright and Media & Entertainment lawsuit portfolios in Brazil.

To meet the needs of these major segments, the firm operates in several areas of law, such as: administrative law, agreements, clearance, compliance, corporate, environmental and sustainability, government relations, intellectual property, litigation, media and entertainment, mergers and acquisitions, nonprofit and social enterprise, personal data protection, real estate, succession planning, tax, technology, and white-collar crime.

 Top Advisors Directory
LAW FIRMS

 Country
BRAZIL



 Rua Borges Lagoa, 1070 – 10th floor – Vila Clementino
Zip Code: 04038-002
São Paulo, SP - Brazil
Phone: +55 11 59 08 77 55
contato@gareadvogados.com.br
www.gareadvogados.com.br



Luiz Claudio Garé



Sari Franco Schneider



Elisson Garé



Rodrigo Gianni Carney



Marcelo Toledo de
Camargo



Marcus Lopes Sodré

POSITIONING

Founded in 1990, Garé Advogados is a boutique law firm specialized in Intellectual Property. Among the main areas covered by the firm are: i) intellectual property litigation; ii) brand protection; iii) anticounterfeiting; iv) consultancy and contracts related to intellectual property and technology matters; v) trademark registration; vi) fashion law; vii) copyright, patents, industrial designs and unfair competition.

The firm's attorneys' team has vast knowledge on the Intellectual Property market working on behalf of well-known companies of a wide range of sectors, such as luxury goods, clothing, footwear, consumer products, hygiene, beverages, auto parts, cosmetics, electronics, among others.

During the last years, the law firm had a strong growth in the handling of strategic cases and relevant consultancy services in advisory, litigation and brand protection sectors, with a substantial expansion in its client portfolio, including new market sectors such as Pharmaceuticals, as well as in the registration of trademarks and patents. The law firm has also improved the customs and criminal law departments, enhancing the combat against the illegal market.

Working alongside all judicial spheres and several federal management agencies, the law firm has trained more than fourteen thousand public authorities in the recognition of counterfeit products and is involved in all initiatives carried out by public agencies in this field.

The law firm also has an in-house investigation team responsible for intelligence and capable of locating the main producers and distributors of illicit merchandise and to disrupt their main sales channels.

Garé Advogados is continuously investing in the improvement of infrastructure and technology and it's on a path of ongoing growth, focused on working in compliance with the best practices of the market and providing a great environment for its collaborators and clients.

BUSINESS

Garé Advogados is a specialized law firm, attending all areas of Intellectual Property and supporting the fight against Illegal Market.

Areas of expertise:

- Brand Protection;
- Dispute Resolution and Judicial Litigation;
- Trademark Prosecution and Brand Portfolios;
- Consultancy;
- Regulatory Law;
- Technology and Data Protection.

CONTACTS

Contact, contato@gareadvogados.com.br

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Country
BRAZIL



**KASZNAR
LEONARDOS**



Rua Teófilo Otoni, 63, 6th floor,
Rio de Janeiro, RJ
Phone: +55 21 21 13 19 19
mail@kasznarleonardos.com

www.kasznarleonardos.com



Claudio Barbosa



Elisabeth Kasznar



Fabio Otoni



Felipe Monteiro



Filipe Leonardos



Fernanda Magalhães



Flávia Tremura



Gabriel Leonardos



João Vianna



Luciana Minada



Maria Pia Guerra



Nancy Caigawa



Patrícia Lopes



Priscila Kashiwabara



Rafael Lacaz



Ronaldo Varella



Rosane Tavares



Tatiana Silveira



Tarso Machado



Viviane Trojan

POSITIONING

FOR OVER 100 YEARS WE HAVE BEEN BUILDING THE FUTURE.

INNOVATORS BY NATURE, WE SEEK TO APPLY CREATIVITY AND MULTIDISCIPLINARY APPROACH TO VARIOUS PROJECTS.

We combine our knowledge and experience in various fields of intellectual property with a highly qualified team of partners, associates and IP specialists, further backed by a broad network of correspondent firms around the globe.

Together, we labor tirelessly to create personalized solutions that protect the innovations propelling the world forward. Because protecting your innovation requires continuous innovation on our side as well.

BUSINESS

- Anti-Piracy & Brand Protection
- Digital Anti-Piracy & License Compliance
- Biodiversity
- Litigation
- Plant Varieties
- Industrial Designs
- Copyrights
- Fashion Law
- Sports Law
- Digital Law
- Marketing & Entertainment Law
- Regulatory Law in the Health Area
- Geographical Indications
- Life Sciences
- Trademarks
- Patents
- Trade Secrets
- Technological Transfer, Licensing and Franchising



CONTACTS

Contact: mail@kasznarleonardos.com

Top Advisors Directory
LAW FIRMS

Country
BRAZIL



Francisco Matarazzo Avenue,
1400 – 15° Floor - Manchete
Building - Centre
São Paulo, SP
Phone: +55 11 38 79 28 00
lh@lhlaw.com.br
www.lhlaw.com.br



Enrique Tello Hadad



Bibianna Peres

POSITIONING

Loeser e Hadad Advogados is a leading transactional and litigation law firm, founded in 1989, specializing in personalized services and innovative solutions. The firm represents clients in Brazil and abroad, and its international network of lawyers allows it to provide legal services in the face of complex globalization challenges.

The privacy and data protection team at Loeser e Hadad Advogados has extensive experience in data privacy and personal data protection related laws and regulations, including in the context of the Brazilian General Personal Data Protection Law (LGPD). The team's expertise comes from its relationships with companies, authorities, and lawmakers involved in the privacy and data protection debate. Moreover, the team has experience in personal data privacy projects across various markets, including retail, financial institutions, education, aviation, healthcare, insurance, technology, chemical industry, utilities, automotive, energy, among others.

This vast experience across multiple sectors allows Loeser e Hadad Advogados to provide personalized and tailored data protection services to meet each client's specific needs.

Furthermore, the firm invests in the digital upskilling of its professionals, offering training programs in cutting-edge technology to improve the efficiency and quality of its services.

BUSINESS

- Corporate
- Mergers & Acquisitions
- Tax
- Corporate Governance, Regulatory and Compliance
- Privacy and Data Protection
- Infrastructure
- Labor
- Civil
- Judicial and administrative litigation
- Contracts

OFFICES

SÃO PAULO

Francisco Matarazzo Avenue,
1400 – 15° floor
Milano Tower – Água Branca
Tel.: +55 (11) 3879 2800
lh@lhlaw.com.br
www.lhlaw.com.br

BRASÍLIA – DF

SH/SUL, Ed. Business
Center Tower, Q.06, Conj
“A”, Bl.“C”, 1312 1313 Rooms
Tel.: +55 (61) 3321 6021
lh_bsb@lhlaw.com.br
www.lhlaw.com.br

RIO DE JANEIRO

Russel Street, 804 – 6° Floor
Manchete Building – Centre
Tel.: +55 (21) 2210 3138
lh_rj@lhlaw.com.br
www.lhlaw.com.br

CAMPINAS

José Pires Neto Street, 314,
Conj. 61 Piazza Affari Cambuí
Tel.: +55 (19) 3295 5201
lh_cam@lhlaw.com.br
www.lhlaw.com.br

CONTACTS

Enrique Tello Hadad, Managing Partner - Head of Department: enrique.hadad@lhlaw.com.br

Bibianna Valadares V. de P. Peres, Senior Associate - Department Coordinator: bibianna.peres@lhlaw.com.br

Top Advisors Directory
LAW FIRMS

Country
BRAZIL

Montaury Pimenta
Machado &
Vieira de Mello 
LAW FIRM • INTELLECTUAL PROPERTY

 Av. Almirante Barroso, 139,
7º andar, Centro,
Zip Code:20.031-005,
Rio de Janeiro, RJ
Phone: +55 21 25 24 05 10
Fax :+55 21 2240 1524
montaury@montaury.com.br

www.montaury.com



**Eduardo Magalhães
Machado**



Clarissa Jaegger



**Luiz Edgard Montaury
Pimenta**



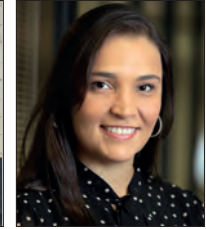
**Joana de Mattos
Siqueira**



Ricardo Vieira de Mello



Roberto Vieira de Mello



**Marianna Furtado de
Mendonça**



Ana Paula Brito

POSITIONING

Montaury Pimenta, Machado & Vieira de Mello is a leading Brazilian IP law firm specializing in trademarks, patents, copyright, domain name disputes, complex IP litigation, and IP prosecution and enforcement. Its clients include domestic and international corporations of all sizes – from start-ups to Fortune 500 companies. The firm's services include trademark, patent, and copyright filings; domain name disputes; oppositions; invalidity actions; infringement actions; strategic consulting; legal analysis; searches; administrative and judicial disputes; and franchising agreements and technology transfer.

Montaury also helps with the process of negotiating agreements and bringing actions before national and international arbitration chambers. The firm is well known for managing large trademark portfolios, its success rates in litigation, obtaining well-known status for highly reputed marks, and its fast and effective communication with clients. The firm is also recognized for its creativity and capacity to think outside the box, especially when presenting strategies and solutions to resolve disputes.

In addition, Montaury has enjoyed remarkable growth, upholding an outstanding position in the market, especially regarding strategic and complex IP litigation, also including trademark and patent filings and prosecution, freedom-to-operate, and infringement opinions. Montaury's ability to resolve disputes before the Brazilian IP courts is a cornerstone of its reputation. The firm handles domestic and international complex IP litigation and counselling with a high rate of success in federal and state courts.

Agility in meeting client's needs and commitment to resolving the issues brought to it, together with a high rate of success, are undoubtedly the firm's core strengths. The firm has an integrated structure of associates throughout Brazil and abroad, providing local support and consequent agility and security while handling its clients' IP needs and disputes in other regions and countries.

Its attorneys are members of numerous national and international IP associations and are active members of various committees. This engagement is crucial to keeping the firm's professionals abreast of the practices adopted not only in Brazil but also abroad in relation to the main IP issues in Brazil and worldwide, which further contributes to serving the firm's clientele efficiently.

BUSINESS

- Patents
- Utility Models
- Industrial Designs
- Freedom-to-Operate opinions
- Plant Varieties
- Patent Litigation
- IP Litigation
- Trademark Management
- Geographical Indications
- Copyright and Software
- Anti-piracy Programs
- Domain Name Disputes
- Digital Law
- Fashion Law
- Licensing
- Trade Dress
- Unfair Competition
- Advertising Law
- Life Sciences
- Payment of Annuities
- Patent Transactions;
- Patent Licensing; and
- Know-How Licensing

CONTACTS

Eduardo Magalhães Machado: eduardo@montaury.com.br

Top Advisors Directory
LAW FIRMS

Country
CHILE



El Golf 150, 4th floor
Las Condes, Chile
Phone: +(56 2) 2 445 6000
az@az.cl
www.az.cl



Gabriel Zaliasnik



Rodrigo Albagli



Ariela Agosin



Álvaro Rosenblut



Eugenio Gormáz



Jorge Arredondo



Antonio Rubilar

POSITIONING

For 30 years, albagli zaliasnik (az) has been dedicated to providing clients with creative and innovative solutions. It is a leading non-traditional law firm providing a full spectrum of legal and business services, based in Santiago de Chile. At az, the goal is to add value to everything it does. Keeping this in mind, the firm proactively works with its clients using a holistic approach in order to produce forwardthinking and ingenious results in an ever changing technology-focused world.

az is one of the only law firms in Chile that has a skilled team which expertly mixes business with litigation. The firm regularly advises on complex crossborder transactions, has profound knowledge and experience within regulated markets, and is an expert in preventative and criminal compliance. As a result of increased globalisation, Chile and Latin America have implemented extensive regulatory requirements which increase the risk for national and international corporations to operate within these markets.

In 2022 we founded the Compliance Latam platform together with nine leading firms in the region plus the United States.

Compliance Latam is a platform that seeks to contribute to the promotion and dissemination of good corporate practices, organizational culture and regulation related to the compliance ecosystem.

az is the only Chilean Firm associated with the Global Advertising Lawyers Alliance (GALA), an organization that is at the forefront in Advertising Law. Through this alliance, we have excelled and become leaders in all aspects of national and international regulations that impact marketing and advertising.

BUSINESS

- Adlaw
- Agritech
- Arbitration
- Artificial Intelligence
- Banking and Finance
- Blockchain
- Compliance
- Consumer protection
- Corporate
- Cybersecurity
- Data Protection
- Dispute Resolution: White-Collar Crime
- E-commerce
- Energy and natural resources
- Fintech
- Food Tech
- Free Competition
- Intellectual & Industrial Property
- IoT
- Labour & Employment
- Life Sciences
- Litigation
- Mergers and Acquisitions
- Project Finance
- Public Law | Regulated Markets
- Real Estate
- Regulatory
- Tax
- TMT (Telecoms, Media, Technology)
- Venture capital

CONTACTS

Gabriel Zaliasnik: gzaliasnik@az.cl
Rodrigo Albagli: ralbagli@az.cl
Ariela Agosin: aagosin@az.cl

Álvaro Rosenblut: arosenblut@az.cl
Eugenio Gormáz: egormaz@az.cl
Jorge Arredondo: jarredondo@az.cl
Antonio Rubilar: arubilar@az.cl

 Top Advisors Directory
LAW FIRMS

 Country
CHILE

/Carey

 Isidora Goyenechea 2800
43rd Floor
Las Condes, Santiago
Phone: +56 2 2928 2200
www.carey.cl



Guillermo Carey



Francisco Carey



Fernando Garcia



Jose Ignacio Mercado

POSITIONING

The protection of intangible assets has become one of the most critical legal areas as companies continue to expand and protect their technologies, brands, products, data, and services.

Carey, a market leader in Intellectual Property matters in Chile, provides strategic, commercial and litigation advice to a wide range of companies in the energy, infrastructure, mining, transportation, technology, life sciences, and healthcare sectors.

The Intellectual Property group advises clients with a multidisciplinary approach, identifying and protecting their intellectual property rights at each stage of the innovation lifecycle.

The vast majority of the team's lawyers have specialized studies in IP, both in Chile and abroad. The same applies to patent specialists who have advanced scientific degrees, which they combine with a deep and technical knowledge of the industry. The group works closely with Carey's litigation and public law departments.

BUSINESS

- Anti-Counterfeiting
- Consumer Law and Advertising
- Copyright
- Data Protection
- Domain Names
- Geographical Indications / Designations of Origin
- Intangible Assets Valuation
- IP Management
- Labeling and Advertisement
- Licensing, Franchising and Distributorship
- Litigation
- Patents and Industrial Designs
- Pharmaceutical / Regulatory
- Plant Varieties
- Trade Secrets
- Trademarks
- Unfair Competition
- Entertainment and Culture
- Sports Law

CONTACTS

Guillermo Carey, Partner: gcarey@carey.cl
Francisco Carey, Partner: fcarey@carey.cl
Fernando Garcia, Counsel: fgarcia@carey.cl
Jose Ignacio Mercado, Counsel: jmercado@carey.cl

 Top Advisors Directory
LAW FIRMS

 Country
CHILE

Dellafiori

 Alonso de Córdova 5320,
off. 303, 3^{er} fl. Edificio Parque
Oriente, Las Condes
Chile
Phone: +56 2 3220 6760
estudio@dellafiori.cl
www.dellafiori.cl



Enrique Dellafiori



Mauro Dellafiori



Cristian Carril



Franco Dellafiori



Constanza Monsalvez

POSITIONING

Founded by Enrique Dellafiori in 1986, Dellafiori Abogados actively recognizes that Intellectual Property is a vital mechanism for Chile's progress, along with the need to protect innovations based on the creative capacity of individuals and society.

For over 35 years, the firm has been 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 35 years. Therefore making it the law firm's conviction to endure as a competitive and reliable choice for its national and international clients regarding the surveillance of their Intellectual Property Assets.

Our firm strives on keeping a professional and healthy relationship with our clients. One of our firm's primary goals is to maintain a high level of client confidentiality, engage in transparent practices and deliver an efficient and superior legal service.

BUSINESS

- Brands
- Litigation
- Industrial Design
- Copyright
- Domain Names
- Patents & Design
- Consultations
- Contracts
- Infringement

CONTACTS

Enrique Dellafiori, Litigation: edellafiori@dellafiori.cl
Mauro Dellafiori, Trademarks: mdellafiori@dellafiori.cl
Cristian Carril, Data privacy: ccarril@dellafiori.cl
Franco Dellafiori, Litigation: fdellafiori@dellafiori.cl
Constanza Monsalvez, International Department: cmonsalvez@dellafiori.cl

 Top Advisors Directory
LAW FIRMS

 Country
CHILE

MARINOVIC Y CIA.

ABOGADOS

 San Sebastián 2839 off. 605,
Las Condes Santiago
Chile
Phone: +56 2 2 246 3630
www.marinoviccia.cl



Antonio Marinovic



Luis Olmedo

POSITIONING

The Marinovic y Cia. law firm was founded by Antonio Marinovic in 1987 and its initial activity was the defense of the Intellectual and Industrial Property through the implementation of domestic Anti-Piracy Campaigns for different industries. As a consequence of their clients' needs, both Chilean and foreign, it currently offers a wide variety of legal counseling services, achieving domestic and international recognition for the excellency and high quality of its services.

The firm's main focus is the Intellectual and Industrial Property field, specifically, the protection of trademarks and copyrights for the most important industries in the world through the implementation of efficient, long term domestic anti-piracy campaigns.

Likewise, in order to provide a wider coverage for the needs of its clients, the firm has specialized in the administration of tax matters associated to the development of economic activities, both from natural and legal persons, foreign and domestic. For that purpose, it has a highly qualified team to face the challenges brought by new legislations.

BUSINESS

- Anti-piracy
- Trademarks Prosecution
- Patents Prosecution
- Lawsuits

CONTACTS

Antonio Marinovic: amarinovic@marinoviccia.cl

Luis Olmedo: lolmedo@marinoviccia.cl



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CHILE

VILLASECA INNOVACIÓN + EXPERIENCIA

 Av. Alonso de Córdova 5151, 8°
Piso, Las Condes, Santiago, Chile
Phone: + (562) 2362 3500
villaseca@villaseca.cl
www.villaseca.cl



Eduardo Molina



Felipe Pavez



Loreto Vera



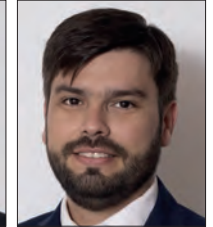
Álvaro Arévalo



Claudia Varas



Oscar Isler



Francisco Valverde

POSITIONING

Villaseca stands as one of the leading intellectual property law firms in Chile. With a tradition of 108 years, Villaseca blends its rich experience with innovative approaches to provide comprehensive legal counsel to both national and international companies.

Our interdisciplinary team of lawyers and engineers deeply understands both intellectual property law and the underlying technology of many intangible assets. Also, our team of professionals believes in the value of these assets and their potential to contribute to the sustainable development of companies, entrepreneurs, and brands. This approach adds value to client's IP portfolio for their businesses by offering an innovative perspective for the sustainable development of the companies, entrepreneurs, and brands they represent.

Villaseca's legacy is a testament to its ability to adapt and thrive in a constantly evolving world, providing its clients with cutting-edge legal and strategic solutions.

BUSINESS

- **Industrial & Intellectual Property:**
 - Trademarks and Domains
 - Patents
 - Copyrights
 - Rights enforcement and litigation
 - Innovation
 - Plant Varieties
 - Free Competition
 - Corporate Practice
- **Corporate:**
 - Constitution and modification of companies.
 - Advice on trade, innovation financing, negotiations and contracts.
 - Consumer Law.

CONTACTS

Eduardo Molina V., Partner: emolina@villaseca.cl

Felipe Pavez S., Partner: fpavez@villaseca.cl

Loreto Vera C., Partner: lvera@villaseca.cl

Álvaro Arévalo P., Partner: aarevalo@villaseca.cl

Claudia Varas, Associate: cvaras@villaseca.cl

Oscar Isler, Associate: oisler@villaseca.cl

Francisco Valverde, Associate: fvalverde@villaseca.cl

 Top Advisors Directory
LAW FIRMS

 Country
COLOMBIA



 Calle 90 #13a-20
Oficina 204, Edificio Ecko
Bogotá, Colombia
Phone: +57 12573231
info@herreradiaz.com
www.herreradiaz.com



José Roberto Herrera
Partner
jose@herreradiaz.com

POSITIONING

HERRERA DÍAZ ABOGADOS is established in Colombia and was created in 2011 to satisfy the needs of domestic and foreign clients requiring legal consultancy and litigation oriented to protecting their Intellectual Property and intangible assets such as Data, Privacy and Publicity rights. In order to protect its client's interests, the firm specializes in the fields of Copyright, Industrial Property, Entertainment, Media Law, Data Protection, Labor, Videogame, Audiovisual and Music Law.

The firm was founded by JOSÉ ROBERTO HERRERA DÍAZ, attorney from Pontificia Universidad Javeriana of Bogota, Colombia, who holds an LL.M. in Intellectual Property and Competition Law of the MIPLC. Its founder has professional and educational experience in Colombia and Germany, and has published works including "Ownership of Copyright in Works created in Employment Relationships: Comparative study of the laws of Colombia, Germany and the United States of America". Mr. Herrera is Professor at different Universities in I.P. and Entertainment Law. He is also member of different IP and Entertainment Law Associations and he is the current president of the Data Protection Committee of ASIPI and Past President of the Entertainment Law Committee and Copyright Committee of the same association. He has been lead in the Subcommittee on Minimum Standards on Right of Publicity at INTA and he is currently Arbiter and Mediator before the WIPO, the Colombian Copyright Office and the Chamber of Commerce of Bogota.

In order to satisfy the needs of employers and employees relating to intangible asset protection (inter alia Software, Trade secrets, Patents), HERRERA DÍAZ ABOGADOS has strategic labour law alliances with the firms: Herrera Laboristas and José Roberto Herrera Vergara EU as a way of offering specialized services in this particular field of law. In addition to strategic alliances with several prestigious labor law and social security attorneys, HERRERA DÍAZ ABOGADOS has several cooperations with international law firms concerned with the need to protect and enforce the intangible assets of its clients based abroad.

The firm is mainly oriented to the Technology, Media, Entertainment and Sports Industries. Among its clients, the firm advises the Entertainment Software Association, The Motion Picture Association and Conmebol.

BUSINESS

- Intellectual Property
- Trademark, Patents and Designs Prosecution
- Entertainment Law
- Media Law
- Videogame Law
- Audiovisual Law
- Music Law
- Licensing and Technology Transfer
- Data Protection Law
- Entertainment Labour Law
- Anti-counterfeiting and Litigation
- Arbitration

CONTACTS

José Roberto Herrera, Founding Partner: jose@herreradiaz.com

Stephanie Drexler, Senior Associate in charge of trademarks, patents and industrial designs applications in Colombia and abroad: stephanie@herreradiaz.com

Juan Pedro Gutierrez, IP Associate in charge of copyright, media and entertainment matters.: juan@herreradiaz.com

Santiago Salazar Prieto, Associate specializing in procedural law in charge of the litigation area: santiago@herreradiaz.com

 Top Advisors Directory
LAW FIRMS

 Country
COLOMBIA

OLARTEMOURE

OLARTE MOURE & ASOCIADOS
Abogados - Attorneys

 Carrera 5 No. 34 - 03
Bogotá, 110311
Colombia
Phone: +51 (1) 601 7700
Fax: +57 (1) 601 7799
office@olartemoure.com
www.olartemoure.com



Carlos Olarte
Partner



Juan G. Moure
Partner



Alexander Agudelo
Partner



Juan Felipe Acosta
Partner | Litigation and
ADR Director



María Alejandra Pava
Partner | Trademarks
Area Director



Mónica Guevara
Partner | Patents Area
Director



Catalina Jiménez
Partner | Compliance
Area Director



Liliana Galindo
Patent Litigation
Director



Valeria Jaramillo
Innovation, Protection
and Transfer Director



Santiago Lombana
Antitrust and Consumer
Protection Law Coordinator



Juan Martínez
Head of Investment
Affairs & OMGrow

POSITIONING

THE FIRM: Founded in 2003, OlarteMoure is a highly specialized intellectual property, antitrust and unfair competition, and business law firm formed by recognized leaders in their fields and academic circles, that combine legal and technical expertise.

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 pro-fessional development and excellence in client service. OlarteMoure has consolidated a regional IP practice throughout the Latin American region. Through a tight-knit alliance of local firms with outstanding relationships with the local IP office and impressive enforcement litigation experience, OlarteMoure is able to pro-vide an unparalleled regional prosecution and litigation service.

Persevering in this mission has allowed OlarteMoure to quickly claim and maintain top-tier status as an IP and competition law firm in Colombia. In addition, it has grown sustainably and disruptively in many areas. For example, there are just a few firms that are pursuing legal tech initiatives and expanding their market intelligence practice to reach many of local and regional innovation clients. More recently, OlarteMoure launched a venture capital initiative. OMGrow's mission is to transform the Deep Tech ecosystem in LATAM through the acceleration and seed investment of science-based ventures to solve real problems in the market. Last year, OlarteMoure made its first seed investment in a biotech venture and accelerated two additional Deep Tech ventures in order to facilitate their capital raising and go-to-market strategy.

An important percentage of the firm's client base is represented by Global 100 companies in the TMT and R&D pharmaceutical industries. Other important category includes local universities and R&D centres. Rounding off the representative clients are local Colombian and regional companies in the finance, industrial manufacturing, transportation, retail and consumer goods industries.

In addition to its Bogotá office, the firm has offices in Medellín, Barranquilla, Bucaramanga and Cali. Olarte-Moure also has a representative office in Tokyo, Japan.

LANGUAGES: Spanish, English, French.

BUSINESS

- Patents
- Trademarks
- Innovation Protection & Technology Transfer
- Copyright and Entertainment Law
- Anticounterfeiting and Antipiracy
- Health Regulatory Law
- Antitrust
- Unfair Competition
- Corporate & Transaction
- Publicity & Consumer Protection Law
- Data Privacy
- Compliance
- Plant Variety Protection
- Litigation and ADR
- Legal Design
- Translation

OFFICES

- Bogotá
- Medellín
- Barranquilla
- Bucaramanga
- Cali
- Tokyo

CONTACTS


Carlos Olarte: carlos.olarte@olartemoure.com

Juan G. Moure: juan.moure@olartemoure.com

 Top Advisors Directory
LAW FIRMS

 Country
COLOMBIA



 Calle 70 A No. 11 - 43
Bogotá D.C.
Colombia
Phone: +57 (601)3176650
info@veraabogados.com
www.veraabogados.com



**Jorge E. Vera
Vargas**



**Carolina Vera
Matiz**



**Natalia Vera
Matiz**



**Mauricio Cheyne
Tenorio**



**Gustavo Blanco
Pinto**



**Álvaro Valladares
Aldás**



**Lina Marcela Londoño
Ramírez**

Avda. 6 de diciembre y la niña
Multicentro Building Of: 603
Phones: +593 22555208
+57 (601)3176650, Ext. 200
Quito, Ecuador

POSITIONING

Vera Abogados was founded in 1972, to attend the legal needs of the business sector in the area of Intellectual Property. Currently the firm provides its services to all fields of the law.

The firm is a reference in the Andean community, it's partner of PRAGMA, International Network of Law Firms, and it's an authorized law firm to promote the Colombia Country Brand. Also, Vera Abogados is part of important international associations such as INTA, ASIPI, ABPI and ASPI.

The team is made up of specialized lawyers in each of the legal areas and expert multilingual professionals (Spanish, English and French) that respond with efficiency and competitiveness to the needs and demands of our customers around the world.

OFFICES

- Bogotá D.C., Colombia
- Quito, Ecuador

BUSINESS

- Trademarks
- Patents
- Copyrights
- New Technologies
- Industrial Designs
- Disloyal Competition
- Commercial Practices
- Domain Names
- Regulatory Law
- Community Law
- Administrative Law
- Tax Law
- Corporate Law
- Trademark Valuation
- Personal Data Policy
- Consumer Rights
- Foreign Investment

CONTACTS

Jorge E. Vera Vargas, Managing Director: jvera@veraabogados.com
Carolina Vera Matiz, CEO / Partner: cvera@veraabogados.com
Natalia Vera Matiz, Partner: nataliavera@veraabogados.com
Mauricio Cheyne Tenorio, Partner: mcheyne@veraabogados.com

Gustavo Blanco Pinto, Partner: gblanco@veraabogados.com
Álvaro Valladares Aldás, Ecuadorian Lawyer: avalladares@veraabogados.com
Lina Marcela Londoño Ramírez, Lawyer: llondono@veraabogados.com

Top Advisors Directory
LAW FIRMS

Country
ECUADOR



info@bustamantefabara.com
www.bustamantefabara.com



María Rosa Fabara



José Rafael Bustamante
E.



María Clara Bustamante



Andrés Becdach



Pablo Fabara



Mónica Jarrín



José Antonio Fabara



Oscar Reyes



Sebastián Páez



Juan Carlos Montenegro



Esteban Pérez



Andrea Tinajero

POSITIONING

Intellectual Property stands out for its extensive team's expertise in every facet of intellectual property, marked by their professionalism, bespoke service, and approachability. The firm is widely sought for its acknowledged litigation skills in intellectual property matters, with a particular focus on trademarks, patents, plant breeders' rights, copyrights, and competition law. It boasts the most thorough private database for trademark applications and registrations in Ecuador, ensuring precise portfolio management and swift, informed action in defending client interests. Recognized for its strong, seasoned, and dynamic multidisciplinary team (comprising over 25 specialists), the firm excels in trademarks management and protection on both local and global stages. It is also a leader in life sciences, patent drafting and prosecution across various engineering disciplines including biochemical, chemical, and pharmaceutical, and is celebrated for its depth of experience in technology transfer, as well as negotiating and implementing licensing and franchising agreements, utility models, plant breeders' rights, e-commerce, and data protection.

In 2023, José Antonio Fabara was welcomed to the team to enhance the Intellectual Property practice and helm the Sports and Entertainment Law Department. Bringing over a decade of expertise in sports, entertainment, intellectual property, and corporate law, his educational background includes a Master's Degree in Sports Law and Management from the Instituto Superior de Derecho y Economía (ISDE) in Madrid, Spain.

BUSINESS

- Industrial Property: Trademarks and Patents
- Copyright and related rights
- Plant breeding rights
- New technologies
- Unfair competition
- Anticounterfitting
- Litigation and conflict resolution
- Life Science
- Data protection
- Sports and Entertainment Law

OFFICES

- **Quito**
Av. Patria E4-69 y Amazonas
Edificio Cofiec
T. +593 2 256-2680
- **Guayaquil**
Av. de las Américas 510 y Av. De las Américas en el Edificio Sky Building.
T. +593 2 256-2680

CONTACTS

Legal Team

María Rosa Fabara Vera: mrfabara@bustamantefabara.com

José Rafael Bustamante E.: jrbustamante@bustamantefabara.com

Manager

María Clara Bustamante: mariaclarab@bustamantefabara.com

Marketing and Communication

María José Sotomayor: msotomayor@bustamantefabara.com

 Top Advisors Directory
LAW FIRMS

 Country
ECUADOR

**CORRAL
ROSALES**
international standards, local vanguard

 Robles E4-136 y Av. Amazonas
Edificio Proinco Calisto, 11th fl.
Quito, Ecuador
Phone: +593 2 256 7676
Fax : +593 2 254 4246
mail@corralrosales.com
www.corralrosales.com



**Maria Cecilia
Romoleroux**



Francisco Gallegos R.



Felipe Samaniego



Xavier Rosales



Rafael Serrano



Ana Samudio

POSITIONING

CorralRosales is a full-service law firm in Ecuador with over 40 years' experience advising national and international clients in a broad range of matters.

Xavier Rosales heads the firm, while Maria Cecilia Romoleroux and Francisco Gallegos co-head the IP department, all offering decades of experience in their respective areas.

In IP, we advise local firms and multinationals of all sizes, providing comprehensive portfolio management, strategies, and solutions to all of their IP challenges in Ecuador and throughout Latin America. We have for several years been the number one filer of both patents and trademarks in Ecuador.

The CorralRosales IP team has a significant litigation pedigree, handling some of the most contested matters affecting IP law in Ecuador in recent times, with a proven track record of successful outcomes.

We are considered an industry leader in the area of anti-counterfeiting, with a proactive approach to working with the relevant authorities seeking out counterfeits, conducting raids, and seizing goods. Our dedicated infringements and anti-counterfeiting team will litigate when necessary, obtaining criminal sentences where appropriate.

CorralRosales has the only full-time, full-service, in-house patent department in Ecuador, with a team of lawyers, engineers and technicians working on patent prosecution, enforcement and litigation. The patent department is led by Gabriel Kuri, widely considered to be the leading authority in this field.

We have the largest most comprehensive regulatory practice in Ecuador. Led by partner Felipe Samaniego, we advise clients not only on legal matters but on technical aspects as well. With a team of full-time in-house technicians, we are able to deftly navigate through the complex bureaucracy necessary to actually operate, advertise, market and sell in Ecuador. Our regulatory team also works closely with our IP department, making sure that all requirements for companies to get their goods and services to market are met with agility.

We also have significant strength in the media, telecom & 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 partner Rafael Serrano, we have advised and continue to train national and international companies on the effects of implementing national and international data protection legislation. CorralRosales is at the forefront of this fledgling legal area for Ecuador.

The key to our firm's achievements stem from our ability to promptly deliver the highest quality results that clients can depend on, with guaranteed response times, accuracy, and precision.

BUSINESS

- Trademarks
- Patents & Utility Models
- Industrial Designs
- Copyright
- Anti-counterfeiting
- Regulatory
- Technology
- Media
- Telecom
- Data Protection

OFFICES

- Quito
- Guayaquil

CONTACTS


Maria Cecilia Romoleroux, Partner: maria@corralrosales.com
Francisco Gallegos, Partner: francisco@corralrosales.com
Felipe Samaniego, Partner: felipe@corralrosales.com

Xavier Rosales, Partner - Head of Department Media & Entertainment
Rafael Serrano, Partner - Data Protection
Ana Samudio, Associate - Media & Entertainment

 Top Advisors Directory
LAW FIRMS

 Country
ECUADOR

DENTONS **PAZ
HOROWITZ**

 Calle del Establo y Calle E.
Edificio Site Center, Torre I
Oficina 301, Quito
Ecuador
Phone: +593 2 398 2900

www.dentonspazhorowitz.com



Bruce Horowitz



Mónica Cortez



Verónica Chiriboga



Sergio Mosquera

POSITIONING

Internationally recognized as leaders in Intellectual Property, our team's success stems from our meticulous dedication to all facets of intangible assets, encompassing patents, trademarks, designs, copyrights, and trade secrets.

Should the need arise to defend your assets, we swiftly act, employing various strategies such as border measures, dispute resolution support, and litigation.

Our proficiency lies in helping companies across diverse industries and create high-value products using cutting-edge technology. Our advisory services offer extensive insights into both domestic and international Patent and Technology Transfer Systems, as well as Data Protection, ensuring comprehensive support for our clients.

According to our mission is aiding clients in understanding the value of their intangible assets and formulating strategies to capitalize on them financially.

As part of Dentons, the world's largest firm, our expertise in trademark and litigation management has significantly expanded. Operating seamlessly across jurisdictions, primarily within the LAC region, we've broadened our service portfolio to include emerging areas like personal data privacy.

BUSINESS

Our Local, Regional & Global services included:

- Due Diligence, audits and general protection of intangible assets.
- Management and protection of personal data, protection of intimacy and privacy rights.
- Protection of trade, commercial and professional secrets. (confidential information).
- Structuring, designing, and training in franchises.
- Trademark licensing agreements, copyright, and plant varieties.
- Legal Branding (working directly with marketing and design groups within client companies to develop strong trademarks against counterfeiting).
- Drafting of management and technology transfer agreements.
- Intellectual property asset negotiation with multiple jurisdictions.
- Analysis of patentability requirements.
- Patent creation and innovation analysis.
- Analysis and research for patent generation.
- Intellectual property mentoring.
- Feasibility analysis of innovations.
- Development and implementation of a comprehensive personal data protection system.
- Risk analysis, data processing impact assessments.
- Development and implementation of a comprehensive personal data protection system.
- Risk analysis, data processing impact assessments.

CONTACTS

Bruce Horowitz, Partner: bruce.horowitz@dentons.com

Monica Cortez, IP Coordinator: monica.cortez@dentons.com


Verónica Chiriboga, Associate: veronica.chiriboga@dentons.com

Sergio Mosquera, Paralegal: sergio.mosquera@dentons.com

 Top Advisors Directory
LAW FIRMS

 Country
ECUADOR

 **LEXVALOR**
ABOGADOS

 Av. 12 de Octubre N24-774 y Av. Coruña, Edificio Urban Plaza, pisos 5 y 8, Quito, Ecuador.
Phone: +(593) 2 3230375
info@lexvalor.com

www.lexvalor.com



Luis Marín Tobar



Emily Moreno

POSITIONING

Our firm recognizes the importance of protecting and enforcing the intellectual creations of our clients. Our team of intellectual property specialists is at the forefront of the market on technological innovations to better serve our clients, focusing on proactive communication and a more efficient, digital administration of IP resources, including surveillance and prosecution in Ecuador and throughout the world. Enforcement is addressed through a complementary approach with the cooperation of litigation and criminal enforcement experts.

Our services comprise the protection and defense of trademarks, copyrights patents, utility models, industrial designs, plant varieties, trademarks, and geographical indications. We assist in clearance/searches for registration of trademarks and patents, prosecution for the protection of all types of trademarks, copyright, and other forms of intellectual property, including patents, trade names, industrial designs, slogans, software and database protection. In addition, we provide counsel for dispute resolution of intellectual property rights, including litigation of unfair competition cases before civil and administrative forums.

Our services in this field of law include:

- Representation and counsel throughout the administrative process of registering traditional and non-traditional brands and trademarks in general.
- Representation and counsel throughout the administrative process for industrial designs, utility models, and patents.
- Registration and protection of national and international geographical indications.
- Representation and counsel throughout the administrative process of registering plant varieties.
- Counsel for clients in anticounterfeiting and enforcement actions against piracy and unauthorized use of intellectual property.
- Intellectual property audits and due diligence of IP portfolios in the context of M&A transactions and to assess scope of protection, valuation of intangibles, and suggestions for the reinforcing of portfolios.

BUSINESS

- Trademarks
- Copyright
- Industrial Designs
- Plant Breeder's Rights
- Geographical Indications
- Patents
- Slogans
- Database Protection
- Software Application
- Intellectual Property Litigation / Anticounterfeiting / Enforcement

OFFICES

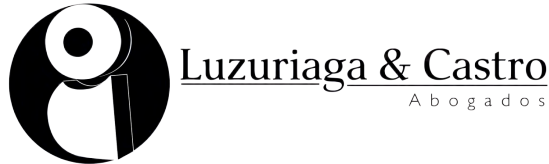
- Quito
- Guayaquil

CONTACTS

Luis Marín Tobar, Partner: lmartin@lexvalor.com

 Top Advisors Directory
LAW FIRMS

 Country
ECUADOR



 La Pradera N30-258 y Mariano
Aguilera, Edf. Santorini,
7th- 8th Fl, CP 170518.
Quito, Ecuador
Phone: +593-2-226-7893
info@luzuriagacastro.com
www.luzuriagacastro.com



Gonzalo Luzuriaga



José Martín Rivera



María Paula Salgado

POSITIONING

Luzuriaga & Castro Abogados is a pioneering law firm in the defense of intellectual property in Ecuador. Since its foundation at a time when IP protection was in its infancy and a pressing need, the firm has led several important initiatives in the country. For example, it has carried out the first criminal action in defense of IP rights, the first border action, the first ruling against an IP infringer, and the first destruction of illegal goods. The firm's extensive experience translates into a wide variety of legal strategies for the protection and defense of intellectual property rights, based on a deep knowledge and study of local, Andean, and international legislation, and a close relationship with state institutions, which the firm trains on a permanent basis.

The team at Luzuriaga & Castro Abogados consists of high-level professionals, experts in the application of intellectual property. Trained at the firm, they inherit the tradition of innovation and avant-garde that characterizes the firm. Together, they develop and implement appropriate strategies for each client and each case, providing legal advice and defense that meet increasingly demanding quality standards. This allows clients to maintain efficient management and protection of their intellectual property rights.

The firm specializes in criminal protection and border actions, providing comprehensive advice on intellectual property matters. This includes trademark registration, patents, copyright protection, contracts, licenses, administrative appeals, annulment, cancellation, and related administrative actions. With a comprehensive approach, it complements IP practice in response to other corporate matters required by its clients, such as commercial law, energy, and government contracting and acquisitions.

In addition, Luzuriaga & Castro Abogados has promoted several actions in recent years, from the destruction of counterfeit products to collaboration in the dismantling of criminal organizations in Ecuador. This type of action supports the protection of intellectual property rights in the country and demonstrate the firm's commitment to its mission and values.

BUSINESS

- Intellectual Property Law
- Competition
- Data Protection
- Copyright
- Trademark
- Industrial Design
- Patents

CONTACT

Gonzalo Luzuriaga, Director: gluzuriaga@luzuriagacastro.com

 Top Advisors Directory
LAW FIRMS

 Country
ECUADOR

MEYTHALER & ZAMBRANO

ABOGADOS

 Av. 6 de Diciembre 2816 y Paúl Rivet
Edif. Josueth González, 10mo piso
Quito, Ecuador
Phone: +593 2 223 2720
info@lmzabogados.com
www.meythalerzambranoabogados.com



José Meythaler



Margarita Zambrano



Karina Loza

POSITIONING

Meythaler & Zambrano, founded in 1995, is an Ecuadorian firm highly specialized in Intellectual Property, Life Sciences, Dispute Resolution, Antitrust, Public Procurement, and Litigation advising an impressive portfolio of national and international clients, mostly pharmaceutical and agrochemical, cosmetics, food & beverage, and telecommunication companies.

To provide comprehensive, practical, and timely advice, we have a team of 36 lawyers specializing in various areas of law. The scope of our professional resources translates into a comprehensive, efficient, and high-quality professional service with a competitive price and cost structure.

We have recently achieved jurisprudential precedents in foreign trade, test data and patent protection, drug pricing, and collusion in public procurement processes. Our success is based on efficient and prompt communication with our clients, strict compliance with the law and ethics, and the effective defense of our client's individual and corporate rights and needs.

Meythaler & Zambrano has offices in the main cities of Ecuador: Quito and Guayaquil, belonging to a wide network of correspondents in America, Asia, and Europe.

BUSINESS

- Antitrust & Unfair Competition
- Arbitration & Mediation
- Civil & Commercial Law
- Compliance
- Corporate Law
- Data Protection
- Intellectual Property
- Labor
- Life Science
- Litigation
- Regulatory Affairs
- Tax & Customs
- Telecommunications

OFFICES

- Quito
- Guayaquil

CONTACTS

José Meythaler, Senior Partner: jmeythaler@lmzabogados.com

Margarita Zambrano, Partner: mzambrano@lmzabogados.com

Karina Loza, Partner: kloza@lmzabogados.com

Top Advisors Directory
LAW FIRMS

Country
ECUADOR



12 de Octubre avenue No 26-48 and
Lincoln, Mirage Building, Floor 16.
Quito, Ecuador
Phone: +593 (2) 381-0950
info@robalinolaw.com
www.robalinolaw.com



Pedro Córdoba



María José Peñaherrera



Daniel Robalino



Martín Gonzales

POSITIONING

Robalino has a successful team of lawyers, engineers, biochemists and others, who provide creative solutions to issues arising from the different departments of IP, Telecommunications and New Technologies, as well as Data Protection.

Intellectual Property

The Intellectual Property area of ROBALINO provides consulting services to local and international companies in different industries.

We advise on issues regarding the protection of intangible assets, which are critical to the success of our clients. Our highly experienced professionals specialize in defending and monitoring the assets, to be able to safeguard them from attempts to copy or infringe. Likewise, our team has advised several companies on their creations and inventions, providing them with legal defence in situations that merit it. We have an experienced anti-piracy team that has been widely recognized for the results it has achieved.

ROBALINO has provided consulting services on obtaining and maintaining sanitary registrations and notifications, operating permits, processes for certifying good manufacturing practices, inspections carried out by regulatory authorities, sanction proceedings, and the use of cannabis, among other services.

Telecommunications and New Technologies

Robalino's Telecommunications and New Technologies industry, has a multidisciplinary team that works on cases from all different aspects and areas of the firm. We manage some of the most iconic technological clients in this industry located in Ecuador. We work closely with the Intellectual Property, Corporate, Public Law and Dispute resolution departments.

Data Protection

ROBALINO is a pioneer in the defence and protection of personal data in Ecuador, providing consulting services to large multinationals for their businesses in the country.

We have performed several Data Protection audits for companies that have requested this service to fulfill international laws and guidelines.

BUSINESS

- Personal Data Protection
- Life Sciences
- IP Litigation
- Trademarks
- Copyright

OFFICES

- Quito
- Guayaquil
- Cuenca
- Manta
- Machala

CONTACTS

Pedro Córdoba, Partner: pcordova@robalinolaw.com

Daniel Robalino, Partner: drobalino@robalinolaw.com

María José Peñaherrera, Senior Associate: mpenaherrera@robalinolaw.com

Martín Gonzales, Senior Manager CPA Consultores: cgonzales@cpaconsultores.com

 Top Advisors Directory
LAW FIRMS

 Country
FRANCE

Gilbey Legal

 43, boulevard Haussmann
75009 Paris
Phone: +331 56 02 62 00
Fax: +331 56 02 62 10
mail@gdhlegal.com
www.gdhlegal.com



Jehan-Philippe Jacquey



Joanne Quirin



Constance Guillemot



Diane Avril

POSITIONING

Founded in 1992, Paris-based Gilbey Legal has continually provided legal assistance and expertise to clients worldwide for the protection and defence of their industrial property and IP assets (other than patents). Although firm founder Richard Gilbey retired last summer, the unchanged team have been assuming his mantle, and ensuring the continuing quality in services.

Gilbey Legal advises French and international clients and associates, including many multinational corporations in the pharmaceuticals, animal health, tobacco, food and beverages, alcoholic products, cosmetics, electronics, IT and social media, multimedia, consumer products, apparel, design and luxury goods industries in all aspects of management, exploitation and enforcement of industrial property and IP assets.

As a boutique firm, Gilbey Legal is a member of the Paris Bar and provides complete and personalised legal services, encompassing the entire lifecycle of IP rights, including:

- clearance and protection of trademarks, designs, domain names, geographical indications (GIs) and other distinctive signs and enforcement thereof;
- centralised worldwide coordination of IP portfolios and litigation through our extensive network of selected associate firms; and
- expertise in customs surveillance and enforcement, providing both domestic and international clients with strategic anti-counterfeiting solutions.

Gilbey Legal is recognised by its peers and the industry at large in major rating organisations for the quality of its services, its reactivity and its pragmatic, hands-on approach to problem solving. We pride ourselves on our policy of providing high-level services for equitable fees, and we always strive to meet our clients' budgetary and management requirements. renewal, recordal) in France and abroad. The three members of her team hold – or are studying to obtain – the certification for trademark paralegals delivered by the French Trademarks Office.

BUSINESS

- Selection of Intellectual Property Assets
- Protection of Intellectual Property Assets
- Administration of Intellectual Property Assets
- Enforcement of Intellectual Property Assets
- Customs works

CONTACTS

Jehan Philippe Jacquey, Partner: jp.jacquey@gdhlegal.com

Joanne Quirin, Partner: j.quirin@gdhlegal.com

Constance Guillemot, Associate: c.guillemot@gdhlegal.com

Diane Avril, Associate: d.avril@gdhlegal.com

 Top Advisors Directory
LAW FIRMS

 Country
GERMANY



HOFFMANN EITLE

 Arabellastrasse 30
81925 Munich
Phone: +49 89 92 40 90
Fax: +49 89 91 83 56
pm@hoffmanneitle.com
www.hoffmanneitle.com



Thomas Becher



Morten Garberg



Nicolas Douxchamps



Michaela Ring



Dr. Niels Hölder

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
- Hamburg
- Milan
- Madrid
- Amsterdam
- Barcelona

CONTACTS

Thomas Becher, Partner, Patents: tbecher@hoffmanneitle.com

Morten Garberg, Partner, Patents: mgarberg@hoffmanneitle.com

Nicolas Douxchamps, Partner, Patents: ndouxchamps@hoffmanneitle.com

Michaela Ring, Partner, Trademarks & Designs: mring@hoffmanneitle.com

Dr. Niels Hölder, Partner, Patent Litigation & Licensing: nhoelder@hoffmanneitle.com

 Top Advisors Directory
LAW FIRMS

 Country
ITALY



 Corso Italia 47, 20122,
Milán, Italy
Phone: +39 02 859091
INFO@FRANZOSI.COM

Via Flaminia, 158 00196
Rome, Italy

17th Floor, One ICC,
Shanghai ICC 999 Middle
Huai Hai Road, Xuhui
District , 200030

www.franzosi.com



Mario Franzosi



Ombretta Fabe Dal
Negro



Francesco Setti



Federica Santonocito



Stefano Giberti



Gabriella Muscolo

POSITIONING

Franzosi Dal Negro Setti is an Italian-based boutique law firm founded in 1963 by Prof. Mario Franzosi, Ombretta dal Negro and Francesco Setti with Offices in Milan, Rome and Shanghai. The Firm has strong expertise in Intellectual Property, Corporate and Business Law, Life Science and Antitrust, Competition and Consumer Law and provides legal expertise covering a wide range of industrial sectors including fashion, electronics, chemical, automotive, food and nutrition, life sciences, telecommunications, media and entertainment, information technology.

BUSINESS

- IP
- Life Sciences
- Corporate & Commercial
- Competition/Antitrust

Main areas of practice:

IP: The firm is famous for its outstanding expertise in IP litigation, winning landmark cases thanks to the brilliant leadership of Prof. Mario Franzosi, renowned as one of the fathers of the European patent system. The intellectual property team delivers strategic and commercial advice on the procurement and exploitation of all IP rights as well as high quality advocacy in the enforcement and defence of all IP rights before the Italian and European courts, as well as before UPC.

Life Sciences: The firm acts for some of the most well-known pharmaceutical and biotech companies providing them with the most appropriate help to protect and sustain the success of their products.

Along with the regulatory aspects related to products, the expertise of the firm extends to the entire product life cycle from clinical trials to marketing and support for the definition of the best market access strategy, also taking care of all communication issues from advertising to scientific information.

Corporate & Commercial: The team from corporate and commercial practice is specialized in high-level legal advice in all aspects of domestic and international business. The firm offer a wide spectrum of services, including contract drafting and negotiation, due diligence reviews, company establishment, litigation and expert advice on complex cross-border operations. Clients benefit from the team's collective expertise and experience drawn from complementary practice areas.

Competition/Antitrust: The firm's competition team have extensive expertise in all competition matters including abuses of dominant position, unfair commercial practices and damages actions before the Courts. The practice of the Firm covers also transnational and fast changing markets, such as Digital and Data Driven, as well as the ones in which a relationship between Competition Law and Intellectual Property Law is developing, such as Information Technology and Pharmaceutical.

Our international Commitment

- **China Desk:** As part of the internationalization strategy, Franzosi law firm has built a team exclusively dedicated to China. Experience and knowledge of Chinese culture on site combined with European pragmatism enable the Firm to provide clients with comprehensive advice that goes beyond the simple drafting of a commercial contract but interprets its meaning and intention thus ensuring long-term protection. The Team based in China develop strategies to combat counterfeiting of trademarks, patents and designs and all intellectual property rights in general by offering comprehensive protection across multiple channels. The Team also supports clients in commercial operations, establishment of business, in the management of relations with suppliers and in the definition of commercial agreements of various kinds using rules, timing, methods and tactics in line with those used by the Chinese counterpart.

- **International exclusive Network:** The firm is the only Italian member of two prestigious international networks: i) ABL - Alliance of Business Lawyers, an international network of business lawyers, providing legal assistance and advice according to high quality standards; ii) Conference Blueu: the unique European network of independent legal firms with a long and consolidated experience in Pharmaceutical Law.

CONTACTS

IP Department

Mario Franzosi, Founding Partner: franzosi@franzosi.com

Federica Santonocito, Senior Partner: santonocito@franzosi.com

Corporate Department

Ombretta Fabe Dal Negro, Founding Partner: ombretta.dalnegro@franzosi.com

Life Science Department

Francesco Setti, Founding Partner: francesco.setti@franzosi.com

Stefano Giberti, Partner: stefano.giberti@franzosi.com

Antitrust, Competition and Consumer Department

Gabriella Muscolo, Partner: muscolo@franzosi.com

China Desk

Giulia Romanelli, Head of China Desk: romanelli@franzosi.com

 Top Advisors Directory
LAW FIRMS

 Country
ITALY

IP**LAW**GALLI

SOCIETÀ TRA AVVOCATI

MILANO - BRESCIA - PARMA

 Via Lamarmora 40
20122, Milano
Phone: +39 02 54 12 30 94
Fax: +39 02 5412 43 44
www.iplawgalli.it



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 2024 obtained key decisions on the protection of pharmaceutical patents, designs, renowned trademarks and selective distribution agreements infringements in relation to which some of the highest assessment of damages ever made in Italy were issued.

He is often asked to review and manage the most sensitive IP aspects of M&A transactions, developing creative solutions for the most problematic aspects thereof and delimitation of the respective rights of the parties. He provides legal advice not only to rights holders, but also to civil society organisations dealing with IP rights management and enforcement, like INDICAM (as a permanent guest of the Executive Board), Confindustria (as a member of its IP Board of Experts), AIPPI (as a member of the Italian Executive Committee and coordinator of the Trademark Group) AmCham (as a member of the Life Science Working Group) and Bruno Leoni Institute (as Senior Fellow). As Co-Editor of *Il diritto industriale* (the most important Italian IP Law Review, which comments and analyses enforcement-related case-law) he collects and analyses enforcement-related case-law to monitor trends and identify new developments in intellectual property rights infringements and management strategies

IP Law Galli was established as a law office “of excellence” highly specialised in the IP sector and characterised by the keen distinguishing mark of the founder, Atty. Professor Cesare Galli, and by a market-oriented approach that aims to enhance the procedural instruments in order to reach positive results as quickly as possible. The Law Firm firmly preserves this attitude without neglecting the importance of highly professional and knowledgeable lawyers who team up with the leader with shared goals and methods and proceed in a mainly international context, but at the same time demonstrate a deep rootedness in the most significant areas of the Italian economic life.

BUSINESS

- Patents
- Trademarks
- Design
- Domain names
- PDOs and PGIs
- Unfair Competition
- Copyright
- Trade secrets
- Online counterfeiting
- Advertising & Marketing
- Life Sciences
- New Plant Variety
- Antitrust Law
- Contracts
- Commercial Law

CONTACTS

Cesare Galli: galli.mi@iplawgalli.it

Top Advisors Directory
LAW FIRMS

Country
ITALY



Via Privata Cesare Battisti, 2
20122 Milan
Phone: +39 02 540 69 71
Fax: +39 02 54 06 97 30
info@wavvocati.it
www.lgvavvocati.it



Luigi Goglia



Simona Lavagnini



Tankred Thiem

POSITIONING

Founded in 2003 LGV Avvocati has established itself as a leading Italian law firm in all fields of IP (patent, copyright, trademark, know-how, design, competition), IT, privacy & cybersecurity, advertising and business law and as specialists of new technologies, including AI driven applications. Its wide-spread client base is both foreign and Italian. LGV values a dynamic and international professional team environment and has a broad experience in dealing with transborder issues, involving in particular Europe, USA and Asian countries, offering a department dealing with Germany and other German-speaking countries. LGV advises clients in relation to acquisition, promotion, circulation of IP assets, ranging from the creation and filing of trademarks and designs to the development of brand-building and enforcement strategies, as well as support in drafting and negotiating all kinds of contracts for IP assets. LGV also assists clients in lobbying activities, compliance consultancy and IP-protection during trade shows, also abroad. In litigation LGV offers an unrivalled competence, acquired over the years in relation to enforcement programs concerning both national and international profiles. LGV aims at accompanying companies in increasing their awareness of their own value, an approach that is condensed in the slogan:

Lawyers Generating Value

BUSINESS

- Patents
- Copyright
- Trademarks
- Design
- Media & Entertainment
- IT, internet & E-commerce
- Privacy & Cybersecurity
- Corporate & Business
- Advertising
- Competition & Antitrust
- Compliance
- Litigation & Arbitration

Client testimonials :

“We appreciate that they are always available, even in emergencies, ready to analyse issues with us and find the best way to handle them, achieving the planned objectives and keeping to the budget.”

“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.”

“Simona Lavagnini is an exceptional professional, always available and ready to support us for any eventuality. Over years of consultancy, an excellent relationship has been established with the lawyer.”

“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.”

“They are a great team with smart people, and we value having a German native speaker.”

“It is a boutique that – precisely because of its characteristics and dimensions – is able to devote particular attention to the customer. Professionals are always prepared on the needs of the company that they follow step by step and of which they know the business and dynamics.”

CONTACT

Luigi Goglia: l.goglia@lgvavvocati.it

Simona Lavagnini: s.lavagnini@lgvavvocati.it

Tankred Thiem: t.thiem@lgvavvocati.it

Top Advisors Directory
LAW FIRMS

Country
ITALY

ORSINGERH ORTU
AVVOCATI ASSOCIATI



Via Privata Fratelli Gabba, 3
20121 Milan
Phone: +39 02 89 07 50 50
Fax: +39 02 62 08 60 08

www.orsinger.com



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



CONTACT

Domenico Colella: domenico.colella@orsinger.com
Marco Consonni: marco.consonni@orsinger.com

Matteo Orsingher: matteo.orsinger@orsinger.com
Fabrizio Sanna: fabrizio.sanna@orsinger.com

 Top Advisors Directory
LAW FIRMS

 Country
ITALY

SPHERIENS

 Piazza Libertà 13, Viale Don
Minzoni 1, 50129 Firenze
Phone: +39 055 26 33 81
Fax: +39 05 52 63 38 00
www.spheriens.com



Pier Luigi Roncaglia



Gabriele Lazzeretti



Carloalberto Giovannetti



Francesco Rossi



Noemi Parrotta



Giacomo Moleri

POSITIONING

We are a close-knit team of attorneys and professionals with a strong passion for intellectual property as well as a longstanding experience in this field. We are driven by a commitment to provide our clients with the highest quality of service to best protect and enhance the value of their intellectual property assets.

It is our belief that solutions must be tailor-made for each client's needs and that various areas of expertise and a variety of approaches are key to determining the best legal strategies. For this reason, we specialize in all areas of intellectual property, and work with equal dedication and expertise in civil, criminal, administrative, customs, extrajudicial and contractual ambits, both in Italy and before EU Courts.

Our approach to all cases is global and interdisciplinary. When called for, we use unconventional and creative solutions, sometimes pursuing new avenues in intellectual property. Though it is our job to analyze all aspects of a case, we believe that our advice to clients must always be clear and to the point. We strive to work pragmatically and cost-effectively while never losing our broader vision.

We know that every client has unique business needs and objectives. To best serve our clients, we need to think as they do and never stop learning from them. Understanding each client's history, day-to-day activity and vision for the future is essential to promoting and protecting its interests and priorities.

We privilege simplicity and clarity.

Our reach is international to fully support our clients in meeting the challenges of the global marketplace.

At Spheriens we provide legal assistance in all areas of intellectual property law as well as in all fields relevant to the protection of intangible assets, with a particular focus on fashion and luxury goods.

BUSINESS

- Intellectual property and patents
- Data protection
- Unfair competition
- Trademarks
- Fashion Law

OFFICES

- **Florence**
Piazza Libertà 13
Viale Don Minzoni 1
50129 Firenze
- **Rome**
Palazzo Besso
Largo di Torre Argentina, 11
00186 Roma
- **Milan**
Via Vincenzo Monti 11,
20123 Milano

CONTACTS

Pier Luigi Roncaglia: pierluigi.roncaglia@spheriens.com

Gabriele Lazzeretti: gabriele.lazzeretti@spheriens.com

Carloalberto Giovannetti: carloalberto.giovannetti@spheriens.com

Francesco Rossi: francesco.rossi@spheriens.com

Noemi Parrotta: noemi.parrotta@spheriens.com

Giacomo Moleri: Giacomo.moleri@spheriens.com

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO

AROCHI & LINDNER

ABOGADOS | ATTORNEYS AT LAW | EST. 1994

 Insurgentes Sur 1605-Piso 20 San José Insurgentes 3900, CDMX México
Phone: +52 55 5095 2050
info@arochilindner.com
www.arochilindner.com



Roberto Arochi



Heidi Lindner



Jorge Mier y Concha



Ricardo Sanguino



José Antonio Arochi

POSITIONING

Arochi & Lindner is a premier law firm with offices in Mexico and Spain and more than 29 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 29 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

CONTACTS

Roberto Arochi, Partner: rarochi@arochilindner.com

Heidi Lindner, Partner: hindner@arochilindner.com

Jorge Mier y Concha, Partner: jmier@arochilindner.com

Ricardo Sanguino, Partner: rsanguino@arochilindner.com

José Antonio Arochi, Associate: jarochi@arochilindner.com

Top Advisors Directory
LAW FIRMS

Country
MEXICO

BASHAM 1912



Paseo de los Tamarindos No. 100,
Piso 5, Bosques de las Lomas.
Alcaldía Cuajimalpa de Morelos,
CP 05120, Ciudad de México.
Phone: +(52 55) 5261 0400
Fax: +(52 55) 5261 0496
basham@basham.com.mx

www.basham.com.mx



Eduardo Kleinberg



Adolfo Athie



Claudio Ulloa



Juan Carlos Hernández



Eduardo Castañeda



Mariana Vargas



Mariana González

POSITIONING

Basham, Ringe y Correa is a full service law firm with strong presence in Latin America. Basham established in Mexico in 1912, has more than 110 years of experience assisting clients in doing business throughout Mexico and abroad.

The firm's large group of lawyers and support staff are committed to maintain the highest professional and ethical standards. In addition, Basham's lawyers actively participate in worldwide associations, as well as in international transactions. This in turn improves the firm's growing capacity to serve its clients by constantly adjusting to the dynamics of the global business environment for over a century.

The firm's clients include financial institutions, individuals, medium-sized companies and prominent international corporations, such as the The Coca-Cola Company, Canon, Volvo, America Movil, Kia Motors among others.

The intellectual property practice group of Basham is one of the largest and most important in Mexico and is dedicated to the protection of some of the world's most famous trademarks, patents and copyright.

The firm provides legal assistance in connection with patents, industrial models and designs, trademarks and names, slogans, copyright, and all other related legal matters.

The firm's IP services are very broad and encompass all aspects including developing strategies, advising on tax issues, carrying out civil, administrative and criminal litigation, and developing measures to protect IP rights and prevent piracy.

We operate in the Spanish, English, French, German, Portuguese and Chinese languages.

BUSINESS

- Industrial Secrets
- Trademarks and Copyright
- Litigation and Licensing
- Industrial Creations
- Franchising
- Patents
- Information Technologies



Santiago Zubikarai

OFFICES

- Mexico city
- Monterrey
- Querétaro
- Leon

SOCIAL MEDIA

- @bashamlegal
- @Basham, Ringe y Correa
- @bashamlegal
- @Basham, Ringe y Correa

CONTACTS

Eduardo Kleinberg, Partner: kleinberg@basham.com.mx
Adolfo Athie, Partner: aathie@basham.com.mx
Claudio Ulloa, Partner: culloa@basham.com.mx
Juan Carlos Hernandez, Partner: jhernandez@basham.com.mx

Eduardo Castañeda, Partner: ecastaneda@basham.com.mx
Mariana Vargas, Partner: mvargas@basham.com.mx
Mariana González, Partner: mgonzalez@basham.com.mx
Santiago Zubikarai, Partner: szubikarai@basham.com.mx

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO

BE THE IP

Bezares ♦ Torres ♦ Hernández

 Bosque de Ciruelos #140, interior 606,
Colonia Bosques de las Lomas,
Alcaldía Miguel Hidalgo, Ciudad de
México, México. C.P. 11700
Phone: 55 1549- 5543
info@betheip.mx
www.betheip.mx



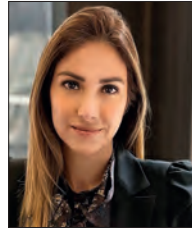
Alejandro Hernández



Emilio Torres



Gerardo Bezares



Erika Córdova



Rodrigo Calderón

POSITIONING

At BE THE IP 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

CONTACTS

Alejandro Hernández, Partner: alejandrobetheip.mx

Emilio Torres, Partner: emiliobetheip.mx

Gerardo Bezares, Partner: gerardobetheip.mx

Erika Córdova, Partner: erikabetheip.mx

Rodrigo Calderón, Partner: rodrigobetheip.mx

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO



BC&B.
LAW & BUSINESS
Est. 1969
Becerril, Coca & Becerril

 Leibnitz 117 PH1, Col. Anzures
Miguel Hidalgo
11590, Mexico City
Phone: +52 55 5263-8730
Fax: +52 55 52638731
main@bcb.com.mx
www.bcb.com.mx



Juan Carlos Amaro



Octavio Espejo



Raúl Herrera

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

• **Mexico City Office**
Leibnitz 117 PH1, Col. Anzures
Miguel Hidalgo, 11590
Mexico City
Phone number: +52 55 5263-8730
main@bcb.com.mx

• **Guadalajara Office**
Av. Empresarios 135, 7th Floor
Col. Puerta de Hierro, 45116
Zapopan, Jalisco, Mexico
Phone number: +52 (33) 5351-3428
gdl@bcb.com.mx

CONTACTS

Juan Carlos Amaro: camaro@bcb.com.mx
Octavio Espejo: vespejo@bcb.com.mx

Raúl Herrera: rherrera@bcb.com.mx.

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO

bgbg

 Avenida Santa Fe 428, Torre I, Piso 14, Colonia Santa Fe, Cuajimalpa de Morelos, CP. 05348, CDMX, México.
Phone: +52 555 292 5232
info@bgbg.mx

www.bgbg.mx / www.bgbg.es



Hector E. Guzmán-Rodríguez



Carlos A. Bello-Hernández



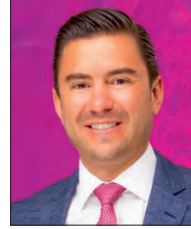
Lilia Aguilar Herrera



Miguel Gallardo Guerra



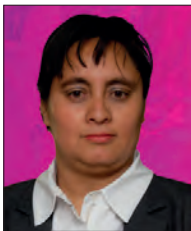
Federico De Palacio-Ruiz Cabañas



Javier Pérez Moreno



Juan Carlos Morales-de-Teresa



Marcela Arellano Lucatero



Carlos Díaz Sobrino



Elia Sosa Pérez



Jonathan Rangel Lora



Juan F. Bonequi Herrera



Agustín Benjamín Escamilla Alfaro



Juan Manuel Sancho Rodrigo



Juan Carlos Tejado



Alejandro Stamoglou



Ricardo Sánchez Gil

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.

- **Querétaro**
Prol. Tecnológico 950, 5th floor, San Pablo, Santiago de Querétaro, Qro. Mexico
Phone: +52 (442) 980 0241
info@bgbg.mx

OFFICES

- **Madrid**
Avenida de Europa 29 -1º
Madrid 28020
Spain
Phone: +34 91 192 00 17
info@bgbg.mx

BUSINESS

- Data Protection/Information Society
- TMT (Telecoms, Media & Technology)
- Sports, e-Sports & Entertainment
- Intellectual Property
- Litigation/Dispute Resolution
- Banking & Finance
- Corporate/M&A

- Energy and Infrastructure
- Government Procurement
- Insurance/Reinsurance
- Real State & Venture Capital
- Compliance
- Health
- Migration

CONTACTS

Hector E. Guzman-Rodríguez: hguzman@bgbg.mx
Carlos A. Bello-Hernandez: cbello@bgbg.mx
Lilia Aguilar: laquilar@bgbg.mx
Miguel Gallardo-Guerra: mgallardo@bgbg.mx
Federico De Palacio-Ruiz C.: fdelpalacio@bgbg.mx
Juan Carlos Morales-de-Teresa: jcmorales@bgbg.mx

Marcela Arellano Lucatero: marellano@bgbg.mx
Carlos Díaz Sobrino: cdiaz@bgbg.mx
Elia Sosa Pérez: esosa@bgbg.mx
Jonathan Rangel Lora: jrangel@bgbg.mx
Juan F. Bonequi Herrera: jbonequi@bgbg.mx
Javier Pérez Moreno: jperez@bgbg.mx

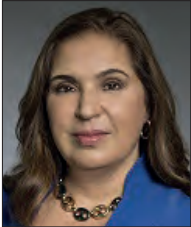
Juan Manuel Sancho Rodrigo: jsancho@bgbg.mx
Juan Carlos Tejado: jctejado@bgbg.mx
Benjamín Escamilla Alfaro: bescamilla@bgbg.mx
Alejandro Stamoglou: astamoglou@bgbg.mx
Ricardo Sánchez Gil: rsanchez@bgbg.mx

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO

DUMONT[®]
Your ideas. Our business.

 Av. Insurgentes Sur 1898, Pent
Office 21 Floor, Col. Florida,
C.P. 01030 Alc. Álvaro Obregón,
CDMX, México.
Phone: +52 55 53226230
mail@dumont.com.mx
www.dumont.com.mx



Laura Collada
Managing Partner



Christian Thomae
Partner and Head of
Trademarks



Victor Garrido
Partner and Head of
Patents



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

CONTACTS

Laura Collada, Managing Partner: lcollada@dumont.com.mx
Christian Thomae, Partner & Head of Trademarks: cthomae@dumont.com.mx

Victor Garrido, Partner & Head of Patents: vgarrido@dumont.com.mx
Israel Escobedo, Partner & Head of Litigation: iescobedo@dumont.com.mx

Top Advisors Directory
LAW FIRMS

Country
MEXICO



OLIVARES®



Pedro Luis Ogazón 17
Col. San Ángel
Ciudad de México 01000
CDMX, México
Phone: +52 (55) 5322 3000
olivlaw@olivares.mx
www.olivares.mx



Sergio L. Olivares Jr.



Luis C. Schmidt



Gustavo A. Alcocer



Alejandro Luna F.



Alonso Camargo



Daniel Sánchez



Abraham Díaz



Víctor Ramírez



Armando Arenas



Rommy Morales



Jaime Rodríguez

POSITIONING

Our mission is to provide innovative solutions and highly specialized legal advice for clients facing the most complicated legal and business challenges in Mexico. OLIVARES is continuously at the forefront of new practice areas concerning copyright, litigation, regulatory, anti-counterfeiting, plant varieties, domain names, digital rights, and internet-related matters, and the firm has been responsible for precedent-setting decisions in patents, copyrights, and trademarks.

Our firm is committed to developing the strongest group of legal professionals to manage the level of complexity and interdisciplinary orientation that clients require. During the first decade of the 21st century, the team successfully led efforts to reshape IP laws and change regulatory authorization procedures in Mexico, not only through thought leadership and lobbying efforts, but the firm has also won several landmark and precedent-setting cases at the Mexican Federal and Supreme Courts levels, including in constitutional matters.

Today, the team at OLIVARES includes 11 partners and more than 45 associates working across intellectual property, regulatory, administrative, civil, and commercial and corporate law, serving many different industries, and is constantly awarded for excellence in legal service. We aim to utilize every available resource to help clients achieve optimum results, protecting their business interests, intellectual property and other rights at every level and through the applicable administrative or judicial venue, in order to maximize successful outcomes - all while maintaining an overarching goal of contributing to Mexico's broader stance in the global economy and for the greater good of the Mexican people.

- Providing exceptional legal services that result in client growth and business success.
- Creating an atmosphere where lawyers, technical experts and staff, work together on solutions that lead to brilliant achievements.
- Inspiring improvements to the legal landscapes in Mexico that Foster.

Also we are designated by CEMEFI as an ESR "Empresa Socialmente Responsable" (Socially Responsible Company), officially recognized for our commitment to responsible practices, including social responsibility, ethical conduct, and corporate governance.

KNOWLEDGE • INNOVATION • RESPONSIBILITY • TRUST

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

CONTACTS

Sergio L. Olivares Jr., Partner: sergio.olivares@olivares.mx

Luis C. Schmidt, Partner: luis.schmidt@olivares.mx

Gustavo A. Alcocer, Partner: gustavo.alcocer@olivares.mx

Alejandro Luna F., Partner: alejandra.luna@olivares.mx

Alonso Camargo, Partner: alonso.camargo@olivares.mx

Daniel Sánchez, Partner: daniel.sanchez@olivares.mx

Abraham Díaz, Partner: abraham.diaz@olivares.mx

Víctor Ramírez, Partner: victor.ramirez@olivares.mx

Armando Arenas, Partner: armando.arenas@olivares.mx

Rommy Morales, Partner: rommy.morales@olivares.mx

Jaime Rodríguez, Partner: jaimed.rodriguez@olivares.mx

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO

Regalado & Galindo 

 Av. Minerva 297, Col. Florida,
Alcaldía Álvaro Obregón,
CDMX, 01030, México
Phone: + 52(55) 5611-0469
Email: rgl@rgl.mx
www.rgl.mx



Edward Martin Regalado



Oliver Galindo Ávila

POSITIONING

Regalado & Galindo Abogados is a boutique law firm with a global mindset. We approach each case with a thorough and innovative analysis, incorporating a business-oriented perspective that recognizes litigation as a last resort. As our institutional clients expand their operations throughout the country, we provide them with legal support across Mexico and Latin America via our extensive network of correspondents. At Regalado & Galindo Abogados, we value every client and strive to provide them with personalized services.

Mr. Galindo is a skilled lawyer with over 20 years of experience in the field of Intellectual Property. In addition to his expertise in this area, he also specializes in regulatory law, administrative litigation, the right of personality and publicity, and freedom of expression. Having completed postgraduate studies in Japan and Germany, he gained invaluable experience working at esteemed firms. Notably, he served as a partner for over three years at the largest of the “Big Four” firms, where he led the intellectual property practice in Mexico.

With over 20 years of experience, Mr. Regalado is a highly regarded expert in civil and commercial law, both in litigation and arbitration. His practice encompasses a diverse range of legal fields, including administrative, constitutional, and human rights law, as well as patrimonial responsibility of the state due to irregular acts, international law, financial law, real estate, insurance and bonds, energy law, leases, and escrows. Mr. Regalado also excels in managing complex disputes involving conflicts of rights and jurisdictions.

BUSINESS

- Intellectual Property
- Civil Litigation

CONTACTS

Edward Martin Regalado, Founding Partner: eregalado@rgl.mx

Oliver Galindo Ávila, Founding Partner: ogalindo@rgl.mx

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO



 Halley No. 21, Colonia Anzures,
Alcaldía Miguel Hidalgo, C.P.
11590, Ciudad de México.
Phone: +52 55 5280 2789 /
+52 55 5280 2794
info@riosabogados.com

www.riosabogados.com



Agustín Ríos



Fátima Cambroneró

POSITIONING

We are R1OS Abogados, the legal firm expert in taking care of you and effectively protecting your interests, and we have been so for 25 years when we committed ourselves to perfectly fulfill each of your legal requirements. These years taking care of our clients requires commitment; therefore, we are experts in the most important and innovative legal areas, such as: IT law, privacy and data protection, corporate law, intellectual and industrial property, copyright, artificial intelligence, digitalization and litigation that together with our always prompt and effective response, have led us to be one of the leading legal boutiques throughout Mexico.

BUSINESS

- IT Law
- Internet
- Data Protection
- Privacy
- Industrial and Intellectual Property
- E-commerce
- Domain Name
- Corporate Law
- Civil and Commercial Law
- Administrative Law
- Litigation

CONTACTS

Agustín Ríos: arios@riosabogados.com

Fátima Cambroneró: fcambroneró@riosabogados.com

 Top Advisors Directory
LAW FIRMS

 Country
MEXICO

SPECIFIC IP
MÉXICO

 Corporate Headquarters:
World Trade Center CMX
Montecito 38, 37th Floor, Office
#34, Nápoles, Benito Juárez
C.P. 03810, CDMX Mexico
Phones: +52 55 9001 5400
+52 55 9001 5401
info@specificip.com
www.specificip.com



Gilberto Sánchez



Eduardo Vázquez



Oscar Ochoa



María Fernanda Araujo

POSITIONING

SPECIFIC IP is a leading law firm specializing in intellectual property, situated in Mexico City. With over twenty-five years of collective experience among their founders, partners, and associates, they offer tailored services in intellectual and industrial property. Their track record showcases success both domestically and internationally, positioning them as a trusted name in the field.

Driven by dedication, perseverance, and active participation in global intellectual property events, SPECIFIC IP has forged strategic partnerships with law firms and offices specializing in intellectual property across Europe, Asia, Oceania, Africa, the United States, Canada, and Latin America. Annually, they reassess their objectives, aiming for continual growth and the strengthening of alliances to better serve their clients.

At SPECIFIC IP, they pride themselves on their personalized and responsive approach, combining the agility of a boutique firm with the expertise of a major law firm. Their team of specialists and seasoned litigators simplifies the complexities of intellectual property law, offering practical and effective solutions tailored to their clients' needs. Their comprehensive services encompass intellectual property, copyrights, administrative and industrial property litigation, and Amparo proceedings.

With a solid reputation built over two decades, SPECIFIC IP is poised to become one of Mexico's premier boutique firms. They are renowned for their meticulous attention to their clients' affairs, consistently delivering optimal solutions and ensuring their issues are resolved in the most favorable manner. Trust SPECIFIC IP for unparalleled service and results.

Specific IP
Taking care of your IDEAS

CONTACTS

Gilberto Sánchez, Managing Partner: gilberto@specificip.com
Eduardo Vázquez, Partner: eduardo@specificip.com

Oscar Ochoa, Associate: oscar@specificip.com
María Fernanda Araujo, Associate: fernanda@specificip.com

BUSINESS

- Intellectual Property Protection
- Trademark Registration and Maintenance
- Patent Prosecution
- Copyright Registration and Enforcement
- Trade Secret Protection
- Intellectual Property Licensing
- Intellectual Property Litigation
- IP Due Diligence
- Domain Name Disputes
- Intellectual Property Portfolio Management

SOCIAL MEDIA

 <https://www.facebook.com/SpecificIP>

 <https://mx.linkedin.com/company/specific-ip/>

 <https://twitter.com/SPECIFICIP>

 https://www.instagram.com/specific_ip/

Top Advisors Directory
LAW FIRMS

Country
PERU



Av. El Polo 405, Of. 610,
Santiago de Surco,
Lima 15023, PERU
Phone: +511 713 9960
contacto@barlaw.com.pe
www.barlaw.com.pe



Adriana Barrera



María Inés Herrera



Medalith Albarracín



Andrea Chunga



Catherine Escobedo



María Julia Goicochea



Sandra Arredondo



Carlos Pulcha



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-seven 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 13 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 2024 our firm have been nominated as Best Peruvian IP firm and our managing partner Adriana Barrera as Latam Practitioner of the year 2024 by Managing IP. Also, Leaders League have nominated BARLAW as Firm of the Year 2024. In 2023, BARLAW was recognized as Trademark Firm of the year in The Global IP Awards by World Trademark Review y IAM Magazine. Also, last year, IP Stars, from Managing IP, highlighted our partner Adriana Barrera for fifth year in a row among the Top 250 Women in IP and considered our partners Adriana Barrera and Maria Ines Herrera as Trademark Stars 2023. Likewise, World Trademark Review recognized Adriana Barrera as a Global Leader in Private Practice for second year in a row.

BARLAW is committed with diversity, inclusion and, recently, with sustainability 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 and WIPR.

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/barlawpe-ru?r=nametag>

CONTACTS

Adriana Barrera, Managing Partner: abarrera@barlaw.com.pe
María Inés Herrera, Senior Partner: mherrera@barlaw.com.pe
Medalith Albarracín, Partner: malbarracin@barlaw.com.pe
Andrea Chunga, Senior Associate: achunga@barlaw.com.pe
Catherine Escobedo, Of Counsel: cescobedo@barlaw.com.pe

María Julia Goicochea, Associate: mgoicochea@barlaw.com.pe
Sandra Arredondo, Associate: sarredondo@barlaw.com.pe
Carlos Pulcha, Associate: cpulcha@barlaw.com.pe
Giovanna Vila, Associate: gvila@barlaw.com.pe

 Top Advisors Directory
LAW FIRMS

 Country
PERU

DiezCanseco

ABOGADOS

 Av. La Mar 662 Of. 201 – Miraflores,
Lima 18 – Perú
Phone: (+51 1) 711 0125
administracion@dclegal.pe
www.diezcanseco.pe



Luis Diez Canseco



Robert Venero



José Gonzáles



Roxana Arellano



Daniel Schmerler



Omar Alvarado



Marta Fernández Pepper



Danny Alcarraz

POSITIONING

Diez Canseco is a highly specialized law firm which has been consistently devoted to address the most complex matters required by our clients mainly in the Competition, Intellectual Property, Telecommunications, Media and Technology (TMT) and Data Privacy fields. Regardless of how challenging or one-in-a-kind the mandates entrusted to us are, we are committed to provide practical solutions in a language that is understandable not only by legal counsels but also by business teams.

Despite initially focusing on the four topics mentioned above, Diez Canseco has steadily grown over the past eight years, creating new departments and hiring capable partners and senior associates able to handle regulatory issues whether in public utilities sectors (such as electricity, water and sanitation, or oil and gas) or not; or matters concerning public law advice, life sciences and healthcare, merger clearances, as well as compliance needs. It goes without saying that despite expanding the range of their activities, Diez Canseco remains committed to offering a “boutique approach,” in which each project is constantly overseen by a Partner who is then actively involved in the delivery.

Litigation is ingrained in our DNA. Our firm is actively involved in litigating some of the high-profile antitrust matters, including major investigations derived from leniency programs, a leading case in the domain of the abuse of dominance in digital markets (with cross-border implications.), as well as acting in several merger control filings retained by Peruvian key players or even New-York based investment funds. Likewise, we cover unfair competition, advertising law, consumer protection, bureaucratic barriers, data privacy, bankruptcy law and dumping and subsidies cases in Peru and the Andean Community. Furthermore, in line with our interest to assist our clients not only in a reactive but also in a proactive way, we have made significant efforts to strengthen our involvement in compliance programs, the issuance of opinions concerning commercial initiatives, and daily advice on ordinary course of business issues.

Due to our high level of specialization in the broadest range of trademark, copyright, and even patent matters, national and international major players have sought us out in the area of intellectual property. We have been entrusted with Intellectual Property matters that go beyond Peruvian borders, being awarded with global portfolios of clients that require that Diez Canseco becomes a one-stop-shop for any trademark matters that may arise not only in Peru but across the world. Aside from prosecution work, we are particularly capable of handling disputes, litigation cases before authorities, private negotiations, contractual schemes like franchise and license agreements, or transactions involving intellectual property with the same level of expertise and speed. We are able to provide this service on a global scale and in numerous jurisdictions because to our extensive network of agents.

Unlike the vast majority of legal firms on the market, Diez Canseco has a team of professionals who take a unique approach, combining private expertise with extensive public background at the highest level of many government agencies. Almost all of our team has served as officers at the Peruvian competition and intellectual property agency (INDECOP), and we have former members of the telecommunications regulatory agency (OSIPTTEL), the energy and mining regulatory agency (OSINERGMIN), the United Nations Conference on Trade and Development (UNCTAD), the World Bank (WB), the World Intellectual Property Organization (WIPO), the Organization of American States (OAS), and the Andean Court of Justice. This powerful background, as well as the strong academic credentials of our team (professors and lecturers at Peruvian most prestigious universities) are key factors in encouraging deference for our views and arguments before the authorities.

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
- Dispute Resolution
- Enforcement and Anti-Counterfeiting Actions

CONTACTS

Luis Diez Canseco, Partner: ldiezcanseco@dclegal.pe / Competition - IP
Robert Venero, Partner: rvenero@dclegal.pe / Competition
José Gonzáles, Partner: jgonzales@dclegal.pe / Competition - TMT
Daniel Schmerler, Partner: dschmerler@dclegal.pe / Regulatory - Bankruptcy

Omar Alvarado, Partner: oalvarado@dclegal.pe / Competition - IP - TMT
Roxana Arellano, Partner: rarellano@dclegal.pe / Competition - Public Law
Marta Fernández Pepper, Partner: mfernandez@dclegal.pe / IP - Life Sciences
Danny Alcarraz, Partner: dalcarraz@dclegal.pe / Public Law - TMT

 Top Advisors Directory
LAW FIRMS

 Country
PERU



 Av. Alvarez Calderon 185, Oficina
201, San Isidro, Lima 27-Perú
Phone: +5112225599 /
+5117156546
contacto@dscasahierro.pe
<http://www.dscasahierro.pe/>



Javier Duany



Jessica Ortiz

POSITIONING

At DS Casahierro Abogados, the needs of our clients 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 overcome the different obstacles that affect the interests of our clients and has allowed us to achieve leadership and develop adequate brand protection through anti-piracy and anticounterfeiting actions in ports, in marketplaces and online marketing.

Additionally, our Firm has advised clients from different sectors of the industry in the compliance of the legal framework for the administration and protection of a portfolio of trademarks, patents, copyrights, and new technologies, at national and international level, and the different litigations in Intellectual Property.

Likewise, our Firm has extensive experience in legal advice for the protection of personal data, through the registration of the personal data banks, preparation of consent forms, clauses, and privacy policies to obtain informed consent for the processing of personal data, attention to the rights of the owners of personal data, compliance with security measures to protect personal data, among others.

Finally, our Firm also provides preventive and litigation advice on antitrust, unfair competition, consumer protection, elimination of bureaucratic barriers, dumping and subsidies, and regulatory regulations 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

CONTACTS

Javier Duany, Partner: jduany@dscasahierro.pe
Jessica Ortiz, Partner: jortiz@dscasahierro.pe

 Top Advisors Directory
LAW FIRMS

 Country
PERU



 Bolognesi 125, Piso 9
Miraflores, Lima 18
Peru
Phone: +511 444-4326
Fax: +511 444-4102
email@colmenares.com.pe
www.colmenares.com.pe



Luis Gayoso Frayssinet



Carmen Arana



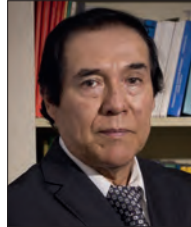
Liria Bustios



Guillermo Melgarejo



Yanet Tineo



Luis Antayhua



Ysella Arguedas



Ariana Gayoso



Guillermo Gayoso



Elisa Riveros



Diego Pozo

POSITIONING

Celebrating 120 years of unwavering commitment to safeguarding intellectual property, our firm stands as a beacon of professional ethics and adaptability. Through two world wars and into the modern era, we have diligently protected the interests of our clients worldwide. Our legacy is built on integrity, innovation, and the relentless pursuit of excellence in Patent and Trademark protection. As pioneers in our field, we embrace cutting-edge technologies and global strategies, ensuring our clients thrive in ever-evolving environments. Here's to another century of innovation, trust, and unparalleled service.

With more than 40 people working together with the single aim of offering the best Intellectual Property service in Peru, 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.

BUSINESS

- Trademark and Patent Searches
- Trademark and Patent Registrations
- Trademark and Patent Litigations
- Trademark and Patent Modifications
- Trademark Renewals
- Annuities
- Industrial designs and Utility Models registrations
- Domain name registrations and litigation
- Infringement actions at Customs
- Litigation in court

CONTACTS

email@colmenares.com.pe
www.colmenares.com.pe

Top Advisors Directory
LAW FIRMS

Country
PERU



Las Begonias 475, 6th floor
San Isidro
Peru
Phone: +51 1 6117000
www.munizlaw.com



Jorge Muñiz



Alex Sosa

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 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

Alex Sosa, Senior partner and Head: asosa@munizlaw.com

 Top Advisors Directory
LAW FIRMS

 Country
PERU



 Av. Reducto 1534, Miraflores
Lima 18
Peru
Phone: +511 241 45 45
k@kresaljaip.com
www.kresaljaip.com



Baldo Kresalja



Rosa María Kresalja



Marcela Robles



Roselina Liza

POSITIONING

We are well-known professionals in matters of defense and protection of the Intellectual Property thanks to our trajectory. We know the economic and business reality of the market, which allows us to offer the best alternatives and strategies to protect your investments.

Our team is formed by professional leaders in the field of defense of Intellectual Property with more than 50 years of experience.

We are recognized for our active editorial production on issues of legal doctrine. Our lawyers have been trained professionally in Intellectual Property regulatory organizations.

We are members of various national and international organizations related to Competition Law and Intellectual Property (INTA, ASIPI, APPI, among others).

Due to our trajectory in the defense of IP rights, we act as a hub for companies at a regional and global level.

BUSINESS

- IP Strategy
- Patents
- Utility Models
- Industrial Designs
- Trademarks
- Copyrights - Author Rights
- Enforcement
- IP Litigation
- Antitrust/Competition
- Advertising
- Consumers Law
- Food and Beverages Labeling
- Data protection
- Domain Names
- Contracts and agreements
- IP Commercialization
- Corporate Law
- Litigation

CONTACTS

Baldo Kresalja: k@kresaljaip.com

Rosa María Kresalja: ruzika@kresaljaip.com

Marcela Robles: mrobles@kresaljaip.com

Roselina Liza: kit@kresaljaip.com

Top Advisors Directory
LAW FIRMS

Country
PERU



Calle Los Laureles 670, interior
8, San Isidro, Lima, Perú
Phone: +51 994 322 612
info@mertzperu.com
www.mertzperu.com



Claudia Fernandini



Stephany Soto



Norberto Rodríguez



Yajaira Saavedra



Daniel Coaguila



Aldahir Romani

POSITIONING

At MERTZ, we dedicate ourselves to recognizing and protecting our clients' intellectual capital. Our added and differentiated value comes from our professionals' strategic and multidisciplinary approach to intellectual capital management.

We specialize in turning our clients' IP portfolios into a competitive advantage on an economic, legal, or technical basis. We see innovation as a cyclical process that must be controlled in order to produce outcomes that benefit the company, its people, and society as a whole.

At Mertz, we have the expertise and experience to use a variety of tools and services in our work with clients on R&D, innovation and entrepreneurial initiatives.

We provide a full range of IP filing, prosecution and litigation services. Our patent and non-patent literature research services offer high quality research solutions to our international clients, who are looking to outsource steps in their clearance processes.

Our services include R&D legal and IP support, innovation programs, TRL assessment, support for entrepreneurial activities, technology transfer assistance, as well as filing, prosecution, and litigation services. We help companies create and maintain IP portfolios that are aligned with their goals.

Along with comprehending technological sectors, our innovation services also involve work with the orange or creative economy, where we work with copyright intensive industries and initiatives, cultural and social based initiatives such as geographical indications, collective marks, Indigenous cultural intellectual property.

BUSINESS

- Access to Genetic Resources
- Copyright & Related Rights
- Data Privacy
- Geographical Indications
- Grants and Tax Benefits for Research and Innovation
- Health Registrations
- Industrial Designs
- Innovation
- IP Due Diligence
- IP education and consultancy
- Lifescience & Cropscience
- Plant Breeder's Rights
- Patents
- Slogans
- Startups
- Technology
- Trade Names
- Trade Secrets
- Trademarks
- Unfair Competition
- Utility Models


CONTACTS

Claudia Fernandini, Founding Partner: claudia@mertzperu.com
Stephany Soto, Founding Partner: stephany@mertzperu.com

 Top Advisors Directory
LAW FIRMS

 Country
PERU



 Av. José Larco 1232, Miraflores
15074, Lima, Perú.
Phone: +51 998 237 919
contacto@niubox.legal

www.niubox.legal



Oscar Montezuma

POSITIONING

Niubox is a premier consulting firm at the forefront of providing highly specialized legal counsel and strategic consulting services in public and regulatory affairs for the technology industry, alongside pioneering legal innovation solutions tailored for legal departments. With offices in Peru, Ecuador, and Colombia, Niubox offers comprehensive assessments of the legal and regulatory requirements for digital and technology businesses. This ranges from drafting terms and conditions for mobile applications to negotiating intricate core banking contracts with considerations for corporate structures and tax implications.

The firm has amassed extensive experience in tackling legal challenges posed by digital platforms, e-commerce ventures, and sharing economy businesses. These challenges encompass areas such as consumer protection, competition regulations, data privacy laws, and intellectual property rights. Niubox is adept at addressing the legal needs of innovation hubs and digital transformation projects as well.

In the realm of privacy and cybersecurity, Niubox is recognized as a market leader, offering a wide array of services including gap analysis, implementation of data protection frameworks, privacy by design assessments, data breach response, support in data governance, monetization strategies for big data projects, and compliance audits.

As the global fintech landscape evolves, Niubox remains at the forefront of providing legal and regulatory guidance, particularly in areas such as financial services innovation, tokenized economies, blockchain applications, cryptocurrencies, and digital assets. The firm specializes in offering tailored legal advice to navigate the challenges of web3 and the crypto economy.

Niubox also excels in public and regulatory affairs, designing strategies that integrate legal expertise with political insights and policy knowledge. This approach leverages a deep understanding of the digital ecosystem and engages key stakeholders to create a conducive environment for businesses while facilitating constructive dialogues with regulatory authorities.

Additionally, Niubox has established itself as a leader in legal innovation consultancy, focusing on legal design, operations, and technology for legal departments. This involves developing innovative solutions aligned with organizational goals, enhancing soft skills, and adapting to the demands of an increasingly digital and flexible business landscape.

The client base of Niubox spans Fortune 500 multinational technology corporations to emerging startups pioneering disruptive technologies, showcasing the firm's versatility and expertise across a spectrum of clients and industries.

BUSINESS

- Privacy & cybersecurity
- Competition, consumer and intellectual property
- Technology contracts and digital transformation
- Telecommunications law
- Entertainment and media
- Fintech, blockchain and cryptoassets.
- Public and regulatory affairs
- Legal innovation & legal tech.

OFFICES

- Peru
- Ecuador
- Colombia

CONTACTS

Oscar Montezuma Panez, CEO & Founder: omontezuma@niubox.legal

 Top Advisors Directory
LAW FIRMS

 Country
PERU



 Av. Primavera 517, of. 406
San Borja 15037
Lima, Peru
contacto@porto.legal
www.porto.legal



José Miguel Porto

POSITIONING

Porto Legal is a legal boutique with a passion for innovation and specialization in corporate, regulatory, and commercial matters, initially focused on the technology, media, and telecommunications (TMT) industry and the financial services and financial technology (Fintech) sector, and constantly expanding its practice areas to include real estate, corporate and mergers and acquisitions. The Porto Legal clientele ranges from international corporations to emerging startups that are developing cutting-edge technologies. The firm has set itself apart by offering a unique combination of traditional legal advice and a deep understanding of the technological advancements transforming various industries.

As the founder and managing partner of Porto Legal, Jose Miguel Porto, a seasoned attorney, and recognized industry practitioner, leads an exceptional team of lawyers with extensive subject matter expertise and profound knowledge in regulatory, corporate, and commercial affairs. The incorporation of Jessica Valdivia and Francisco Galvez, as partners of the firm in 2024, allows us to reinforce existing practice areas and open and expand into new practices; such as real estate, corporate and mergers and acquisitions.

Francisco Galvez has a twenty year-plus expertise acting as outside counsel for finance and real estate companies and is board member to several financial companies, advising on the corporate, finance and M&A strategy.

Jessica Valdivia is a twenty year plus lawyer specialized in corporate law, banking and finance, and at the forefront of microfinance in Peru. Her deep knowledge and experience in the public and private sectors contribute with an integral view to the services provided to our clients.

Porto Legal has established a strong presence in the Telecommunications, Media and Technology, Banking, Finance & Fintech sectors, offering comprehensive and specialized legal services to clients. The firm also has a leading venture capital practice that provides comprehensive legal services to startups and venture capital funds. The firm has a deep understanding of the venture capital ecosystem and its unique legal challenges. Porto Legal's attorneys have experience advising on all aspects of venture capital transactions, including fundraising, structuring and negotiating investments, and managing exits.

Porto Legal also has a strong focus on technology transactions and provides comprehensive legal advice to technology companies and businesses looking to leverage technology in their operations. The firm's technology transaction team has extensive experience in drafting and negotiating a wide range of agreements, including software licenses, SaaS agreements, cloud services agreements, technology development agreements, and many others. Additionally, Porto Legal advises clients on issues related to data privacy, cybersecurity, and intellectual property protection in the technology sector.

The firm has strengthened its corporate area bringing expert knowledge for corporate transactions in diverse economic sectors such as energy, mining, construction, retail, fishery, agriculture, banking, among others. The improved corporate area has deep understating of mergers and acquisitions, commercial contracts and real estate transactions.

With a focus on providing top-notch legal services and a personalized client experience, Porto Legal is committed to helping clients achieve their objectives and succeed in their respective industries.

BUSINESS

- Telecommunications
- Technology Transactions & Regulations
- Startups and Venture Capital
- Entertainment and Media
- Data Protection
- Fintech
- Banking and Finance
- Real Estate
- Corporate
- Mergers and Acquisitions

CONTACT

José Miguel Porto: jporto@porto.legal

 Top Advisors Directory
LAW FIRMS

 Country
PERU



 Jr. Batalla de San Juan 566-568 #7
Santiago de Surco
Lima 15039 - Perú
Phone: +(511) 7642456
scavialaw@scavialaw.com
www.scavialaw.com



Renzo Scavia

POSITIONING

Scavia & Scavia is a law firm based in Lima, Peru, that provides assistance in a wide range of legal areas, such as commercial, civil, administrative law and business contracts.

Particularly, the firm is 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 and prevent possible violations of the intellectual property rights of our clients.

The firm is part of famous alliances and associations of lawyers with global reach, such as INTA, AIPPI, ASIPI and LESI, having a network of first-class international law firms on all five continents at the service of its clients. Our founding partner is President of the Andean regional chapter at LESI and Certified Arbitrator in Intellectual Property of ASIPI.

Scavia & Scavia celebrates 20 years from its foundation, protecting your creations and offering solutions that 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
- Labor & Immigration Law
- Domain Names & E-Commerce
- Protection of Personal Data
- IP Litigation
- Customs & Border Measures
- Corporate Law & Contracts
- Civil and Administrative Law (Litigation and Dispute Resolution)
- Real Estate
- Taxation.

CONTACTS

Renzo Scavia, Founding Partner: rscavia@scavialaw.com

Angela Hurtado, International Department: ahurtado@scavialaw.com.

 Top Advisors Directory
LAW FIRMS

 Country
PORTUGAL



 Alameda dos Oceanos 41K-21,
Parque das Nações, 1990-207
Lisbon
Phone: +351 213 150 970/1
portugal@inventa.com
www.inventa.com



Daniel Reis Nobre



Tiago Reis Nobre



Vitor Palmela Fidalgo



Vera Albino



Inês Monteiro Alves



João Pereira Cabral



Diogo Antunes

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, DR Congo, 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

OFFICES

PORTUGAL

- Lisbon

ANGOLA

- Luanda

MOZAMBIQUE

- Maputo

NIGERIA

- Lagos

DR CONGO

- Kinshasa

CONTACTS

Daniel Reis Nobre, Managing Partner: dreis@inventa.com

Tiago Reis Nobre, Managing Partner: treis@inventa.com

Vitor Palmela Fidalgo, Legal Director: vfidalgo@inventa.com

Vera Albino, Legal Manager: valbino@inventa.com

Inês Monteiro Alves, Legal Manager: ialves@inventa.com

João Pereira Cabral, Legal Manager: jcabral@inventa.com

Diogo Antunes, Legal Manager: dantunes@inventa.com

 Top Advisors Directory
LAW FIRMS

 Country
PORTUGAL

rcf® **PROTECTING
INNOVATION** >

 Rua Tomás Ribeiro, nº 45 - 2º
1050-225 Lisboa
Portugal
Phone: +351 210 545 500
Fax : +351 213 978 754
mail@rcf.pt
www.rcf.pt



Patricia Rodrigues



Pedro Alves Moreira



Cláudia Amorim



Elsa Canhão



Jorge Faustino



João Jorge



António Trigueiros de
Aragão

POSITIONING

RCF - Protecting Innovation is a leading Intellectual Property Consulting & Services firm, based in the E.U..

Our staff includes Official Industrial Property Attorneys who act before the Portuguese PTMO (INPI - Instituto Nacional da Propriedade Industrial), European Trademark and Design Attorneys who act before the EUIPO - European Union Intellectual Property Office, and European Patent Attorneys who act before the EPO - European Patent Office for European patents.

Our firm is also present in Angola, Cape Verde Islands, East Timor, Macao, Mozambique, Sao Tome and Principe and Singapore.

Founded in Portugal in 1929, RCF - Protecting Innovation is internationally recognized by the most relevant IP firms around the world enjoying a longstanding network of IP partners and enabling world-wide support for all IP-related matters, following the highest standards of the sector.

Our mission is to provide our clients and partners with the highest quality technical, legal and strategic consulting and services, through a multidisciplinary approach, regarding innovation and IP matters.

BUSINESS

- Applications
- Arbitrages
- Disputes
- Specialized Surveillance
- Technical Analysis
- Technical Translations
- Trademark searches
- Analysis and follow-up of R&D
- Support for internationalization
- Searches of the state of art in Technological related Rights and Distinctive Trade Signs Rights
- Management, maintenance and monitoring of portfolios, trademarks and designs
- Representation (preparation of applications and prosecution) near the relevant Institutes: INPI – PT, EUIPO – European Union Intellectual Property Institute, EPO – European Patent Office, WIPO – World Intellectual Property Organization and with the local Register Offices in countries considered relevant, in particular, Portugal, Macau, Angola, Mozambique, Brazil, Cape Verde, São Tomé and Príncipe and cautionary notices in East Timor.
- Analysis (including “freedom to operate”, patentability and validity opinions) and technical and strategic follow-up.

CONTACTS

Patricia Rodrigues, Trademarks Department Head: patricia.rodriques@rcf.pt

Pedro Alves Moreira, Trademarks Department: pedro.moreira@rcf.pt

Cláudia Amorim, Trademarks Department: claudia.amorim@rcf.pt

Elsa Canhão, Trademarks Department Head: elsa.canhao@rcf.pt

Jorge Faustino, Patents and Design Department Head: jorge.faustino@rcf.pt

João Jorge, Member of the Board, COO: joao.jorge@rcf.pt

António Trigueiros de Aragão, Member of the Board, CEO: ata@taglobal.pt

Top Advisors Directory
LAW FIRMS

Country
PORTUGAL

**TRAVASSOS
ALBUQUERQUE**
& Associados - Sociedade de Advogados RL

Rua Joaquim Antonio de
Aguiar, 45 4 Esq
1070-150 Lisbon, Portugal
Phone: +351 218 281 132
daf@taa.pt
www.taa.pt



**João
de Travassos**



**Inês
de Almeida Albuquerque**



**Lília
Emídio Carvalho**



**Joana Cruz
Nune**



**Margarida
Mota de Morais**



Carine Moreira

POSITIONING

Founded in 2014, Travassos, Albuquerque & Associados is a young law firm, composed of young lawyers, with a matrix of multidisciplinary and internationalization, which brings together an eclectic personal and professional experiences whose result is revealed in dedication and commitment. Since its foundation, its activity has focused on advising companies, in all business and operations matters, with special emphasis on the technology and software sector.

- IP and Information Technology
- Commercial, corporate and M&A
- Employment Law
- Public procurement
- Privacy and Personal Data Protection
- Real estate and construction
- Arbitration and Litigation

CONTACTS

João de Travassos, Partner: travassos@taa.pt
Inês de Almeida Albuquerque, Partner: albuquerque@taa.pt
Lília Emídio Carvalho, Principal associate: lilia.carvalho@taa.pt
Joana Cruz Nune, Associate: joana.cruz@taa.pt
Margarida Mota de Morais, Associate: mmm@taa.pt
Carine Moreira, Associate: carine.moreira@taa.pt

 Top Advisors Directory
LAW FIRMS

 Country
RUSSIA

 **SojuzPATENT**
Since 1922

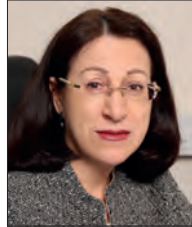
 13 Bldg. 5 Myasnitskaya St.,
101000 Moscow, Russia
Phone: +7 495 2218880
Fax : +7 495 2218885
info@sojuzpatent.com
www.sojuzpatent.com



Svetlana B. Felitsyna



Dmitry Yu. Ekenin



Tamara S. Fomicheva



Tatiana V. Petrova



Maxim V. Mikhailov

POSITIONING

Sojuzpatent is the oldest leading law firm providing IP protection services in Russia and the former Soviet Union.

Sojuzpatent's team of over 160 qualified specialists includes 50 registered Russian and Eurasian patent and trademark attorneys and litigation lawyers offering incisive and highly practical expertise in all disciplines of science and technology.

The firm originated with the establishment of its predecessor, the Patent Bureau, which was a structure of the Soviet Chamber of Commerce and Industry. For many years, Sojuzpatent was the only patent and trademark law firm in the Soviet Union that was authorised to deal with IP protection and assist Soviet inventors in obtaining protection for their inventions, industrial designs and trademarks on exported goods. It also rendered IP services to foreign entities. After the dissolution of the Soviet Union, Sojuzpatent became a limited liability partnership owned by its attorneys. Sojuzpatent is proud of its history. Our team members consistently bring the successes of the past into their daily work routines while confidently preparing for the future.

Sojuzpatent provides client services within and outside the Russian Federation on patenting inventions, utility models, industrial designs, selection achievements, trademark registration (service marks), appeals (origin of goods), selection achievements, domain names, software, databases and integrated circuits.

Sojuzpatent attorneys file between 2,000 and 3,000 patent applications and between 1,000 and 2,000 trademark and design applications each year. It pays annuities for more than 50,000 patents and renews about 1,500 trademarks each year.

Sojuzpatent uses customised software, has strictly defined the workflow rules of documents in circulation and fine-tuned the necessary internal procedures – all of which helps to process large volumes of data. Sojuzpatent's professional liability is covered by a policy issued by one of the world's top insurers. Sojuzpatent's lawyers successfully represent their clients before the Russian Chamber for Patent Disputes and all Russian courts, as well as before some foreign courts.

The firm's professionals have extensive experience in trademark, patent and design prosecution and enforcement, including opposition proceedings, cancellations, infringement, anti-counterfeiting and parallel import cases, and advise on IP commercialisation, including drafting licences and other IP agreements.

BUSINESS

- Inventions And Utility Models
- Industrial Designs
- Trademarks, Appellations Of
- Origin Of Goods
- Selection Achievements
- Patent Search
- Legal Services
- Technology Transfer & License
- Agreements
- Computer Software & Databases
- Domain Names

CONTACTS

info@sojuzpatent.com

Svetlana B. Felitsyna, Managing Partner: Felitsina@sojuzpatent.com

Dmitry Yu. Ekenin, Deputy Managing Partner | Financial director: Ekenin@sojuzpatent.com

Tamara S. Fomicheva, Deputy Managing Partner | Head of Patent Department: Fomicheva@sojuzpatent.com

Tatiana V. Petrova, Head of Trademark department: Petrova@sojuzpatent.com

Maxim V. Mikhailov, Head of Legal Department: Mikhailov@sojuzpatent.com

 Top Advisors Directory
LAW FIRMS

 Country
SWITZERLAND

Homburger

 Prime Tower
Hardstrasse 201
CH-8005 Zurich
Phone: +41 43 222 10 00
lawyers@homburger.ch
www.homburger.ch



Georg Rauber



Gregor Bühler



Andri Hess



Luca Dal Molin

POSITIONING

IP / IT practice

Our IP / IT Team provides support in litigation, administrative proceedings and transactions in all areas of intellectual property, media, IT and privacy/data protection. We are fascinated by technology and support enterprises and entrepreneurs with all aspects of technological change.

Representation Before Courts and Authorities

- We represent clients before courts, arbitral tribunals, and authorities in proceedings relating to intellectual property and matters with a particular focus on technology. Our core competencies include:
- Disputes on validity and enforcement of patents, trademarks, industrial designs, copyrights, software or business secrets
- Disputes about IT matters (such as rights in proprietary software, software development, etc)
- Disputes about licensing and technology transfer especially in pharmaceutical, life sciences, health, IT, energy, automotive industry as well as automation and robotics sectors

IP and IT Strategy and Transaction Advice

We advise our clients on IP strategies and all intellectual property topics in a transactional environment. In addition, we provide support with the structuring, negotiation and documentation of transactions over IP rights. This includes, in particular:

- Development and implementation of strategies to safeguard business models by way of patents, trademarks, industrial designs, copyrights or regulatory instruments
- Transfer and licensing of IP rights

Transaction Advice in IT, Telecommunication and Media

We support our clients with qualified technical know-how in all types of transactions with a focus on IT, telecommunications and media. We are committed to bringing transactions success even in difficult circumstances, and have long-standing experience in the following fields:

- IT projects (development of software, integration and migration projects, outsourcing)
- Licensing and distribution of software and data
- Financing transactions in IT, telecommunication and media start-ups

Privacy / Data Protection

Our team advises comprehensively on Swiss and EU data protection law and represents clients in proceedings before data protection authorities and courts. Our services include the following:

- Development and implementation of strategies to ensure data protection in companies
- Support in internal investigations into incidents of relevance to data protection law and representation before authorities in investigations and proceedings
- Advice on international transfers of data and data management schemes

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.

CONTACTS

Gregor Bühler, Partner, Head of the IP / IT practice: gregor.buehler@homburger.ch

Georg Rauber, Partner, Head of the Tech practice: georg.rauber@homburger.ch

Andri Hess, Partner, Head Patent practice: andri.hess@homburger.ch

Luca Dal Molin, Partner, Co-Head of the TechGroup and the Data Protection practice: luca.dalmolin@homburger.ch

Top Advisors Directory
LAW FIRMS

Country
SWITZERLAND

L&S Lenz & Staehelin

Brandschenkestrasse 24
CH-8027 Zurich, Switzerland
Phone: +41 58 450 80 00
zurich@lenzstaehelin.com

Route de Chêne 30
CH-1211 Geneva 6, Switzerland
Phone: +41 58 450 70 00
geneva@lenzstaehelin.com

Avenue de Rhodanie 40C
CH-1007 Lausanne, Switzerland
Phone: +41 58 450 70 00
lausanne@lenzstaehelin.com
www.lenzstaehelin.com



Thierry Calame

Lukas Morscher

Jürg Simon

Sevan Antreasyan

Guy Vermeil

POSITIONING

Technology and Outsourcing

Lenz & Staehelin's Technology and Outsourcing practice is closely linked to the firm's Corporate and M&A, Intellectual Property and Competition groups. Transactional expertise and legal knowhow in protecting and enforcing IP rights is crucial for advising our clients on technology and business sourcing and the creation, allocation and exploitation of property rights in the relevant industries. Our expertise is aimed at advising, negotiating and implementing transactional structures and practical solutions that effectively address our clients' goals.

This practice group 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.

Intellectual Property

Our 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).

BUSINESS

- Asset Management
- Banking and Finance
- Capital Markets
- Commercial and Contracts
- Competition and Regulated Markets
- Corporate and M&A
- Data Protection and Privacy
- Employment, Pensions and
- Immigration
- ESG
- Insolvency and Restructuring
- Intellectual Property
- Investigations
- Litigation and Arbitration
- Private Clients
- Public Procurement
- Real Estate
- Tax
- Technology and Outsourcing

OFFICES

- Zurich
- Geneva
- Lausanne

CONTACTS

Thierry Calame, Co-Head of Intellectual Property, Zurich: thierry.calame@lenzstaehelin.com

Lukas Morscher, Head of Technology and Outsourcing, Zurich: lukas.morscher@lenzstaehelin.com

Jürg Simon, Co-Head of Intellectual Property, Zurich: juerg.simon@lenzstaehelin.com

Sevan Antreasyan, Head of Intellectual Property, Geneva: sevan.antreasyan@lenzstaehelin.com

Guy Vermeil, Head of Technology and Outsourcing, Geneva: guy.vermeil@lenzstaehelin.com

Top Advisors Directory
LAW FIRMS

Country
SWITZERLAND

NIEDERER KRAFT FREY



Niederer Kraft Frey Ltd
Bahnhofstrasse 53
CH-8001 Zurich
Phone: +41 58 800 80 00
nkf@nkf.ch

Place de l'Université 8
CH-1205 Geneva
Phone: +41 58 800 85 00
nkf@nkf.ch
www.nkf.ch



**Nicolas
Birkhäuser**



**Jacques
Bonvin**



**Clara-Ann
Gordon**



**András
Gurovits**



**Janine
Reudt-Demont**

POSITIONING

Our Technology team has broad and deep expertise dealing with contentious, non-contentious and transactional legal issues relating to technology, communications, data and cybersecurity. We specialise in straight forward, practical, can-do advice which reflects how our clients do business.

The team has particular expertise in domestic and cross-border technology driven transactions including major mergers, acquisitions and capital markets transactions. We are proactive in providing innovative legal solutions that help businesses establish, scale and grow. We work closely with our colleagues in different practices across the firm to provide our clients with one-stop shop seamless legal advice on all aspects of their business operations and strategy.

We also support companies from a wide range of industries in protecting and defending their intellectual assets on a national and international stage.

We have expertise in transactional, advisory, contentious and non-contentious work. We have extensive experience in all aspects of intellectual property law including licensing, commercialisation, sale and securitisation of IP rights protection and defense of IP rights, unfair competition, and the protection of know-how and business secrets. We also advise on patent prosecution, IP antitrust risks, protecting trademarks, designs, and domain names.

BUSINESS

- Antitrust/Competition
- Banking, Finance & Regulatory
- Capital Markets
- Commercial
- Compliance
- Corporate/M&A
- Dispute Resolution
- Employment
- ESG
- Intellectual Property
- Investigations & White Collar
- Private Clients
- Real Estate
- Sports
- Tax
- Technology

SECTORS

- Energy, Chemicals & Commodities
- Financial Services
- Industrials
- Infrastructure & Transport
- Leisure
- Life Sciences
- Public Sector
- Real Estate
- Technology

OFFICES

- Geneva
- Zurich

CONTACTS

Nicolas Birkhäuser, Partner: nicolas.birkhaeuser@nkf.ch
Jacques Bonvin, Partner: jacques.bonvin@nkf.ch
Clara-Ann Gordon, Partner: clara-ann.gordon@nkf.ch

András Gurovits, Partner: andras.gurovits@nkf.ch
Janine Reudt-Demont, Counsel: janine.reudt-demont@nkf.ch

 Top Advisors Directory
LAW FIRMS

 Country
URUGUAY

CERVIERI MONSUAREZ

 WTC Tower III, Luis A. de Herrera
1248, 15th floor, Montevideo,
Uruguay.
Phone: + 598 2622 9990
cervierimonsuarez@cmlawyers.
com.uy

www.cervierimonsuarez.com



Pablo Monsuárez



Virginia Cervieri



Natalia Paladino



Anabel Frachia



Andrea Oliva



Lucía Cantera



Viviana Cervieri



Diego Rocabado



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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.

We take care of it.

BUSINESS

We work in the following areas, which are in charge of:

- Worldwide IP Strategy and Anticounterfeiting, Dr. Virginia Cervieri
- Litigation, Dr. Pablo Monsuárez
- Anticounterfeiting, Dr. Anabel Frachia
- Trademarks, patents and copyrights, Dr. Natalia Paladino
- Corporate Law, Dr. Andrea Oliva
- IP Litigation, Dr. Lucía Cantera
- Regulatory Affairs and Plant varieties, Dr. (DTMV) Viviana Cervieri
- Regional Anticounterfeiting, Dr. Daiana Pereira and Dr. Martha Arregui
- Trademarks & Enforcement, Dr. Madelon Landa and Dr. Andrea Casales
- Online Monitoring, Dr. Agustina Viera
- Global IP Manager, NP Diego Cervieri

OFFICES

URUGUAY

- **Montevideo:** WTC Tower III, Luis A. de Herrera 1248, 15th floor / Ph. + 598 2622 9990
- **Free Trade Zone:** WTC Free Zone, Dr. Luis Bonavita 1294 / Office 311 / Ph. + 598 2626 2316

PARAGUAY

- **Asunción:** Paseo La Galería / Av. Santa Teresa 1794 / Tower 3, 16th Floor, Office 3 / Ph. + 595 21 695 527

BOLIVIA

- **La Paz:** Green Tower / Av. Ballivian N° 1087, 15th floor, Office A / Ph. + 591 77551131
- **Santa Cruz:** Torre de Negocios Alas / 6th Floor South, Av. Las Ramblas esq. C. Tropical, Equipetrol / Ph. + 591 3 325 3757

CARIBBEAN

- **Anguilla:** Calvin W Lake Commercial Bldg, unit 10, The Valley Ph. +1 264 497 1254

CONTACTS

Dr. Virginia Cervieri, Senior Partner: vcervieri@cmlawyers.com.uy
Dr. Pablo Monsuárez, Senior Partner: pmonsuarez@cmlawyers.com.uy
Dr. Natalia Paladino, Partner: npaladino@cmlawyers.com.uy
Dr. Anabel Frachia, Partner: afrachia@cmlawyers.com.uy
Dr. Andrea Oliva, Partner: aoliva@cmlawyers.com.uy
Dr. Lucía Cantera, Senior Associate: lcartera@cmlawyers.com.uy

Dr. (DMTV) Viviana Cervieri, Senior Associate: vivianacervieri@cmlawyers.com.uy
Dr. Diego Rocabado, Senior Associate: drocabado@cmlawyers.com.bo
Dr. Mónica Rivero, Bolivia Office Director: mrivero@cmlawyers.com.bo
Att. Lorena Sosa, Senior Lawyer: lsosa@cmlawyer.com.py
NP. Diego Cervieri, Global IP Manager: dcervieri@cmlawyers.com.uy



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