

Trench
Rossi
Watanabe.

**CONSUMER
LAW**

trenchrossi.com

OUR GOAL

Our goal is to assist your company to comply with the applicable laws on an integrated and cost-efficient manner, and incorporate the consumer rights in your business, short-term and long-term strategies, to reconcile competitive advantage and sustainability.

We provide best practice consultancy for B2C, B2B, stakeholder mediation, crisis management and conflict resolution.

The Consumer Law group was founded by the naming partner Kazuo Watanabe, who actively participated in the creation of the Consumer Protection Code, which has been widely used to this day.

AWARDS AND RECOGNITION

CHAMBERS LATIN AMERICA

Trench Rossi Watanabe has been recognized as one of the leading offices in the area of Environment, Climate Change and Consumer in Brazil in the most recent editions. Partner Renata Amaral is mentioned in the publication, and often attends corporate giants before the environmental authorities in the regularization of their activities. She has experience in managing contaminated areas and is described by her peers as "a very well-prepared and competent lawyer." Associate Caroline Gonçalves is mentioned as a professional "passionate about her work" and "always willing to improve her knowledge and be at the forefront of development."

LACCA APPROVED

Partner Renata Amaral was recognized as a renowned private energy professional in Brazil, elected by corporate leaders in the region in the 2019 edition.

ANÁLISE ADVOCACIA 500

At the 2018 edition, Trench Rossi Watanabe had 24 lawyers recognized at 19 categories, including the Dispute Resolution area. Our office was recognized like one of the most admired law firms in the country.

LATIN LAWYER 250

Recommended Trench Rossi Watanabe in the 2019 edition, highlighting the quality and expertise in all areas of practice.

CLIENT CHOICE WINNER

Partner Renata Amaral was recognized as Client Choice Winner in 2016 for her work on Environmental Law and Climate Change.

HOW WE CAN HELP

General advice

Analysis, planning and advice on product recalls;

Audit Reports

Coordination, performance, and review of consumer protection due diligence reports on businesses, designed to identify and quantify transaction-related consumer protection liabilities;

Compliance systems

Development of compliance and management system integrating evaluation tools (ex. protocols and checklists);

Legal Analysis

Elaboration and negotiation of agreements and guarantee terms;

Advisory in commercial transactions

Assistance in commercial transactions related to aspects of consumer law;

Corporate Training

Specialized training in companies regarding the law applicable to their business;

Advertising regulation

Advice on issues involving application of the Brazilian Code of Self-Regulation Advertising to the board of Self-Regulation Advertising – CONAR.

Judicial and pre-judicial proceedings

Conduct of judicial and pre-judicial proceedings with the Litigation Group;

Advertising and marketing analysis

Analysis of legal aspects of advertising campaigns and marketing strategies;

Contests and promotions

Assistance in the approval of contests and promotions;

Customer Service (SAC)

Assistance in the implementation and operation of call centers and customer service consumer;

Policies and regulations

Development of policies for compliance with legislation, as well as analysis and drafting of norms and regulations for authorities governmental organizations and private institutions;

Administrative proceedings and negotiations

Advice on administrative processes and negotiating terms of conduct adjustment with competent authorities, including investigations conducted by the Public Prosecutor's Office and other consumer protection authorities;

CONTACTS

Renata Amaral (São Paulo)

Tel: +55 11 3048 6927

renata.amaral@trenchrossi.com

Tiago Zapater (São Paulo)

Tel: + 55 11 3048 6817

tiago.zapater@trenchrossi.com

Caroline Gonçalves (São Paulo)

Tel: + 55 11 3048 6759

caroline.goncalves@trenchrossi.com

São Paulo
Rua Arq. Olavo Redig de Campos, 105 - 3º andar
Edifício EZ Towers Torre A - 04711-904
São Paulo - SP - Brasil
Tel.: +55 11 3048 6800
Fax: +55 11 5506 3455

Rio de Janeiro
Rua Lauro Muller, 116, Cj. 2802
Ed Rio Sul Center, 22290-906
Rio de Janeiro - RJ - Brasil
Tel.: +55 21 2206 4900
Fax: +55 21 2206 4949

Brasília
SAF/S Quadra 02 - Lote 04 - Sala 203
Ed. Comercial Via Esplanada - 70070-600
Brasília - DF - Brasil
Tel.: +55 61 2102 5000
Fax: +55 61 3323 3312

Porto Alegre
Av. Soledade, 550
Cj. 401 - 90470-340
Porto Alegre - RS - Brasil
Tel.: +55 51 3220 0900
Fax: +55 51 3220 0901