

DANIEL

BRAZIL

The background features several thin, parallel diagonal lines. A teal line runs from the top-left towards the bottom-right. Below it, an orange line follows a similar path. Further down, a grey line is visible, and another teal line runs parallel to the orange one. These lines create a sense of depth and movement across the page.

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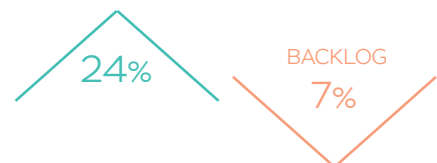
# IP Highlights

Brazil is one of the most important and dynamic countries in the world. Its economy, ranked 9th in overall size, is expected to expand and deepen over the next few years as it reemerges from a prolonged recession and a period of political uncertainty. Currently, Brazil is also ranked 12th worldwide for the number of patent and trademark filings with over 28,000 patents and 245,000 trademarks filed just in 2019; numbers expected to increase as the economy heats up.

## Trademark registration

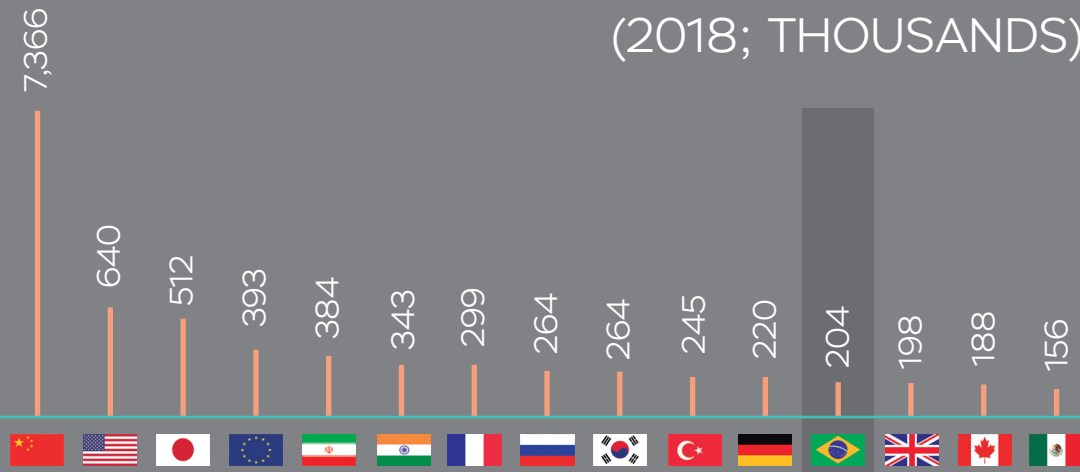


## Patent grants

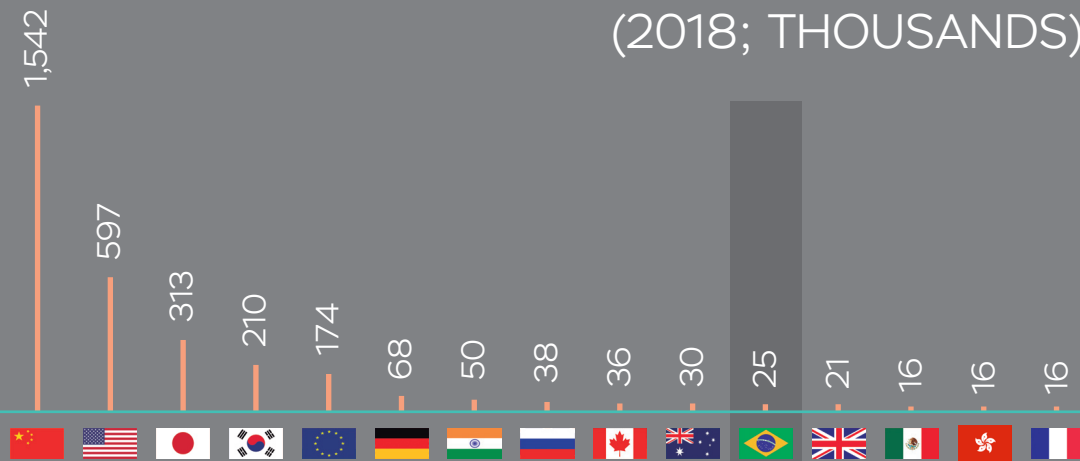


The National Institute of Industrial Property (INPI), often referred to as the Brazil Patent and Trademark Office (BPTO), is a division of the Ministry of Economy. It is the office responsible for granting and protecting IP rights in Brazil.

## TRADEMARK APPLICATIONS: TOP 15 OFFICES (2018; THOUSANDS)



## PATENT APPLICATIONS: TOP 15 OFFICES (2018; THOUSANDS)



## About **US**

For over six decades, Daniel has carefully protected and managed Intellectual Property (IP) and other immaterial assets that give dynamic businesses their competitive edge. Our diverse team of over 200 partners, attorneys, engineers and other professionals is uniquely equipped with the in-house legal and technical expertise, and real-world business experience, needed to develop and execute the customized strategies that meet the specific IP needs of our clients' portfolio. Beyond understanding the nuances of IP law, we understand the place. Our deep and native knowledge of Brazil's complex legal environment enables Daniel to better anticipate the needs of our clients, understand the potential risks they face, and, ultimately, provide more successful management of their IP assets.



OVER 60 YEARS OF  
CONTINUOUS GROWTH AND INNOVATION



STRONG REGIONAL NETWORK OF  
AFFILIATED LAW FIRMS IN SOUTH AMERICA



OFFICES IN  
RIO DE JANEIRO AND SÃO PAULO



## Recognition

We are proud to be recognized in the most important legal rankings



Managing  
Intellectual  
Property **IP STARS**



“The team is helpful, responsive and well rounded, in addition to understanding well what clients want to achieve and providing good advice, letting clients know what are the best options going forward.”

Chambers & Partners - 2020

“The team handles patent and trademark prosecution, litigation, enforcement and anti-counterfeiting, as well as transactional work, with particular strength in the technology and life sciences sectors.”

The Legal 500 – 2019

“Daniel Law is an IP firm with an in-depth history of providing tailor-made services to clients.”

IP Stars 2019

“Large and well-reputed”, Daniel Law has been one of Brazil’s leading offerings for 60 years.”

IAM Patent 1000 - 2019

“Disruptive technology coupled with economic and political uncertainty necessitate forward thinking on the part of law firms; Daniel really delivers on this, being ‘highly innovative in bringing new strategies to the table’... it renders a 360° brands and IP service that is always alive to commercial risk, thanks to the vast collective experience of its partners.”

WTR 1000 – 2019

# Diversity **INCLUSION**

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



## Our Commitment to Diversity and Inclusion

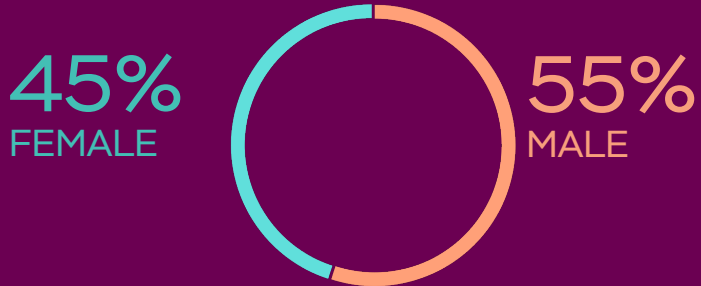
At Daniel we support inclusion and diversity in our workplace and beyond. Daniel Plural came to put into practice the whole concept of equality that we want to see in the world, applied to our corporate environment. Our inclusion program is designed to recruit and retain the best candidates, seeking talented individuals from a variety of backgrounds, worldviews, and life circumstances. In addition to creating a corporate culture of inclusion, we are trying to expand

these opportunities for others by working locally to close the educational gaps that prevent diverse candidates from reaching our organization in the first place.

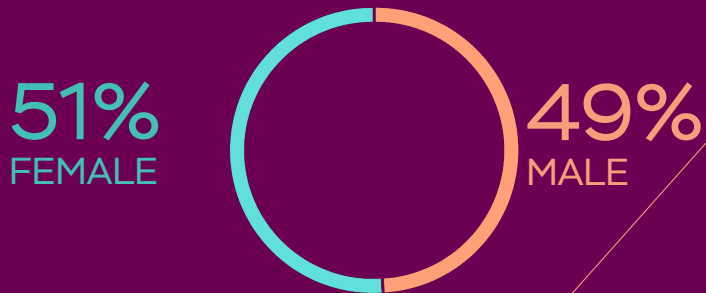
Our diversity program is designed to enhance the level of diversity in our supply chain, ensuring that Daniel is an active participant in and contributor to this important movement. Both of these initiatives have visibility at the highest level of our leadership. Our aim with these programs is not only to create a mosaic of perspectives for our firm and our clients, but also to have an impact that goes beyond our organization.



## Leadership Position



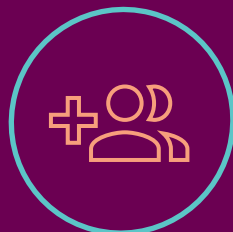
## Partners



WOMEN-OWNED BUSINESS  
CERTIFICATION



PARTNER HEAD OF  
INCLUSION AND DIVERSITY



NO GENDER WAGE GAP



## Practice AREAS

# PATENT PROSECUTION

In an environment where access to information and urgency are paramount, our Patent Prosecution team is equipped with proprietary tools that allow us to deliver unparalleled patent protection in Brazil. Our industry-exclusive workflow management system and data-mining software give our team better visibility into the daily landscape of the vast Brazilian IP market and enable us

to quickly identify a problematic registration or other potential issue and respond. Whether protecting one patent or a high-volume portfolio, this technology allows Daniel to successfully monitor and protect thousands of patents with incredible speed and efficiency. Clients can also use the information generated by our systems to obtain an accurate and detailed view of patent activity and make more-informed strategic decisions.

+1,500  
PATENT FILINGS IN 2019

+19,000  
ACTIVE PATENT FILES

70%  
ONE OF THE HIGHEST  
ALLOWANCE RATE  
IN BRAZIL AMONG  
COMPARABLE FIRMS  
(2016 - 2019)

## OUR RESULTS

### **Daniel obtained and upheld patent protection for HIV drugs in Brazil**

Daniel obtained and upheld a patent for a widely used anti-retroviral drug, essential for the treatment of HIV, despite the Brazilian government's desire to procure these anti-retroviral drugs at a steep discount and distribute them through the public health system at no cost to patients with HIV. Since 1996, Daniel has maintained the validity of this client's patent portfolio in Brazil by executing successful defensive strategies.

### **Daniel increases the value of clean energy and oil and gas patent portfolios for world-leading energy company**

One of the world's leading energy companies, with an established 185-year history in the marketplace, trusts Daniel to increase the value of its clean energy and oil and gas patent portfolio. Using our proprietary technology, we identify opportunities that exist in the market to increase the value of their patents and execute the necessary strategic prosecutions. We also manage hundreds of the company's patent applications and return an allowance rate that is better than the market average.

## Practice AREAS

### PATENT LITIGATION

Insight and experience are two key components of successful patent litigation, especially in Brazil. At Daniel, our well-rounded Patent Litigation team includes proven litigators, experienced patent prosecutors, licensing specialists, and technical experts who collaborate tirelessly to secure the

best outcome on every case. Their clear understanding of the legal tools at their disposal and the potential risks in this environment enable them to explore all potential avenues and deliver the most advantageous result to the client, which, in many instances, is avoiding litigation altogether.

## OUR RESULTS

### **Daniel forces patent infringers from market without litigation**

Several Brazilian companies were manufacturing and selling ink cartridge devices that used our client's patented technology. In response, Daniel deployed a full array of patent protection and enforcement strategies that successfully forced the infringers from the market, protecting the client's technologies, without the cost and delay of lengthy litigation.

### **Daniel successfully overturns BPTO patent rejection within 70 days**

Under the deadline of an important sale, a globally-recognized home network and video solutions technology company engaged Daniel to

discover if any clouded patent asset could be cleared for inclusion in the deal. Daniel identified a high-value patent application that had been erroneously rejected by the Brazilian Patent and Trademark Office (BPTO) and successfully challenged the rejection. A favorable result was returned within 70 days, enabling the client to receive full and fair value for the sale of the asset.

### **Daniel protects Swiss company's interests against Brazilian manufacturer**

When a Brazilian company, in breach of a previously executed settlement agreement, continued to manufacture a patented medical device developed by a Swiss company, Daniel successfully obtained a preliminary injunction, ensuring that the Brazilian company could not manufacture the device for international distribution.

## Practice AREAS

# INDUSTRIAL DESIGN

Industrial Design patents are increasingly recognized as valuable components of an intellectual property portfolio, and Daniel's Industrial Design team secures enforceable design rights that further our clients' business goals. Recognizing the frequent interplay

between industrial design law and other forms of intellectual property, our attorneys collaborate closely with patent and trademark practice groups to provide advice on design protection, whether through an industrial design registration, trademark registration or copyright. We have represented clients on design patent matters before the BPTO, Brazilian Federal Courts, Brazilian Courts of Appeals and the Brazilian Supreme Court. Daniel provides a full range of design patent protection strategies to safeguard client interests in Brazil and throughout Latin America.



+250  
INDUSTRIAL DESIGN  
FILINGS IN 2019



## OUR RESULTS

### **Daniel wins back royalties for industrial design patent infringement**

A known Brazilian reverse-engineering company entered the market with a cooking device that violated industrial design patents held by one of the world's largest electronics conglomerates, by substantially imitating their product. Daniel assembled a multidisciplinary team that mapped violating importers, surveyed the electrical appliance market for similar products using hot air convection techniques, and submitted that evidence to the BPTO and Brazilian Standards Institute, all of which supported Daniel's argument that the designs were indeed protectable. At a bench trial, Daniel secured a favorable opinion from the

court-appointed expert that supported a verdict favoring our client, resulting in an order for the infringer to pay back royalties and immediately stop selling the infringing product.

### **Daniel develops and executes comprehensive patent and industrial design portfolio management**

A major Swedish manufacturer of commercial vehicles relies on Daniel to develop and execute its patent and industrial design portfolio strategy in Brazil. Daniel successfully filed hundreds of patent and design applications – including the applications for the client's sustainable transport solutions – and provided counseling on how to realize a patent's full revenue potential.

## TRADEMARK PROSECUTION

Daniel monitors and manages trademarks filed in Brazil and abroad. We represent the trademark interests of both Brazilian and foreign clients. But it isn't enough to simply register a trademark, it is also vitally important to ensure that the underlying trademark registration strategy is sound. Our team

of trademark professionals provides a full range of services in all aspects of brand strategy, presenting pragmatic advice to help clients secure, protect, enforce and monetize their brand on a global scale.

36,000

ACTIVE TRADEMARK REGISTRATIONS

+1,700

TRADEMARK FILINGS IN 2019

82%

HIGHEST ALLOWANCE  
RATE IN BRAZIL  
(2016 - 2019)



## OUR RESULTS

### **Daniel protects registered trademarks without litigation**

When a Brazilian company began to use trademarks that directly infringed on our client's registered trademarks of one of the world's largest quick-service restaurant franchises, Daniel was engaged to launch a low-cost strategy to limit the company's trademark use only for goods and services that did not compete with the client. An agreement was reached without the need to resort to litigation.

### **Daniel executes trademark strategy and expands IP rights for U.S. media corporation**

One of the oldest and largest media and entertainment companies in the United States trusts Daniel to develop and execute the trademark strategy for its entire Brazilian trademark portfolio, worth millions of dollars in annual revenue. Not only does Daniel provide trademark and brand protection services, but it also expands and deepens the client's IP rights across all goods and services categories with the aggressive use of copyright protections. This strategy effectively lowers this client's legal spend while buttressing its merchandizing efforts.

## TRADEMARK LITIGATION

Our Trademark Litigation team has an impressive record demonstrating their expertise in protecting, preserving, and enforcing trademark, trade name or trade dress rights. Whether defending a trademark, solving a domain name dispute, or managing a breach of contract issue, their clear understanding of this legal space and the quick, decisive action they take delivers outcomes that are both successful and cost effective.

### **A Note About Judicial Appeals**

The ability to appeal BPTO decisions directly to the courts is reshaping the trademark prosecution and litigation landscape in Brazil. Today, courts are taking a more active interest in IP cases and efficiency has significantly reduced the time and costs required for courts to reach a definitive conclusion. Many applicants are now filing petitions to have the validity of BPTO decisions scrutinized by a judge, a shift that requires new thinking about trademark prosecution strategies.

Our years of success at the Federal Court, where Daniel team members have briefed and argued hundreds of cases, have given us a deep understanding of the rules, requirements and nuances of trademark litigation and the judicial appeals process. With our experience, we are able to discuss the likelihood of success for each possible issue and to counsel clients on the best strategy to meet their critical business needs.

## OUR RESULTS

### **Daniel bans broadcast of offensive sketch on Brazilian TV network and internet within 48 hours**

When a Brazilian TV Network broadcasted a satirical and offensive sketch portraying our client's most famous characters in a way that could damage their reputation, Daniel acted quickly. Within 48 hours of the original broadcast, Daniel had obtained an injunctive relief banning the broadcast of the sketch on television or on the internet. Daniel then entered into a settlement agreement with the Brazilian TV Network to permanently remove the sketch and protect the client's trademark in the future.

### **Daniel ends unfair competition and trade dress infringement suit for famous Belgium brewery**

A Flemish family-controlled artisan brewery engaged Daniel to end unfair competition and trade dress infringement

involving its main product in Brazil, a strong golden pale ale. The infringing brand reproduced many elements (packaging, bottle, label, lettering style and colors) which together imitated the famous beer. The court granted the requests requiring the modification of layout, making it totally disassociated from the client's. In addition, the infringer had to suspend advertisements and all activities associated with the client's brand. The case closed in favor of the Belgium brewery.

### **Daniel reverses BPTO rejection of high-value beauty company trademark**

When a client's high-value trademark was rejected by the BPTO, this worldwide beauty company's local revenue was seriously threatened. Daniel successfully brought an action against the BPTO, seeking to reverse the decision and obtain trademark protection for the client's most renowned brand.

## BRAND PROTECTION & ANTICOUNTERFEITING

Brands are constantly under a host of threats that undermine their power in the market and erode consumer trust. Our brand protection and anti-counterfeiting practice group has developed flexible and high-volume/low-cost programs in partnership with Fortune 100 companies to confront the most daunting challenges they face in Latin America. These programs combine traditional and innovative services that can be added as needed to

match the specific needs of any client, at any time. While customs seizures, investigations and police proceedings remain very effective against substantial infringements, we can augment these efforts with lower cost approaches that include sending educational letters through an automated system and online monitoring programs capable of addressing massive infringement issues. We also provide constant training to enforcement authorities to raise their awareness in regard to the important issues that brand owners can experience in Brazil.

36

ILLEGAL FACTORIES  
TACKLED IN 2019

+8,700

ILLEGAL ONLINE ADS REMOVED  
FROM THE INTERNET IN 2019

+800,000

COUNTERFEIT PRODUCTS SEIZED  
IN 2019

## OUR RESULTS

### **Daniel provides local expertise to remove millions in counterfeit products in 6 months**

Daniel advises an American, multinational manufacturer of home appliances on how to combat trademark infringement in the online environment in Brazil. Recently, we conducted an online enforcement program to increase the effectiveness of our client's brand protection efforts. We provided expert analysis and local expertise to maximize notice and takedown results against a massive number of infringements occurring in local marketplaces. Thousands of ads containing millions of dollars in counterfeit products were removed in only 6 months.

### **Daniel-Led investigations locate and seize 70,000+ counterfeit clothing products**

Instead of challenging small vendors, Daniel conducted a nationwide investigation which resulted in the disclosure of factories and warehouses holding massive amounts of counterfeit products. Through 27 search and seizure raids, Daniel was able to seize more than 279,000 counterfeit products.

## LICENSING & BUSINESS TRANSACTIONS

Intellectual property plays a critical role in the corporate and transactional matters that are important to business growth. However, these often-global transactions require a business-savvy partner with a legal insight and technical expertise to realize their full potential. We help clients develop, protect and enforce IP assets, expand market share and commercialize

their IP and technology assets in a broad range of industries, including biotechnology, software, electronics, computers, telecommunications, pharmaceuticals, financial services and consumer products. Working closely with companies of all sizes and at all stages of development, we combine our in-depth understanding of domestic and cross-border business arrangements with a proven expertise in patent, trademark, trade secret, technology and privacy issues to deliver comprehensive solutions that will achieve the desired results.

## OUR RESULTS

### **Daniel structures compliant IP portfolio transfer pricing agreements for total beverage giant**

When the world's largest total beverage company was hit with a billion+ tax bill for allegedly undercharging its licensees – Brazilian and worldwide – for the use of its intellectual property in production, marketing, and sale of beverages in foreign markets between 2007-2009, Daniel was asked to join the legal team. As the local IP law, tax, and licensing expert, Daniel is helping manage the company's IP licensing agreements with Brazilian subsidiaries and licensees by structuring agreements that comply with Brazilian tax and IP law.

### **Daniel helps fast-growing company enter the Brazilian market**

An international natural beverage company has engaged Daniel to provide a comprehensive IP portfolio management strategy and new market entry strategies for the Brazilian market. Daniel has provided a range of services, which include: incorporation, legalization, work permits, trademark protection, and franchising structuring.

### **Daniel protects high-value brand against breaching franchisee**

Daniel's client, an American brand management company that licenses brands to retailers and manufacturers primarily in the apparel, footwear, and apparel accessory industries, was involved in a bitter battle with its franchisee over the company's most high-value brand in Brazil. Daniel proceeded to court where it won a preliminary injunction against the franchisee preventing them from using the client's trademarks and, eventually, the franchisee accepted a settlement agreement.

## Practice AREAS

### IT, PRIVACY & DATA PROTECTION

Daniel's IT, Privacy & Data Protection team is uniquely qualified to advise businesses on planning, drafting, implementing, reviewing and updating best practices and compliance programs of data protection and information management.

Our interdisciplinary approach considers the applicable laws, regulations and rules to assist clients with security measures on

data prevention loss, compliance with data protection and privacy principles and adoption of operational and administrative procedures to respond to data subject rights requests in a timely manner. At the same time, Daniel can help to maintain the highest standards of corporate governance on data protection, increase competitiveness and achieve business goals while steering the client through the myriad of local differences in data protection in Brazil and Latin America.



## OUR RESULTS

### **Daniel reviews use of new technology and guarantees compliance with the Brazilian legislation**

A German company, a leading supplier of technology and services, came to Daniel for a risk impact analysis of the use of new technology in their activities. Our advice included the analysis of the regulatory framework on the use of the new technology, legal protection of databases and the management of risks involving information security to guarantee compliance with Brazilian legislation.

### **Daniel developed compliance program based on Brazilian general data protection law**

We developed a compliance program based on the recently enacted Brazilian General Data Protection Law in order to safeguard our client in a service contract with an American data mining software company for its online procurement platform.

### **Daniel advises social media and internet service providers on managing liability in Brazil**

Daniel advises three well-known social media and internet service providers (ISPs) on managing liability over third party content and how to respond to complaints and removal requests under Brazilian law, in particular, under the Civil Rights Framework for the Internet.

## MADRID PROTOCOL

### **Information on the proceedings concerning international registrations filed through Madrid (Brazilian designations)**

Most clients ask when they should (or shouldn't) file a trademark application directly before the Brazilian PTO now that Brazil became a member of the Madrid Protocol since October 2019.

We have summarized our first impressions of the international system and the pros and cons of choosing one or the other way to protect a trademark in Brazil. Here are our thoughts:

### **Why use Madrid?**

- Madrid simplified the proceedings so it is quite easy to extend an existing international registration to Brazil, besides managing renewals;
- The use of a local counsel will only be necessary if the mark suffers a provisional refusal, otherwise in a straightforward proceeding there is in principle no need to hire anyone to act in the case locally;
- Nice classification has been widely used in Brazil for over 20 years it is unlikely that the BPTO will be more stringent when analyzing international filings towards wording and classification than it is in a regular national filing (though no international filings have been published yet);
- The Office will notify the International Bureau of the decisions concerning provisional refusals and decisions on nullity or revocation actions;

### **Some limitations of the Madrid System in Brazil:**

Despite the simplified proceeding, in respect of international registrations effected under the Protocol before the date of entry into force the subsequent designation will NOT be available (Article 14(5) of the Protocol). Brazilian designations will be available for foreign filings effected as from October 2, 2019;

Division or merger of an international registration has no effect in Brazil and Multiclass filings are still not available;

The registrant must declare in the filing form that it is effectively engaged in the business in connection with the goods and services for which Brazil is being designated;

### **Why avoid Madrid?**

Brazilian IP law requires that the registrant appoints a local representative to service their registrations. This requirement was created to enable any party to challenge a mark in Brazil in a cost effective way, otherwise the titleholder would have to be served through a rogatory letter increasing litigation costs if no judicial cooperation treaty was in place between Brazil and the country of the applicant/registrant;

Multiclass filings are not available yet in Brazil. So an international registration designating Brazil and

covering more than one class will be automatically split into separate applications (one per class), being subject to individual examinations on both formalities and absolute grounds. This may change if multiclass filings are accepted in the near future;

The international bureau will not be informed of certain local proceedings (such as of the filing of oppositions) so the registrant of an international registration Brazil may not be properly advised of setbacks and potential alternatives to overcome a provisional refusal;

law, in particular, under the Civil Rights Framework for the Internet.

*Act preventively may save costs in several ways, so having a local partner to assist you during the trademark prosecution and keep a close watch on developments may be a good alternative to secure trademark protection in the fastest and most effective way in Brazil.*

*Daniel has developed a proprietary software capable of reading WIPO's database to seamlessly monitor all the developments of an international registration as it is prosecuted by the Brazilian PTO.*

## Key PARTNERS



### Alicia Daniel-Shores

SENIOR PARTNER & CHIEF EXECUTIVE OFFICER

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As the Senior Partner and CEO of Daniel, Alicia relies on her more than 30 years of IP legal experience to determine the best overall strategy for the firm and its clients. She is passionate about creating client partnerships that promote innovation and growth and leading the development of the Inclusion and Diversity programs. Following in the footsteps of her distinguished father, Denis Daniel, Alicia held key positions throughout the company, before assuming leadership of the firm in 2005.

#### **Education:**

- LL.B. degree from the Rio de Janeiro Pontifical Catholic University – PUC / Rio

#### **Professional Associations and Memberships:**

- International Trademark Association (INTA) – Member
- São Paulo Intellectual Property Association (ASPI) – Member



## Rana Gosain

### SENIOR PARTNER

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Managing  
Intellectual  
Property

**IP STARS**

Rana Gosain is a Senior Partner at Daniel. With more than 30 years of experience in Intellectual Property. He dedicates a significant amount of his time to international clients, and is the firm's main contact for Asian clients. Rana specializes in patents and industrial designs with a solid experience in Patent prosecution, litigation strategies, validity and infringement studies and providing legal advice. Much of his work focuses on the pharmaceuticals and biotechnology area and on account of that, he is on the Pharma and Biotech Standing Committee of the International Association for the Protection of Intellectual Property (AIPPI).

He's practice also involves advising clients on the full range of Intellectual Property matters and development of strategies for protecting and managing IP portfolios.

#### **Education:**

- Postgraduate degree in Intellectual Property from the Pontifical Catholic University of Rio de Janeiro – PUC / Rio
- Degree from the Veiga Almeida University Law School – UVA

#### **Professional Associations and Memberships:**

- Brazilian Intellectual Property Association – ABPI – member
- Association Internationale pour la Protection de la Propriété Intellectuelle – AIPPI – member
- Fédération Internationale des Conseils en Propriété Industrielle – FICPI – member
- Licensing Executives Society – LES – member
- American Intellectual Property Law Association - AIPLA – member
- Director Council from ABPI – member

## Key PARTNERS



### Isabella Cardozo PARTNER AND HEAD OF TRADEMARKS

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Property

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Isabella leads the Trademark, Licensing, and Commercial Transactions teams at Daniel. She has special expertise in providing strategic legal advice that combines trademark and portfolio management with the monetization of IP assets. Over the last two decades, Isabella has earned impressive experience in IP matters representing clients in the pharmaceutical, cosmetics, fashion, and consumer goods industries. She is also involved in the development of the Inclusion and Diversity programs.

“Portfolio management is the metier of Isabella Cardozo, an experienced partner who supplies first-rate leadership to the trademark department.”

**WTR 100 - 2018**

#### **Education:**

- Specialization Course in Strategy in the Age of Digital Disruption – INSEAD
- Postgraduate degree in Intellectual Property from the Rio de Janeiro Pontifical Catholic University – PUC / Rio
- LL.B. degree from the Estácio de Sá University

#### **Professional Associations and Memberships:**

- International Trademark Association (INTA) – Leadership Committee
- MARQUES – Member
- The Pharmaceutical Trade Marks Group – Member



## André Ferreira de Oliveira, CIPP/E

PARTNER AND HEAD OF LEGAL

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Managing  
Intellectual  
Property **IP STARS**



André joined Daniel in 2011 as head of our Legal Department. With over 20 years of experience, André's practice specializes in IP litigation, trademark prosecution, privacy and data protection. André also manages clients' intellectual property rights portfolios, with a focus on providing strategic counseling related to the launch, development and expansion of their businesses in Brazil.

"André Oliveira has been busy fighting on all IP fronts lately and never fails to deliver excellent results."

WTR 1000 - 2018

### Education:

- LL.M. in business law from the Fundação Getulio Vargas – FGV
- Master's degree in legal Issues, Criminality and Security of New Technologies from the University of Lausanne, Switzerland
- LL.B. degree from the Rio de Janeiro Federal University – UFRJ

### Professional Associations and Memberships:

- Brazilian Intellectual Property Association (ABPI) – Former Co-Chairman of the International Law Committee
- International Trademark Association (INTA) – Anticounterfeiting Committee
- Brazilian Bar Association (OAB), Rio de Janeiro Section – IP and Anticounterfeiting Committees
- International Association of Privacy Professionals (IAPP) - Member

## Key PARTNERS



### Robert Daniel-Shores

#### PARTNER

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Property

**IPSTARS**



Robert is a key member of the Technology, Trademark and Litigation departments. He focuses his practice on a wide array of emerging technology-related issues, including data protection and privacy, information security, and online brand protection. Robert also has special expertise in providing strategic legal advice combining brand protection and portfolio management to develop and execute enforcement strategies on both the online and off-line spectrums. Robert works with IP since 2010 has experience in a range of industries, notably technology, entertainment, pharmaceutical, fashion, and energy/oil and gas. He has worked abroad, as a visiting attorney at Boulton Wade Tennant, in London, UK, for six months, in 2014.

“Robert Daniel-Shores provides excellent clear commercial advice and is great at handling complex work. He’s always responsive. He was a key player in the success.

I only work with Robert.”

**Client quote, Chambers & Partners 2019**

#### Education:

- LL.M. program on Law and Technology at Berkeley UC (underway)
- Postgraduate Degree in Civil Procedure Law and Law Management from IBMEC
- Specialization Course in Copyright, Industrial Property and Entertainment Law at the Higher School of Law
- LL.B., with emphasis on Corporate Law, from the Rio de Janeiro Pontifical Catholic University – PUC / Rio

#### Professional Associations and Memberships:

- Berkeley Law Society’s Cohorts on IP/IT Law and Entertainment Law – Member
- Brazilian Bar Association – Fashion Law Committee
- International Trademark Association (INTA) – Member
- European Communities Trademark Association – Anti-Counterfeiting Committee
- Brazilian Intellectual Property Association (ABPI) – Member
- iTech Law – Member
- MARQUES – Member
- The Pharmaceutical Trade Marks Group – Member





## Ricardo Nunes

### PARTNER AND HEAD OF PATENTS

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Ricardo leads both the Patent Litigation and Patent Prosecution teams at Daniel. Licensed in Brazil and in the State of New York, he has advised U.S., Brazilian, and multinational companies on their most critical matters, including complex patent and regulatory disputes, for more than a decade. His clients represent a broad range of technology-related industries, such as: chemical, pharmaceutical, biotech, telecommunications, software, electronics, mechanical, and oil and gas. Ricardo has special legal expertise in the fields of food and drug law and plant varieties.

“Ricardo Nunes has a strong patent litigation practice and impresses peers with his superb strategic counsel. He also is an expert in regulatory matters and regularly advises clients from the telecommunications, pharmaceuticals and electronic sectors.”

Who's Who Legal 2017

#### Education:

- LL.M. degree in Intellectual Property Law, summa cum laude, from The George Washington University Law School
- Master's degree in Regulatory Law from the Fundação Getúlio Vargas – FGV
- LL.B. degree from the Rio de Janeiro State University – UERJ

#### Professional Associations and Memberships:

- Intellectual Property Owners Association (IPO) – Vice-Chair of Latin American Practice Committee
- Federal Circuit Bar Association (FCBA) – Global Fellow
- Brazilian Intellectual Property Association (ABPI) – Former Secretary of the Plant Varieties Committee
- International Trademark Association (INTA) – Member
- New York State Bar Association – Member

[www.daniel-ip.com](http://www.daniel-ip.com)

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