

**Trench
Rossi
Watanabe.**

**INTELLECTUAL
PROPERTY**

trenchrossi.com

FUELING INNOVATION

Like everything valuable, intellectual capital is prone to theft.

Vibrant markets like Brazil attract investors and pirates alike. Protecting your intellectual assets is vital but can be complex. Trademarks have to be registered in each jurisdiction, and approaches can vary. Protection is awarded to the first to file, not on merit. Your products compete with counterfeits and gray market goods that easily make it over from the Paraguay border.

Brazilian brands need similar protection abroad. Patent theft from innovations in biotechnology and agriculture in the Amazon is increasingly rampant. Related litigation, environmental and tax issues that can give you a competitive advantage or put you at risk abound.

Trench Rossi Watanabe has the experience, resources and unique insight to protect your intellectual capital. We know the laws and have helped shape them. Our lawyers lead major trade associations that lobby for stronger protection of intellectual property rights in Brazil, including the Associação Brasileira da Propriedade Intelectual. Being in all the major business centers in the country gives us both a broad and deep view on how various federal and state courts view IP rights.

We can help you strategically manage your intellectual property assets to give you the most return at the least risk. We have helped prominent multinational companies establish their trademark

rights in Brazil and prevent parallel importation at the borders. We have stopped the exploitation of Brazilian brands in other countries. Our pro bono efforts include filing 84 patents around the world to protect the Amazon's biodiversity.



Trench Rossi Watanabe has a cooperation agreement with international law firm Baker McKenzie, present in more than 70 countries.

HERE ARE WAYS WE HELP

IP protection.

Registration and strategic management of intellectual property assets – including trademarks, copyrights, software, mask works, patents and industrial design – to increase the value of your IP capital, discourage infringement and protect market share.

Enforcement.

Preventive and prompt action against IP infringement, including unfair competition issues, trademark, copyright and patent disputes, misappropriation of trade secrets, parallel importation and border control programs.

Technology transfer.

Assistance in commercial transactions for the transfer of technology and IP assets, including licensing arrangements, technical services, franchises and confidentiality agreements.

Biotechnology.

Registration of plant varieties and obtainment of patents to protect areas of interest from competitors, as well as meaningful patent protection in the biotechnology and agriculture industries.

Other industries.

Industry-specific IP protection strategies for companies in computer software, pharmaceuticals, manufacturing design, digital content, publishing, manufacturing, entertainment and telecommunications.

AWARDS AND RECOGNITION

CHAMBERS LATIN AMERICA

Trench Rossi Watanabe was acknowledged to be one of the leading law firms in the Intellectual Property area in Brazil in the last eight editions. Sources say: "The team is very attentive. Brazil is a complex jurisdiction, but the advice the lawyers provide us with is always easy to understand. The team is proactive and client-focused." Flávia Rebello Pereira focuses her practice on IT matters related to the IP sector. She handles trade mark prosecution cases and media and entertainment law issues. Flávia Maria Vasconcelos Pereira assists with a wide range of IP matters, such as copyrights, patent and trade mark applications and brand portfolio management issues.

ANÁLISE ADVOCACIA 500

The 2017 edition conducted an interview with more than 1500 representatives of the major companies in Brazil, highlighting the most admired firms and lawyers in the country. Trench Rossi Watanabe appears in all the 12 areas researched by the publication. Our IP practice group was highlighted as leader amongst all the full service firms listed in the publication.

LATIN LAWYER 250

The publication recommends Trench Rossi Watanabe, highlighting the quality and expertise of our lawyers in the Intellectual Property area.

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