

**DANNEMANN
SIEMSEN**



**RECOGNISED AS LEADERS IN
INTELLECTUAL PROPERTY IN LATIN
AMERICA, DANNEMANN SIEMSEN
IS A TEAM OF EXPERTS THAT HAS BEEN
DEDICATED TO DEFENDING INDUSTRIAL AND
INTELLECTUAL PROPERTY SINCE 1900.**

The firm operates throughout the world, comprising the practice of first rate civil and criminal law, covering diverse legal areas and all industry segments of large national and international companies. Today the firm has offices in three Brazilian state capitals and has gathered a team of practitioners with expert knowledge of intellectual property (IP), litigation, contracts and other areas of law.

This allows the firm to advise clients on their main legal proceedings, making it a strategic partner in the pursuit of innovation and knowledge. The firm has an extensive team of industrial property agents – an experienced and specialised technical team that is kept up to date with the transformations and demands of the market.

In a dynamic world where knowledge is essential for any company to stand out in the market, Dannemann Siemsen believes in the value of human capital and in creativity as a source of innovation. With more than a century of experience and a wide range of services, the firm is proud to be the foundation for clients to seek innovative and pioneering paths.

INTELLECTUAL PROPERTY

With a team of professionals recognised nationally and internationally, the firm is exemplary in IP law for offering a first-rate service in patent filings, trademark registrations, design protection, copyright, trade secrets and in the entire process of software registration. The firm's experience allows it to develop the most comprehensive strategies in the protection of patents, from the first application to opposition after granting, ensuring the best legal backing supported by a multidisciplinary team of electrical, electronic, mechanical, chemical and telecommunications engineers, pharmacists and biologists, among others. Through the sector dedicated to the protection of trademarks, the firm also advises clients from searches to appeals, with a strategic thinking for trademark portfolio management and supervision structures, including on digital media, with constant monitoring of the changes in the Brazilian Patent and Trademark Office – BPTO's internal regulations and administrative decisions.

LITIGATION

Dannemann Siemsen is a heavyweight litigation firm, representing multinational and national companies and individuals in all fields of industry. It has a large and multidisciplinary team of partners and lawyers, with long and valuable experience before all levels of Brazilian courts and public agencies. The team of young and talented lawyers has also built up a modern view to work resolutely in disruptive cases. The firm's success rate is extremely high, from the simplest cases to complex matters, not only in court actions but also in alternative dispute resolutions (mostly arbitrations and mediations), class actions, and regulatory and administrative proceedings. To highlight some of the dedicated teams, the firm can cite its strong group of IP litigators and technicians, working side by side on the most important leading IP cases in the country. The firm has developed exclusive teams handling contractual, franchise, real estate, corporate, consumer protection, telecommunications, civil and environmental law and tax litigation. Its practitioners' major differentials are availability, adaptability, quality and the ability to focus on each client, in order to provide the best counsel and achieve the most favourable results.



CONSUMER RELATIONS

The consumer relations area arose from a growing demand from companies for intelligent management and structured handling of mass litigation. The firm starts from a strategic vision for prevention in consumer relations and mediation between companies and consumers, with a focus on preserving the clients' image and brand for their public. In tune with the main innovations in this sector, the firm offers a differentiated service for clients, with the automation of lawsuits and the capture of demand in the distribution and flow of administrative control in the consultative, judicial litigation, administrative litigation and business prevention areas.

CONTRACTS

The firm is exemplary in the area of licensing agreements for IP, the purchase of technological knowledge and franchises, which need to be annotated at the BPTO to allow the remittance of payments to foreign parties, qualify the licensee for tax deduction of the amounts paid and produce effects for third parties. The firm's lawyers assist the client from the start of negotiations, in drafting and/or analysing the agreement, until the actual execution, evaluating all aspects of the negotiation until all necessary governmental authorisations have been obtained.



LAW & TECHNOLOGY

Computer programs fit into the concept of intellectual works and are subject to copyright protection. The protection afforded by Brazilian legislation to software is international in scope, including all countries that are signatories to the Berne Convention. The firm's specialised team advises clients throughout the registration process at the BPTO, including preparing the formal documentation, selecting the technical data required, monitoring the process until the issue and confirmation of the Registration Certificate, as well as verifying the legal instruments related to the program's development and creation, such as employment contracts and service agreements.

ENVIRONMENTAL LAW

The firm offers specialised advice on a wide range of topics involving environmental law, providing preventive and resolving legal advice for domestic and foreign clients. It serves various economic segments: mining, agribusiness, oil and gas, telecommunications, pharmaceutical and food, among others. The firm's practitioners in the environmental area have vast experience, with expertise also in administrative, constitutional, regulatory and urban law. The work extends to all states and a strategic evaluation of the cases is always carried out considering the technical peculiarities of each activity and each region. In order to provide clients with broad and multidisciplinary consultancy, the environmental team works in an integrated way with the firm's litigation, criminal and arbitration sectors. The firm is committed to providing an excellent service, seeking the resolution of environmental and regulatory contingencies in an agile and efficient manner.



PRACTICE AREAS:

Intellectual Property

Patents Industrial Design Entertainment Geographical Indication
Trademarks Copyright Trade Secrets

Litigation

Intellectual Property Arbitration Mediation
Civil and Business Criminal Judicial and Extrajudicial Reorganisation

Consumer Relations

Advisory Administrative Litigation
Judicial Litigation Business Prevention

Contracts

Intellectual Property Agreements Franchises
Commercial Agreements

Law and Technology

Privacy and Data Protection Software
Blockchain and Smart Contracts New Technologies Regulation

Environmental Law

Environmental Litigation Environmental Licensing
Environmental Arbitration and other methods of alternative dispute resolution Environmental Consultancy
Administrative procedures

Other Areas

Advertising Law Tax Law
Regulatory Law Compliance and Internal Investigations
Corporate Law Evaluation of Intellectual Assets

OUR EXPERIENCE:

Food, Beverages and Tobacco	Energy
Automotive Industries	Entertainment and Media
Banks and Capital Assets	Pharmaceutical/ Life Sciences
Biotechnology	Hygiene and Cosmetics
Clubs and Confederations	Inventors
Foreign trade	Marketing and Advertising
Construction	Mining and Steel Industry
Pesticides	Chemicals and Petrochemicals
Education and Cultural Institutions	Insurance
Electronics and Technology	Services
Packaging	Information Technology

