



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

2026 EDITION



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BRANDS BEYOND BORDERS: TRADEMARK STRATEGY IN A DIGITAL ERA

As brands expand across borders, platforms and types of technology, trademark protection is being tested in unprecedented ways. In May, the 2026 International Trademark Association discussions in London confirmed that intellectual property has become a core driver of global business strategy. From immersive digital experiences and AI-assisted branding to increasingly sophisticated counterfeiting networks and cross-border litigation tactics, companies are operating in a fast-evolving legal and commercial environment.

This transformation is global. Luxury groups are investing in virtual goods and digital experiences, sports organizations are building international trademark portfolios and technology companies are exploring the commercial implications of generative AI. At the same time, businesses face pressure to optimize costs while ensuring consistent protection across multiple jurisdictions. Trademark portfolio management, enforcement and monetization are therefore increasingly linked to broader commercial and reputational objectives. The rise of virtual goods continues to challenge traditional concepts of classification, use and infringement. While trademark offices and courts are gradually providing guidance, key uncertainties remain regarding the relationship between physical and digital goods and the scope of existing registrations. Companies are therefore adapting filing strategies to secure protection across both environments before disputes arise.

Consumer trends are also generating complex legal issues. Viral food products, luxury positioning and digital marketing campaigns strongly influence perceptions of origin and authenticity. Courts are increasingly assessing how packaging, advertising and pricing shape consumer understanding, particularly where geographical indications are involved. In today's globalized market, a brand's value can emerge faster than the capacity of legal frameworks to ascertain its legitimacy.

Artificial intelligence is also reshaping trademark practice itself. AI tools accelerate filing, monitoring and enforcement, but also introduce new risks linked to automated content creation and brand misuse. The issue for businesses is no longer whether to adopt AI, but how to integrate it effectively into brand protection strategies.

This edition of Leaders League's *Marketing, Brands, Trademarks & Copyright* guide examines these developments from an international perspective. Across trademarks, copyright, design rights and anti-counterfeiting, one conclusion stands out: brands are now more valuable, more exposed and more central to global commerce than ever before. ♦



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MARKETING

Legal teams should enhance creativity, not limit it



Interview with

MALENA CÁRDENAS

Corporate Legal Counsel,
BELCORP PERÚ

“In an industry so driven by brands and the development of new products in the market, having an IP strategy in place from an early stage is extremely important”

Malena Cárdenas shares her insights on managing intellectual property in the dynamic and brand-driven beauty industry. Drawing from her regional experience across Latin America, she discusses the importance of early IP strategy, the evolving role of legal teams as strategic partners to marketing and the key challenges companies face with digital advertising and influencer collaborations.

LEADERS LEAGUE: How do Belcorp's legal and marketing departments collaborate to ensure advertising campaigns remain creative yet comply with regulations?

Malena Cárdenas: In the beauty industry, the relationship between the legal and marketing teams must be very close, with the legal team acting as a strategic partner and focusing that closeness not with the objective of limiting creativity, but rather supporting them from a risk management perspective, proposing innovative options to enhance that creativity.

The role of the legal team should focus on identifying potential regulatory risks, for example, in matters of advertising, product claims or use of certain terms, and propose alternatives that allow the commercial message to be maintained, but without generating legal contingencies.

The goal should be that the process of creating a product, line or campaign should be as fluid and quick as possible, maintaining a balance between creativity, brand positioning and compliance with relevant regulations.

What are the key legal issues companies should be aware of when developing influencer-driven digital marketing strategies?

Some of the aspects to consider when developing a digital marketing strategy are transparency in advertising, i.e. that it is clearly identifiable when content is sponsored and, in the case of working with influencers, that they clearly communicate that it is paid advertising. Implications for the proper use of trademarks, image rights, intellectual property in digital content and music must also be considered.

Therefore, I believe it is crucial to be able to share clear guidelines with internal teams for the design of digital strategies, as well as dos and don'ts, complemented by adequate supervision of the digital campaign.

How important is IP strategy in the development and launch of new beauty products or brand lines?

I believe it is extremely important to have an intellectual property strategy in place at an early stage, especially in an industry so driven by brands and the development of new products in the market. When there is legal support from the beginning of the development of a new product or line, it is not only possible to identify the trademark viability of the proposed names, but it could even identify potential risks and propose the necessary adjustments and thus avoid them arising at a stage where any modification is more complex and costly. Latin America is a region that, while having points of connection from the perspective of intellectual property, is also very diverse; for example, it has particularities in terms of trademarks such as the time required to obtain trademark registrations, criteria in the examination of risk of confusion, or in administrative practices. Furthermore, working on the intellectual property strategy from the beginning allows for better structuring of the brand portfolio and ensures that the intangible assets associated with the product are protected from the moment they reach the market.

What aspects of your work do you find most rewarding as an in-house lawyer?

One of the aspects I value most about working as an in-house lawyer is the opportunity to be close to the business and support the different departments in developing strategies, from design to launch. Seeing how different ideas take shape until they materialize into powerful campaigns or innovative products is the most rewarding part. In this type of industry, where brands and product identity are so important, being able to contribute to the protection of these intangible assets is especially valuable. ♦

Airports are no longer just pieces of infrastructure, but entire ecosystems of economic activity



Interview with

MARIA ELENA REAÑO

Head of Regulatory Legal Affairs,
LIMA AIRPORT PARTNERS

“Legislation applicable to airport operators has evolved positively, helping promote the commercial investments that are so important for providing a comprehensive passenger experience”

Maria Elena Reaño discusses the evolving role of legal teams in the operation of complex infrastructure, such as international airports. She highlights the growing need for multidisciplinary legal expertise, the expansion of airports into broader economic ecosystems and the importance of aligning regulatory compliance with service quality and operational efficiency.

LEADERS LEAGUE: What are the main legal or regulatory challenges encountered when advising a company responsible for operating a major international airport?

Maria Elena Reaño: When we talk about the operation of public infrastructure, legislation often establishes certain conditions that can become obstacles to development and the provision of new services at an airport poised for growth. In some cases, this can complicate the work of the legal team. However, over the years, the legislation applicable to airport operators, as in our case, has evolved positively, including by promoting the commercial investments that are so important for providing a comprehensive passenger experience.

How does the legal team contribute to the smooth running of such a complex operation?

The legal department provides ongoing, cross-functional support for airport operations. Our work involves not only ensuring compliance with regulations and mitigating risks such as potential administrative penalties, but also ensuring that the services we provide are of a high quality, always prioritizing safety and a positive passenger experience. Furthermore, in recent years, we have been directly involved in the implementation of new commercial services, given that, nowadays, when we talk about airports, we are no longer thinking solely of infrastructure designed for travel, but rather of the development of an entire ecosystem involving various economic activities, such as hotels, logistics warehouses and office buildings. In my view, the legal team is essential for these businesses to thrive, contributing to the full development of airport facilities.

What skills or areas of expertise are most important for lawyers who want to work in regulated sectors such as aviation or infrastructure?

For an airport to operate properly, it requires

the involvement of various areas of legal expertise. I would say that the main ones relate to regulatory issues, particularly those concerning infrastructure and public service concessions through which the government entrusts the private sector with their administration and operation. Obviously, aviation law is also essential for ensuring safe operations that comply with national and international regulations. However, as I mentioned, an airport operator does not focus solely on providing passenger transportation services. Currently, there has been a diversification of new operations and commercial services, making it necessary to have a multidisciplinary legal team with expertise in contractual, corporate and environmental matters, among others.

What do you find most rewarding about working on legal matters related to one of the region's most important transportation hubs?

Airport operations are constantly changing; things can shift from one day to the next, and while that's challenging, it's also very stimulating. I have had the opportunity to contribute to the launch of a new passenger terminal and a second runway at Lima Airport. This achievement has definitely shaped my professional life, but also my personal life, as it is an important milestone in my country's history.

How has the regulatory environment for infrastructure and transportation projects evolved in Peru in recent years?

I believe it has shifted in a positive direction. Regulations governing this type of project have undergone significant changes between their inception in the 1990s and the present day, adapting to our current reality. Primarily, the possibility for the private sector to promote the implementation of new projects has been strengthened, allowing them to contribute their know-how and experience. ♦

Brand protection goes far beyond logos, it's about identity, tone and consistency



Interview with

SARA RIVERA

Chief Marketing Officer,

MEDICINA RESPONSABLE

“Many media outlets fail because they let commercial pressure compromise editorial integrity”

Sara Rivera discusses Medicina Responsable's brand strategy and positioning in Spain's highly regulated healthcare media sector. With a strong focus on credibility, consistency and content quality, she explores how trust, institutional alignment and innovation drive differentiation in competitive and complex markets.

LEADERS LEAGUE: What are the main challenges when it comes to building and positioning a brand in the healthcare sector?

Sara Rivera: When I joined Medicina Responsable four years ago, the health media sector in Spain was a fully established landscape. We were up against competitors with decades of experience, and the reality was that we were a small media outlet with a clear vision but no institutional presence. Today, Medicina Responsable ranks among the top five national health media outlets. The challenge wasn't to be better than anyone else. It was to stand out in a saturated market whilst remaining commercially viable. What we did was build credibility on three fronts simultaneously: first, through content. We surrounded ourselves with genuine professionals; that costs more and takes longer, but it generates something money can't buy: the trust of our readers. Secondly, in terms of institutional presence. Access to public bodies, collaboration with scientific societies and influence on policy agendas. This is built through consistency and credibility, and is achieved by being systematic: if you say something about public health, you must base it on data. Institutions began to give us a platform because they needed a media outlet that understood the field without being hostile or complacent, and could communicate their policies with rigor and independence. Thirdly, in terms of our business model. Our clients are companies in the healthcare sector, to whom we offer communication platforms that work because they are valuable to the target audience.

How can marketing be used to manage brand reputation and public trust?

Credibility in healthcare is built on consistency. What sets us apart is that we know exactly where the line between editorial and commercial content lies, and we never cross it. We take this into account in every decision we make. When we work with

medical professionals, every piece of content undergoes a rigorous validation process before publication. We don't do this merely as a matter of procedure; we do it because our authors themselves demand that level of rigor. They know that Medicina Responsable will not allow their ideas to be watered down or misrepresented.

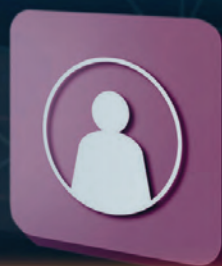
How does the healthcare sector's regulatory framework affect the company's marketing and communications strategy?

What we have learnt is that what appears to be a limitation is actually a powerful driver of innovation. The most interesting thing is that the best commercial projects arise precisely from that restriction. You cannot sell a drug directly, so you have to rethink how you reach the public. You have to educate people about the condition, create professional forums where specialists can openly discuss symptoms, diagnosis and treatment options. You have to develop health awareness content that reaches patients as public health information, without it being advertising. And within these specially created spaces, companies can convey specific messages to professionals safely, without legal risk.

What role do brand protection and intellectual property play in developing a robust marketing strategy?

Brand protection is about much more than just a logo or a registered name. It is your identity, your tone, your way of communicating, your consistency. At Medicina Responsable, brand protection means that when someone sees our content, a format we have created, or an editorial style, they must immediately recognize it as bearing our hallmark. That is essential to us. What we've learnt is that consistency is an asset; if you remain consistent in how you communicate, that becomes your brand. And that brand is what makes you recognizable, what sets you apart, and what builds trust. ♦

BRANDS & E-COMMERCE



Keeping a brand strong requires continuous care, strategic clarity and the courage to enforce rights consistently



Interview with

DR. MELANIE RIES

Head of Legal IP/IT, TÜV SÜD

“Effective trademark protection ensures that a brand’s values are not undermined by misleading or unauthorized use”

Melanie Ries heads the legal IP/IT department at German industrial inspection and product testing group, TÜV SÜD. She discusses the holistic approach required of in-house counsel when seeking to provide practical, business-oriented intellectual property solutions.

LEADERS LEAGUE: What distinguishes an in-house counsel at a group like TÜV SÜD?

Melanie Ries: In-house counsel in a technology driven organization must go far beyond pure risk-avoidance. The role is to act as a strategic partner – enabling innovation while safeguarding the core values of the organization, balancing technological progress with independence, safety and credibility. Legal advice must be pragmatic, forward-looking and closely aligned with the business.

The TÜV brand is used by seven organizations, what makes it special?

The TÜV brand represents a shared heritage and common values, while being used by seven independent organizations, which are competitors, even. This model combines strong collective recognition of the brand with a joint commitment to protecting trust in the TÜV brand, which embodies safety, trust and neutrality. A powerful example of how trust can be institutionalized across organizational boundaries.

With more than 1,600 trademark registrations worldwide, what are the key challenges?

The main challenges are complexity and prioritization. Managing a global trademark portfolio requires constant monitoring, strategic decision-making and efficient enforcement mechanisms – especially in digital environments where misuse can occur rapidly and across borders. When enforcing our trademark rights, there are certain special considerations to bear in mind: it may be that a third party infringes TÜV SÜD’s trademark rights, but is a customer of other TÜV companies. In such cases, the TÜV Trademark Association provides excellent support and coordination.

How do you address misuse or misleading use of the TÜV trademark?

We have to distinguish between the trademark TÜV and the trademark TÜV SÜD

through clear brand rules, close cooperation and a shared understanding of what the TÜV brand stands for. Legal instruments are as important as dialogue between the stakeholders. Consistency does not mean uniformity, but alignment around common values. We combine classic enforcement tools with proactive monitoring and digital solutions. Early detection is key, as is a clear enforcement strategy that balances legal rigor with proportionality and reputational considerations. For trademark infringement, there may be customer relationships with members of the TÜV Trademark Association. Protecting the TÜV trademark globally is a shared responsibility across Legal, Brand, and our technical experts. We monitor the market with necessary legal instruments whenever required. Education plays a crucial role: We invest in raising awareness among our employees about to safeguard our brand, run awareness initiatives and provide clear guidelines.

In what ways does trademark law help safeguard neutrality, safety and technical excellence?

Trademark law protects not only a name or logo, but the reputation and expectations associated with it. Trademark protection ensures that these values are not undermined by misleading or unauthorized use, or violated by third parties.

What, currently, are the key legal challenges related to AI at TÜV SÜD?

Key challenges include regulatory compliance, liability, transparency and data governance. For TÜV SÜD, which operates in trust-based markets, it is particularly important that AI systems are reliable, explainable and aligned with regulatory expectations. We were one of the first companies in Germany to draw up internal AI guidelines and I am proud to have taken part in drafting them. ♦

Reputation isn't managed reactively, it's built each and every day



Interview with

ANASTASIYA NIKOLAIEVA
Head of Public Relations, **KIWITAXI**

“Brands that earn trust feel the same whether on Instagram, in an email or during a crisis chat”

Anastasiya Nikolaeva leads brand strategy and communications at airport-transfer specialist Kiwitaxi. With a strong focus on consistency and customer experience, she explores how trust, reputation and human-centric communication shape resilient brands in highly competitive markets.

LEADERS LEAGUE: What are the key elements that define a strong and differentiated brand in today's highly competitive travel and mobility market?

Anastasiya Nikolaeva: A lot of people will tell you the answer is AI: launch a personalized trip planner, automate support, anticipate needs before the customer even articulates them. Maybe... but we keep coming back to something less exciting and more important: consistency.

Not as an operational metric but as a brand philosophy – the way you show up across every channel and at every stage of the journey, the tone when something goes wrong, how a support case is handled at 2am in an unfamiliar city. Whether the person on the other end actually sounds like they care, that's what travelers remember. The brands that earn trust feel the same whether on Instagram, in an email or during a crisis chat.

How do you balance performance-driven marketing with long-term brand positioning and reputation management?

Honestly, I don't think of them as separate things. There's a temptation to run everything through a performance lens: if a channel isn't converting today, cut it. For us, that logic doesn't work.

Transfers aren't in the top three things people plan. They're an afterthought, booked last, and often under stress.

If we only showed up where purchase intent already exists, we'd be fighting over a small part of the funnel. At Kiwitaxi, we're working to expand the category – reaching people who don't yet realize private transfers are an option.

That means building a broader brand ecosystem: SEO content, partnerships, PR and our Travelmate platform. We don't expect 30-day paybacks.

Brand and PR aren't downstream of the product but part of the same feedback loop. Reputation, therefore, isn't managed reactively,

you either build it carefully each and every day or lose it gradually without noticing.

How do you ensure consistency in brand messaging while adapting to different cultural and market contexts?

Operating globally forces you to be clear about what is fixed and what is flexible. Our core stays consistent: reliability, care and making travelers feel in control. On the product side, we localize everything into regional languages. Multilingualism is our baseline. But the channel I find most interesting is influencers. While a localized ad translates the message, an influencer translates the feeling. They communicate in the format their audience actually wants. We almost never give creative notes. The content looks different everywhere, and that's actually the point. The tone and storytelling reflect each creator's context, but the same values come through.

What are the main reputational risks faced by digital platforms today?

Digital platforms are public environments. Negative experiences travel fast – one screenshot, one viral thread, one wave of one-star reviews, and you're responding to a narrative crafted by someone else. The first risk is the expectation gap. Users assume frictionless by default, so when something goes wrong, disappointment hits harder. The second risk is operational fragility under pressure. When external shocks like weather or flight disruptions hit, a platform can go from normal to thousands of stressed users in hours. The third risk is over-automation. A bot that can't read context or a help center that loops users without resolution leaves a mark. The fourth risk is social media tone. Wit and sarcasm may get a lot of engagement but then a crisis hits and that voice stops working. Most platforms discover these risks the hard way. The goal is to see them coming first. ♦

Esports offer brands a direct connection with younger audiences



Interview with

JAIME PADUA
CEO, FURIA ESPORTS

“Having top-tier professionals competing at the main esports tournaments was an essential step in establishing Furia”

At 29, Jaime Padua left behind his previous life as a financial advisor to set up Furia Esports, which in the intervening decade has grown into one of the world's largest esports organizations. Today, he sees Furia as a sociocultural movement that goes beyond gaming – and believes the sector's reach is still underestimated by major media and entertainment brands.

LEADERS LEAGUE: Your professional life began in 2009 as a financial advisor at XP, followed by stints at other firms like Ghia Investimentos. Why did you decide to change careers from financial consultancy to esports investment?

Jaime Padua: The decision was a mix of passion and boldness. I was immersed in the financial market but always loved sport, especially esports, which were starting to gain traction but were not yet professional in Brazil. I saw an opportunity to bring structure and professionalism. Without knowing how difficult it would be, I created Furia with my partners. The idea was to go beyond what the market offered and set a higher standard. The dream was to represent Brazil on the world stage. I couldn't have predicted the success, but I knew we were building something innovative. That vision and courage to face the unknown drove us forward.

What were the biggest challenges in leading this organization nationally and internationally?

Esports is driven by the passion of its fans, and those who live this reality know how much responsibility comes with it. Furia's teams have thousands of dedicated supporters who follow everything that happens with them. That alone is a great responsibility, as we have built an identity that must constantly be reinforced with results, innovation and presence. Creating a club-style identity around Furia that brought fans and the community closer together was our first major challenge. Having top-tier professionals competing at the main esports tournaments was also an essential step in establishing the brand. In addition, facing the challenges of being a Brazilian organization competing on the global stage brings extra difficulties, such as exchange rates, which put us at a significant economic disadvantage when dealing with the rest of the world. The competition is also tougher, especially due to

the physical distance from major training and competition hubs like Europe and the United States. Being far from these centers puts us a step behind in terms of infrastructure and training, making our pursuit of excellence all the more demanding. But despite these barriers, the desire to do things differently and overcome these obstacles has always driven us. We knew that to be internationally relevant, we needed to invest not only in talent, but also in infrastructure and a long-term vision.

There are still a lot of gray areas on issues such as contracts, player transfers, broadcasting rights and intellectual property. How do you see regulation evolving in esports?

As the esports market becomes more professional, the pressure for greater transparency, legal certainty and clear rules also increases. This is evident across organizations, as well as among players, sponsors and platforms. We can already see important movements in this direction, with tournaments and publishers adopting more structured standards and involving specialist professionals. The real challenge lies in finding the balance between the flexibility the market demands and the need to protect the interests of everyone involved. While regulation can help bring more stability, I believe the most important factor is ensuring constant dialogue among all parties – organizations, publishers, athletes and sponsors. This exchange of ideas and practices will be essential to creating a healthy, competitive and sustainable environment where everyone can grow and benefit.

What opportunities in esports are still overlooked?

Consumption has changed. Young people engage differently, and esports reflect that. Brands that don't adapt will lose relevance. Esports offer direct connection with younger audiences. The potential goes far beyond gaming. ♦

I challenge the notion of super-fakes: products are either genuine or they are counterfeit



Interview with

FABRIZIO CARETTA

Chief Legal, Corporate
& Compliance Officer,
DOLCE & GABBANA GROUP

At one of fashion's most iconic houses, the legal department is not a gatekeeper – it is a strategic catalyst. Fabrizio Caretta shares how IP management, digital innovation and brand protection converge into a single vision of governance, one designed to protect and enhance Dolce & Gabbana's intangible value.

LEADERS LEAGUE: How is brand equity increased through IP management at Dolce & Gabbana?

Fabrizio Caretta: At Dolce & Gabbana, the aesthetic DNA of the brand is not merely a creative expression – it is a strategic asset governed at the highest level. Legal plays an active role in defining the Group's IP governance framework: setting protection objectives, establishing enforcement priorities, allocating budgets and determining where resources should be invested to achieve the greatest longterm impact. IP management is integrated into corporate decision-making rather than treated as a downstream legal exercise. Choices around creativity, market expansion, distribution models and innovation are assessed holistically, with IP strategy serving as the connective tissue between creative vision and industrial execution.

Can an enforcement policy be strong enough to fight super-fakes yet flexible enough to respect local cultural sensitivities and digital sovereignty laws?

I tend to challenge the notion of super-fakes: from a legal and brand perspective, products are either genuine or they are counterfeit. Blurring this distinction weakens enforcement strategies and ultimately undermines consumer trust.

Today, brand protection is primarily a digital challenge, with the real battlefield online – marketplaces, social media, resale platforms and crossborder digital networks that allow counterfeiting to scale rapidly and invisibly. Our approach is therefore centralized and uncompromising in principle: zero tolerance towards counterfeiting, aggressive online takedown strategies, and structured cooperation with platforms and enforcement authorities at global level. Centralization ensures consistency, speed and credibility. At the same time, execution must remain locally calibrated. Cultural sensitivities, na-

tional enforcement practices and digital sovereignty laws require flexibility in how these policies are implemented on the ground.

As the fashion industry now embraces Generative AI and augmented reality, what are the primary legal challenges?

Made in Italy has never been just a geographical indication – it is a cultural promise, rooted in human skill, emotion and responsibility. Translating that promise into the digital realm requires the same respect for creative integrity. Used without boundaries, AI can flatten creativity, replicate aesthetic codes without context and distance creation from the human gesture that gives it value. In this sense, excessive reliance on AI risks turning craftsmanship into mere output. AI is an extraordinary companion to creativity. The legal and cultural task, is to define clear principles: protecting authorship, ensuring transparency in the creative process, and safeguarding the link between creation and accountability.

What are the legal pathways to realizing bold marketing and fashion projects?

In founder-led organizations, visionary and sometimes provocative creativity is a core driver of brand relevance and desirability. The legal department can only add value in this context if it is perceived not as a constraint, but as a strategic enabler.

For this reason, I structure the legal team around trust, proximity and early involvement. Lawyers sit close to the business, engage from the inception of creative and marketing projects and invest time in understanding the brand's language, audience and cultural impact – not just the legal framework. In luxury, reputation is built over decades and can be compromised very quickly if legal, ethical and societal risks are not properly anticipated. Our role is to protect that long-term equity while enabling bold expression. ♦

“Creativity must remain human at its core – excessive reliance on AI risks turning craftsmanship into mere output”

Toyota is focused on the long term and does not stray from its roadmap



Interview with

RODOLPHE DELAUNAY
President (France), **TOYOTA**
MOTOR MANUFACTURING

“Increasing the take-up of electric vehicles boils down to improving price, range and charging infrastructure”

While the automotive industry in Europe has been struggling in recent years, Toyota is bucking the trend. The company’s vehicle assembly plant in Valenciennes – on the France-Belgium border – turned out a record 283,465 vehicles in 2025. Rodolphe Delaunay talked to Leaders League about this success, the balance between regulation and competitiveness, and the “Toyota Way” of operating.

LEADERS LEAGUE: In 2025 Toyota Motor Manufacturing France produced over 283,000 vehicles. What’s behind this strong performance?

Rodolphe Delaunay: We have the right product at the right time. Hybrid is the right transitional technology for the future, and it’s not in our culture to get carried away with the latest trends. The group remains true to its strategy: a multi-technology approach, continuing to produce conventional internal combustion engines, as well as hybrid, plug-in hybrid, electric and hydrogen vehicles.

How do you maintain Toyota’s distinctive brand-ethos in different parts of the world, especially when facing competition from other big-hitters in the automobile sector, notably the Chinese?

At the Onnaing production site, we practice Kaizen, a continuous improvement process based on small, daily, incremental changes. Every week, we stop the production line for 50 minutes so that teams can meet in groups and identify improvement opportunities themselves.

Toyota is focused on the long term and does not stray from its roadmap, which is to manufacture reliable, affordable vehicles that make mobility accessible to all. The group invests heavily in R&D, which is strategic for us. What sets us apart is that extra touch – a unique culture that no one can replicate. Chinese competitors are aggressive; it’s up to us to deliver a different customer experience.

What is your goal in the electric vehicles market?

The challenge is to develop a new platform that is flexible enough to produce hybrid, plug-in hybrid and electric models all at the same facility. That’s what we achieved in 2012 when we introduced the hybrid. In the first year, this technology accounted for 15% of our production volume. Since 2012,

we have produced over one million vehicles of this type. This proportion has continued to rise to the point that, as of April 2024, production is 100% hybrid.

That said, the development of electric vehicles remains dependent on battery range. Until we can achieve a range of 1,000 kilometers and have sufficient, affordable charging infrastructure, it won’t take off. We need a battery that can be recharged in ten minutes. It is this set of conditions that triggers the purchase of an electric model. The issue boils down to three criteria that must be met: price, range and charging infrastructure.

The European Commission has backtracked on its plan to ban the sale of internal combustion engine vehicles by 2035. What’s your view on this?

The most important factor is the consumer. In the end, they are the ones who decide. In all these discussions, public authorities had simply forgotten the customer. Everyone agrees – including Toyota – that the real enemy is carbon emissions. But it’s up to manufacturers to find the right technology to produce zero-emission vehicles. The European Union is the only region in the world that has shot itself in the foot by imposing such a regulatory constraint. All European standards already impose additional costs on us; safety standards automatically mean we have to add more features to the vehicle. Europe requires us to install cameras to expand the driver’s field of vision. Did you know there are as many electronic control units in a car as there are in an Airbus jet? Ensuring our vehicles meet emissions standards is very expensive also. All of this is reflected in the price of the vehicles. We need to create wealth and make mobility accessible. Of course, our vehicles must meet safety standards, but regulations must not prevent us from being competitive, because our competitors outside Europe do not face the same constraints. ♦



ARTS, CULTURE, TRADEMARKS & COPYRIGHT

The trademark system is an essential tool for economic development



Interview with

HERNÁN CABALEIRO

National Director of Trademarks,
**ARGENTINE INSTITUTE OF
INDUSTRIAL PROPERTY (INPI)**

“The main impact will be faster, more predictable trademark protection aligned with investment needs”

Argentina is rolling out major changes to its trademark regulations in 2026. Leaders League spoke with INPI Argentina’s Hernán Cabaleiro, to get the inside track on the impact this will have on those doing business in the country.

LEADERS LEAGUE: What are the main changes to trademark regulations in Argentina that came into effect in March 2026?

Hernán Cabaleiro: The main changes can be summarized in two main axes: the simplification of the registrability examination and the modernization of the notification system. The way new trademark applications are examined has been redefined (INPI Resolution P-583/2025). Under this reform, the authority’s analysis is primarily focused on absolute grounds for refusal and topics related to public policy, while certain cases of relative grounds for refusal are left to be raised by third parties through the mechanisms provided by law, particularly opposition proceedings.

What is the purpose of this change?

Its purpose is to avoid ex officio objections in disputes of a private nature where there is no genuine interest on the part of rights holders in preventing registration, thereby making the procedure more agile, clear and efficient.

What else has changed?

The same resolution introduced a reorganization of the procedural stages: the formal and substantive examination is now carried out immediately after filing and prior to publication. If no objections are raised – or if they are overcome – the application is published for one day in the Trademark Bulletin and, once the statutory opposition period expires without oppositions, registration is granted. This enables a reduction in processing times without compromising the legal quality of the examination.

What about the notification system?

Within the same regulatory update process, INPI Resolution P-063/2026 implemented an electronic notification system through the user’s electronic domicile. Accordingly, from March 1st, 2026, office actions, notic-

es, appeals and other non-final procedural acts are notified via the user’s electronic account, while final decisions continue to be notified through publication in the Trademark Bulletin. Furthermore, the 30-day suspension period that previously preceded the commencement of time limits has been eliminated, as it became unnecessary within a fully digital procedure accessible online, publicly and without restriction, 24 hours a day, 365 days a year.

Finally, it was established that appointments of representation, as well as the establishment or modification of the electronic legal domicile, must be carried out mandatorily through the specific functionality provided in the Online Filing Portal, thus ensuring a more agile, secure and transparent management of procedural communications.

What will the major effect on companies and entrepreneurs be?

The main impact will be faster, more predictable trademark protection aligned with investment needs. These resolutions are based on a central premise: the trademark system is not merely an administrative procedure, but an essential tool for economic development, innovation, competitive differentiation and job creation. In this context, streamlining the procedure means providing a timelier response to those who need a protected sign to launch products, position themselves in the market and safeguard their intangible assets. This means a reduction of unnecessary delays and bureaucratic burdens that previously postponed decisions on their applications. The new framework aims for the administrative authority to focus on matters it must directly safeguard – absolute grounds and public policy – while leaving strictly private conflicts to the initiative of rights holders.

In this way, the system gains efficiency without weakening rights, as third parties retain their full enforcement mechanisms, such as opposition, invalidation and cancellation actions based on non-use. ♦

The number of art transactions is on the rise thanks to younger buyers



Interview with

VICTOIRE GINESTE

Vice-President, **CHRISTIE'S**

“Private sales have increased by 40% year-on-year, but not at the expense of auctions”

Rumors of the art market's decline have been exaggerated, according to Victoire Gineste, who discusses the growth opportunities that auction house Christie's is capitalizing on to continue attracting business from collectors.

LEADERS LEAGUE: Is the art market in good health at present?

Victoire Gineste: In recent years, the art auction scene in Paris has become increasingly international with the arrival of several foreign galleries, many of which have set up shop on Avenue Matignon. What's more, the city's art fairs, such as Art Basel, are among the most important events on the international art-market calendar. Christie's auction house typically attracts three-quarters foreign buyers. While the majority are from the United States and Asia, up to 90 nationalities may be represented at any one auction.

The market for works priced above €5 million is tightening on a global scale. Nevertheless, smaller-ticket segments are becoming increasingly dynamic. Reports, notably the one published by the Art Basel fair, even note a growing number of transactions driven by younger buyers.

For this new generation, accustomed to digital devices and online shopping, the once-intimidating setting of the auction room is less of an issue. Often, an initial online purchase leads to further purchases. We observe that our luxury division – which includes auctions of watches, jewelry, cars, wine and handbags – is attracting new and younger buyers.

How do you ensure this new bracket of buyer sticks around?

We choose to educate and guide those who wish to explore other areas of specialization. It is the mission of our experts to always try to understand the artistic sensibilities of a buyer, in order to explore with them other themes and other pleasure-driven purchases. Take the example of vintage vehicle collectors. In 2024, Christie's acquired international classic-car auction house Gooding & Company – now known as Gooding Christie's – whose clientele might be interested in other items from our luxury division.

What is the best way to go about better understanding a buyer's artistic sensibilities?

The best approach remains human interaction. Buyers who come through online auctions subscribe to newsletters tailored to their areas of interest.

Gradually, connections are built. We discuss artwork with them, reassure them about how auctions work... this can encourage some clients to take the step toward making a first purchase outside of their main zone of interest.

Is Christie's doing anything else to diversify sales channels?

We have launched art-appraisal roadshows in various regions in France, notably in Montpellier, Bordeaux, Lyon, Toulouse and Cannes. France is a treasure trove rich with hidden gems. By partnering with local auction houses, we combine our strengths to offer their clients an international platform, while they maintain a close, personal relationship with them.

The goal is to sell items under the best possible conditions, going beyond what local auction houses might have originally expected it to fetch.

Christie's has also developed a private sales service, directly connecting buyers to sellers outside the auction calendar. Throughout the year we are, therefore, able to offer pieces of artwork across all disciplines at set prices. We also recommend this option when the public auction channel may not be very favorable for a work, or when a sale needs to be completed quickly and discreetly.

Compared to last year, private sales have increased by 40%. Out of Christie's total sales exceeding €5.7 billion, they account for more than €1.2 billion.

This growth is not at the expense of auctions; on the contrary, it reinforces them. And it is this complementarity which confirms that the art market has a bright future ahead. ♦

Only works created by human beings can generate copyright



Interview with

ANTONELLA MARRA

Business & Legal Affairs

Deputy Director,

UNIVERSAL MUSIC ITALY

“Unlike during the early days of streaming, the music industry is not only defending its rights through litigation, but is also proactively engaging with new technology”

With over 21 years at Universal Music Group, Antonella Marra has lived through every major disruption in the music industry this century – from the Napster era to streaming and now generative AI. She intervenes where copyright law, technology and human creativity converge, helping to shape frameworks for situations that didn’t exist when her career began.

LEADERS LEAGUE: What did the music industry’s shift from physical media to streaming teach you about protecting artists’ rights in times of radical change?

Antonella Marra: Streaming fundamentally changed how rights are exploited and how revenues are generated, requiring a complete rethink of existing legal and business models. Technological breakthroughs are often accompanied, at least initially, by phases of legal uncertainty and imbalance. The early days of digital music were marked by widespread piracy and systematic infringement of rights – the Napster era being the most emblematic example – which put the music industry under significant pressure and forced it to react in a highly defensive way. As for the current generative AI transformation, my perception is that it may prove to be even more disruptive than streaming – although it is still too early to fully assess its impact. What we can say is that the music industry has learned important lessons from the past. In the case of Universal Music Group, for example, AI agreements are already in place with companies such as Udio, Spotify and Klay Vision.

How do you reconcile the tension between defending existing rights and finding commercial frameworks that allow innovation to coexist with protection?

Universal Music can truly be seen as a pioneer within the global music industry when it comes to engaging with new technology, as well as developing and refining business models – with the aim of delivering greater value not only to the industry, but above all to the artists we represent. Over the past two years, the music industry has taken a very firm legal stance against the unauthorized use of copyrighted works for AI training. Major record companies, including Universal Music Group, have initiated litigation against platforms such as Udio and Suno, on the basis

that large-scale, unlicensed training constitutes copyright infringement. At the same time, however, Universal has consistently emphasized that litigation is only one side of the strategy. The company has also worked to build a legitimate ecosystem for generative AI – one based on licensing, collaboration and artist participation. The company has actively developed programs and partnerships with tech players willing to operate within a licensed, consent-based framework, with the goal of creating a model that works for both creators and innovators. This is evident in early collaborations of Universal Music Group with YouTube’s Music AI Incubator program.

AI tools can now replicate an artist’s voice with alarming accuracy. How do you see the legal toolkit evolving to address this reality?

The evolution is already underway, but the starting point must remain unequivocal: No AI use that involves or replicates an artist’s voice can legitimately take place without their explicit authorization. This is a non-negotiable standard. I believe we will see a progressive evolution of the legal toolkit, combining existing rights with more specific regulatory interventions – as we are already starting to see with the AI Act.

How do you avoid losing sight of the human dimension in all this?

Copyright law has always been about protecting human creativity, but I would say this principle has never been more relevant than it is today. With the rapid rise of generative AI, one of the very first and most important steps taken by creative industries has been to reaffirm a fundamental concept: only works created by human beings can generate copyright. This is not just a legal position – it is a cultural and economic statement about the value we place on human originality and artistic expression. ♦

RANKINGS 2026

NORTH AMERICA	26
SOUTH AMERICA	42
EUROPE	100

NORTH AMERICA

CANADA

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Borden Ladner Gervais	Justine Wiebe, Kathleen Lemieux
Gowling WLG	Shelagh Carnegie, Monique Couture, Martha Savoy
Smart & Biggar	Phillip Lapin, Mark Evans
EXCELLENT	
Baker McKenzie	Stephanie Vaccari, Jim Holloway
BCF Business Law	Johanne Auger, Frédéric Dionne
Bennett Jones	Stephen Burns, Dominique Hussey
Bereskin & Parr	Jonathan Burkinshaw
Osler, Hoskin & Harcourt	Barry Fong, Alison Hayman, Kelly Moffatt
Robic	Laurent Carrière, Catherine Bergeron
HIGHLY RECOMMENDED	
1 Cassels Brock & Blackwell	Casey Chisick
CPST Intellectual Property	Anthony Prenol, Antonio Turco
Dickinson Wright	Yuri Chumak, Sanjukta Tole
Fasken	Roger Kuypers
Marks & Clerk	Jonathan Colombo
McCarthy Tétrault	Daniel Glover
McMillan	Peter Giddens
Torys	Eileen McMahon, Edward Fan
2 Aird & Berlis	Timothy Lowman, Ken Clark, Grant Cansfield, Andrea Kroetch
Aventum	Chantal Bertoša
Blake, Cassels & Graydon	Christine Hunter, Sunny Handa
Deeth Williams Wall	Gervas Wall
Dentons	Christopher Zelyas
DLA Piper	Sangeetha Punniyamoorthy
Lavery	Chantal Desjardins
Moffat & Co. Macera & Jarzyna	Andy Jarzyna
Norton Rose Fulbright	Jean-François Drolet
Riches McKenzie & Herbert	Marta Tandori Cheng



TRADEMARK LITIGATION

Best Law Firms

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FIRM	KEY FIGURE(S)
LEADING	
Gowling WLG	Shelagh Carnegie, Kelly Gill, Laurent Massam, Martha Savoy
Smart & Biggar	Mark Evans, Francois Guay, Graham Hood, Mark Biernacki, Jean-Sébastien Dupont
EXCELLENT	
Baker McKenzie	Jim Holloway, Stephanie Vaccari
BCF Business Law	Johanne Auger, Frédéric Dionne
Borden Ladner Gervais	Jennifer Ponton
Cassels Brock & Blackwell	Mark Edward Davis
DLA Piper	Sangeetha Punniyamoorthy
Osler, Hoskin & Harcourt	Bradley White
HIGHLY RECOMMENDED	
Aird & Berlis	Timothy Lowman
Bennett Jones	Dominique Hussey
Blake, Cassels & Graydon	Christine Hunter, Sunny Handa
CPST Intellectual Property	Anthony Prenol
Fasken	Marek Nitoslawski, Sébastien Roy, Jean-Philippe Mikus
Goodmans	Andrew Brodtkin
Marks & Clerk	Jonathan Colombo
McCarthy Tétrault	David Tait
McMillan	Peter Giddens
Norton Rose Fulbright	Christopher Wilson
Robic	Barry Gamache
Stikeman Elliott	Jeilah Chan, Jonathan Auerbach, Kevin Graham
Torys	Andrew Saughnessy, Andrew Bernstein

MEXICO

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FIRM		KEY FIGURE(S)
LEADING		
Arochi & Lindner		Roberto Arochi, Heidi Lindner, Jose Antonio Arochi
Basham Ringe y Correa		Eduardo Kleinberg, Adolfo Athie, Juan Carlos Hernández, Mariana Vargas, Eduardo Castañeda, Santiago Zubikarai
Olivares		Alonso Camargo, Victor Ramírez, Jaime Rodriguez, Abraham Diaz
Uhthoff, Gómez Vega & Uhthoff		Eryck Castillo Orive, Marcela Bolland, Gerardo Parra, Consuelo Gonzalez Rodriguez
EXCELLENT		
1	AXKT-IP	Luis Alcaraz, Eduardo Toledo, Manuel Augusto Pérez, Rodrigo Calderon
Becerril, Coca & Becerril		Juan Carlos Amaro, Victor Adames, Roberto Durán, Carlos Hernandez, Raúl Domínguez
Calderon & De la Sierra		Carlos Mauricio Salazar Gutiérrez, Mariel Vélez, Carlos Pérez de la Sierra
Clarkemodet Mexico		Lorena Rodriguez, Mariana Garcia, Guadalupe Becerra, Fernando Escudero, Claudia Márquez
Dumont		Laura Collada, Ariadna Galvez, Christian Thomae, Ramon Cruz
2	BGBG - Bello, Gallardo, Bonequi y García	Jonathan Rangel, Ricardo Sánchez
Goodrich Riquelme y Asociados		Enrique Díaz
Iberbrand		Gilberto Martínez
Méndez + Cortes Abogados		José Juan Mendez, Emmanuel Cortés, Oscar Hurtado
HIGHLY RECOMMENDED		
Arias & Charua		Oscar Arias Corona, Elías Charúa
Bip Legal		Leticia Natividad, Jorge Arteaga
Bufete Soni		Mariano Soni
C&L Attorneys		Ana Castañeda
González Rossi		Alejandro González, Diego López
Hogan Lovells		Bernardo Herreras
Jáuregui y Del Valle		Martha Ruth Celis Jiménez, Cirse Cruz, Leslie Sánchez
Ortiz Monasterio Marcas y Patentes		Fernanda Ortiz Monasterio



Panamericana De Patentes y Marcas	Miguel Esteva
Tsuru Abogados	Kiyoshi Tsuru
RECOMMENDED	
Baker McKenzie	Carlos Davila-Peniche
Be The IP	Emilio Torres, Erika Córdova, Alejandro Hernández
BGAL Asociados	Flor Bermudez, Inti Alva, John Murphy
BGW Legal	Eduardo Birman
Caype Abogados	Eduardo Ostos, Pablo Carrillo Riva
COREip	Carla Sanchez, Jorge Gomez
GM Attorneys At Law	Gerardo Magaña
Ibarra, Del Paso y Gallego	Juan Manuel Álvarez del Castillo
Isla Del Campo	Gloria Isla
Malpica, Iturbe, Buj y Paredes	Alvaro Huerta, Alejandro Agredano Zermeño
Mcoy Abogados	Alejandro Cárdenas, Eduardo Miravete
Müggenburg Gorchs Y Peñalosa	Ana Urquizo, Esteban Gorchs
Noriega + Escobedo Abogados	Alfredo Rangel
Pérez-Llorca Mexico	Pablo Hooper, Alberto Pliego, Lirio Salgado, Manuel Gutierrez, Constantino Aquique, Rodrigo Guerrero
Santamarina y Steta	Daniel Legaspi Jaime, José Pablo Pérez Zea
VALUABLE PRACTICE	
Breakthrough IP Intelligence	Sarita Mosqueda, Alma Álvarez
Cannizzo	Enrique García, Stefano Amato
De Alva & Asociados	Sergio de Alva, Luis Gaya
De La Parra & Asociados	Eduardo de la Parra
Dot Consulting	Ignacio Dominguez Torrado
Easymark	Oly Ayala
Ecija Mexico	Georgina García
ELS - Peñalosa + Donnadieu	Jean Yves Peñalosa
En Sus Marcas	Carla Gavaldon
Garcia Barragan Abogados	Adriana López González
Holland & Knight	Jose Luis Villareal, Octavio Lecona, Alejandro Sánchez
Legarreta y Asociados	Luis Legarreta
Lexinf	Cynthia Solis
MGPA: Mendoza Gonzales & Pérez Angeles	Humberto Mendoza, Gerardo Pérez
Nereo Legal	Patricio González, Jorge Montalvo
Ríos Abogados	Agustín Ríos
Regalado & Galindo Abogados	Oliver Galindo
Solórzano Linaldi	Guillermo Solórzano
Specific IP	Gilberto Sánchez
Villar & Villar Abogados	Óscar Arias
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, Jose Antonio Arochi
Basham Ringe y Correa		Eduardo Kleinberg, Adolfo Athié, Claudio Ulloa, Eduardo Castañeda, Santiago Zubikarai
Olivares		Daniel Sánchez, Alejandro Luna F, Abraham Díaz, Armando Arenas, Jaime Rodriguez
Uhthoff, Gómez Vega & Uhthoff		Saul Santoyo Orozco, Xavier Hadad
EXCELLENT		
Becerril, Coca & Becerril		Juan Carlos Amaro, Carlos Hernández, Octavio Espejo Hinojosa, Víctor Adames, Roxana Aispuro, Raúl Domínguez
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, Lizbeth Sánchez
Panamericana de Patentes y Marcas		Miguel Esteva
HIGHLY RECOMMENDED		
1	AXKT-IP	Manuel Augusto Pérez, Rodrigo Calderon, Eduardo Toledo, Luis Alcaraz
	Bip Legal	Leticia Natividad, Jorge Arteaga
	Goodrich Riquelme y Asociados	Enrique Díaz, Guillermo Sosa
	Hogan Lovells	Bernardo Herreras
	Müggenburg Gorches y Peñalosa	Esteban C. Gorches G., Ana Urquizo
	Nieto y Castellá	Alfredo Pineda
	Tsuru Abogados	Kiyoshi Tsuru
2	Arankowsky & Asociados	Tomás Arankowsky
	AVA	Agustín Velázquez
	Baker McKenzie	Carlos Davila-Peniche
	Be The IP	Alejandro Hernández, Emilio Torres Medina, Erika Córdova
	BGBG - Bello, Gallardo, Bonequi y García	Jonathan Rangel, Ricardo
	Bufete Soni	Mariano Soni
	Clarkemodet Mexico	Claudia Márquez, Lorena Rodríguez, Aurora López-Portillo, Vania Arteaga, Elí Zamarripa
	ELS - Peñalosa + Donnadieu	Jean Yves Peñalosa, Luis Donnadieu
	Iberbrand	Ana Laura Vargas, Samantha González, Christian Nava
	Pérez-Llorca Mexico	Pablo Hooper, Alberto Pliego
	Santamarina y Steta	José Pablo Pérez, Daniel Legaspi
	Solórzano Linaldi	Guillermo Solórzano, Eréndira Frías



RECOMMENDED

Arias & Charua	Oscar Arias Corona, Elias Charua
BGAL Asociados	Inti Alva, Verónica García
BGW Legal	Isaac Guakil
C&L Attorneys	Jorge León
COREip	Jorge Gomez
GM Attorneys At Law	Gerardo Magaña
Ibarra, Del Paso y Gallego	Juan Álvarez del Castillo
Jáuregui y Del Valle	Martha Celis, Xantil Vega
Malpica, Iturbe, Buj y Paredes	Alvaro Huerta Gonzalez, Rodrigo Buj, Maria José Jimenez, Alejandro Agredano
Mcoy Abogados	Alejandro Cárdenas
Mijares, Angoitia, Cortés y Fuentes	Alejandro Díaz
Noriega + Escobedo Abogados	Alfredo Rangel
Regalado & Galindo Abogados	Oliver Galindo, Luis García
Specific IP	Gilberto Sánchez, Claudia González
Von Wobeser y Sierra	Rupert Hüttler, Patricia Kaim

VALUABLE PRACTICE

Alegría Martínez & Fernández Wong	Sergio Gutiérrez, Abraham Alegría
Beltrán Fortuny & Beltrán Rivera	Rafael Beltrán Rivera
Breakthrough IP Intelligence	Sarita Mosqueda
Caype Abogados	Eduardo Ostos
Cuesta Campos	Mauricio Chozas
Cuesta Llaca Esquivel	Gastón Esquivel
Garrigues México	Juan Luis Serrano Leets
GLZ Abogados	Octavio Saldaña, Karla Alatríste
Gonzalez Rossi Abogados	Alejandro González
Jalife Caballero & Asociados	Mauricio Jalife
MGPA: Mendoza Gonzalez & Perez Angeles	Humberto Mendoza, Gerardo Pérez
Ortiz Monasterio Marcas y Patentes	Fernanda Ortiz Monasterio
Rlos Abogados	Agustín Ríos, Joseef Saldaña

JÁUREGUI Y DEL VALLE: STRATEGIC IP SOLUTIONS FOR GLOBAL BRANDS



Martha Celis

Key Figure(s): Martha Celis and Xantil Vega
Established: 1975

Track Record: The firm is recognized for its strong IP litigation and enforcement practice, representing AAA clients in industries including pharma, food & drink, leisure, fashion and automotive. Global brands such as Adidas, Lego and Sigma Alimentos have entrusted the firm with complex nullity and infringement proceedings before IMPI, even in multi-firm mandates requiring sophisticated coordination and strategic execution.

Team & Differentiation: The team combines deep legal expertise with a highly practical and execution-oriented approach, advising national and international brands on rights protection, enforcement and strategic IP management. Known for its close client relationships, agility and strategic clarity, the firm stands out for developing creative, results-driven solutions and alternative legal routes in complex or unconventional disputes.

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, Alejandro Catalá, Mario Uribe
Uhthoff, Gómez Vega & Uhthoff	Saúl Santoyo Orozco, Xavier Hadad
EXCELLENT	
Becerril, Coca & Becerril	Juan Carlos Amaro
Dumont	Israel Escobedo, Laura Collada, Mauricio Galindo, Francisco Lima
Jáuregui y Del Valle	Martha Celis, Juan Algomedá
Olivares	Abraham Díaz, Alonso Camargo, Armando Arenas
HIGHLY RECOMMENDED	
AXKT-IP	Luis Alcaraz Vazquez Mellado, Eduardo Toledo, Manuel Augusto Pérez, Rodrigo Calderon
Baker McKenzie	Carlos Davila-Peniche
BGBG - Bello, Gallardo, Bonequi y García	Jonathan Rangel, Ricardo Sánchez Gil
Bip Legal	Leticia Natividad, Jorge Arteaga
C&L Attorneys	Jorge León
Calderon & De la Sierra	Carlos Pérez de la Sierra, Miguel Ángel Merino, Alberto Huerta Bleck
Iberbrand	Ana Laura Vargas, Diego G. Rossi
Jalife Caballero & Asociados	Mauricio Jalife, Joel Garrido
MGPA: Mendoza Gonzalez & Perez Angeles	Humberto Mendoza, Gerardo Pérez
Müggenburg Gorches Y Peñalosa	Esteban C. Gorches G., Ana Urquizo
Tsuru Abogados	Kiyoshi Tsuru, Irely Aquique
Villar & Villar Abogados	Óscar Arias



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 Hernandez, Eduardo Kleinberg, Adolfo Athie, Mariana Vargas, Santiago Zubikarai
De La Parra & Asociados	Eduardo de la Parra
Jalife Caballero & Asociados	José Luis Caballero
Obon Abogados	Juan Ramón Obón
Olivares	Luis C. Schmidt, Jaime Rodríguez
Senn, Ferrero, Asociados Sports & Entertainment	Luis Torres-Septién Warren, José Maria Zayas
EXCELLENT	
Arochi & Lindner	Jose Antonio Arochi, Roberto Arochi
Be The IP	Alejandro Hernández, Emilio Torres Medina, Erika Córdova
BGBG - Bello, Gallardo, Bonequi y García	Carlos Bello-Hernandez
Uhthoff, Gómez Vega & Uhthoff	Javier Uhthoff Rojo
HIGHLY RECOMMENDED	
Baker McKenzie	Carlos Vela-Treviño
Calderon & De la Sierra	Miguel Ángel Merino
Cornish + Pani Abogados	Roberto Cornish, Diego Pani
ELS - Peñalosa + Donnadieu	Jean-Yves Peñalosa
RR consulting	Raúl del Alto, Rafael Rodríguez
Solórzano Linaldi	Guillermo Solórzano, Miriam Orozco
RECOMMENDED	
All Entertainment Abogados	Antonio Rebollar
De Alva & Asociados	Sergio de Alva, Luis Gaya
Ecija Mexico	Ricardo Chacón, Joaquín Rodríguez
Ibañez Parkman	Eduardo Castillo
Jáuregui y Del Valle	Martha Celis, Xantil Vega
MGPA: Mendoza Gonzales & Pérez Angeles	Humberto Mendoza, Gerardo Pérez
Mijares, Angoitia, Cortés y Fuentes	Francisco Fuentes, Eugenio Macouzet, Ignacio Armida
Pérez-Llorca Mexico	Jorge Mondragón
URIC & Asociados	Claudia Uribe

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Basham Ringe y Correa	Adolfo Athié, Renata Buerón
BGBG - Bello, Gallardo, Bonequi y García	Hector Guzmán, Carlos Díaz, Mariana Rodríguez
Davara Abogados	Isabel Davara
Rivero Lemus Abogados	Luis Lemus, Carla Beltrán
EXCELLENT	
Baker McKenzie	Carlos Vela-Treviño
Lex Informática Abogados	Joel Gómez
Nieto y Castellá	Rosa Maria Franco
Olivares	Abraham Diaz, Gustavo Alcocer, Luis Schmidt
Ríos Abogados	Agustín Ríos, Fátima Cambroneró
HIGHLY RECOMMENDED	
Arochi & Lindner	José Antonio Arochi
Bufete Quijano	Carmen Quijano
Lexinf	Alfredo Reyes, Cynthia Solís
Pérez-Llorca Mexico	Patricio Martínez, Pamela Martinez
ProtDataMx	Cristos Velasco
Santamarina y Steta	Paola Morales
Uhthoff, Gómez Vega & Uhthoff	Carolina Ponce
RECOMMENDED	
Asamblea	Alfonso Razú
Be The IP	Alejandro Hernández
Becerril, Coca & Becerril	Emilio Gárate
Cannizzo	Stefano Amato, Anahí Serrano, Andrea Sopranzetti, Carlo Cannizzo, Karen Ortega
Ecija Mexico	Joaquín Rodríguez
González de Araujo Consultores	Arturo González de Araujo, Ernesto Zavala, Damián Ortega
Hogan Lovells	Guillermo Larrea
Jauregui y Del Valle	Martha Celis, Xantil Vega
Lopez Luna Abogados	Paulo López Luna
MGPA: Mendoza Gonzales & Pérez Angeles	Humberto Mendoza, Gerardo Pérez
Mijares, Angoitia, Cortés y Fuentes	Elian Avila
Ortiz Monasterio Marcas y Patentes	Fernanda Ortiz Monasterio
Solórzano Linaldi	Luis López Linaldi
Tsuru Abogados	Kiyoshi Tsuru
Villar & Villar Abogados	Óscar Arias

USA

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TRADEMARK INFRINGEMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Corsearch	Viji Krishnan
Dickinson Wright	H. Jonathan Redway, John L. Krieger, Cindy Villanueva, James Cleland
Fross Zelnick Lehrman & Zissu	David A. Donahue, Richard Z. Lehy, Barbara Solomon
Katten Muchin Rosenman	Floyd A. Mandell, Karen Artz Ash, Deepto R. Mukerjee
Wolf Greenfield	Douglas R. Wolf, Gregory F. Corbett
EXCELLENT	
BrandShield	Yoav Keren, Yuval Zantkeren
Integrity Risk	Jim McWeeney, Linda Huang
Investigative Consultants	Kris Buckner
Kelly Pioneer Group	Thomas Kelly
Kroll	Julian Grijns, Britt Endemann
Marksman	Stephen Kunz
Red Points	Laura Urquizu
Robert Jackson And Associates	Robert Jackson
Treadstone Group	Ross Bulla
ZeroFox	David Muse

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
Finnegan, Henderson, Farabow, Garrett & Dunner		Danny Awdeh
Fross Zelnick Lehrman & Zissu		Allison Strickland Ricketts, Leo Kittay, Andrew Fredbeck
Kelly IP		David Kelly, Lynn Jordan
Kilpatrick Townsend & Stockton		Anthony Malutta
EXCELLENT		
1	Arent Fox	Ricardo Fischer
Cowan, Liebowitz & Latman		Deborah Squiers
DLA Piper		Keith Medansky
Haynes Boone		David Bell
Pattishall, McAuliffe, Newbury, Hilliard & Geraldson		Brett August, Thad Chaloehtiarana
2	Kirkland & Ellis	Dale Cendali
Knobbe Martens		Jeff Van Hoosear, Susan Natland
McDermott Will & Schulte		Jennifer Mikulina
Perkins Coie		Patchen Haggerty
HIGHLY RECOMMENDED		
Baker McKenzie		Pamela Church
Cooley		John Paul Oleksiuk, Brendan Hughes
Fenwick & West		Connie Ellerbach
Greenberg Traurig		Susan Heller, Mark Galis
Jones Day		Meredith Wilkes
K&L Gates		Sana Hakim
Kelley Drye & Warren		Andrea Calvaruso
King & Spalding		Sheri Hunter
Morgan, Lewis & Bockius		Kristin H. Altoff
Norton Rose Fulbright		Timothy Kenny



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	Barbara Solomon, Laura Popp-Rosenberg
	Kilpatrick Townsend & Stockton	William Brewster, David Mayberry, Theodore Davis Jr., Lisa Pearson
	Kirkland & Ellis	Dale Cendali
EXCELLENT		
1	Cowan, Liebowitz & Latman	Richard Mandel, Meichelle MacGregor
	Finnegan, Henderson, Farabow, Garrett & Dunner	Douglas Rettew, Danny Awdeh
	Kelly IP	David Kelly
2	Cooley	Bobby Ghajar
HIGHLY RECOMMENDED		
1	Arnold & Porter	Paul Llewellyn, Matthew Salzmann
	DLA Piper	Gina Durham
	Greenberg Traurig	Susan Heller, Mark Galis
	Orrick, Herrington & Sutcliffe	Peter Vogl, Beth Goldman, David Hosp, Mark Puzella
	Quinn Emanuel Urquhart & Sullivan	Margret Caruso
2	Fenwick & West	Jedediah Wakefield, Andrew Bridges
	Hunton Andrews Kurth	Edward Colbert
	Weil, Gotshal & Manges	Randi Singer
RECOMMENDED		
	Arent Fox	Allan Anderson, Randall Brater
	Jones Day	Meredith Wilkes
	Katten Muchin Rosenman	Floyd Mandell
	King & Spalding	Kathleen McCarthy
	Latham & Watkins	Jennifer Barry

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Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Cowan, Liebowitz & Latman	Richard Mandel, Thomas Kjellberg
Fross Zelnick Lehrman & Zissu	Laura Popp-Rosenberg, Roger Zissu, David Donahue
Kilpatrick Townsend & Stockton	Joseph Petersen, James Trigg
King & Spalding	Kenneth Steinthal
Kirkland & Ellis	Dale Cendali
Loeb & Loeb	Barry Slotnick
EXCELLENT	
Jenner & Block	David Singer
Latham & Watkins	Andrew Gass, Joe Wetzel
Mayer Brown	John Mancini
Mitchell Silberberg & Knupp	Karin Pagnanelli, Christine Lepera
Quinn Emanuel Urquhart & Sullivan	Margret Caruso, Todd Anten
Weil, Gotshal & Manges	Benjamin Marks
HIGHLY RECOMMENDED	
Arent Fox	Anthony Lupo
Arnold & Porter	Matthew Wolf, Jennifer Sklenar
Davis Wright Tremaine	Peter Anderson, Nicolas Jampol, Eric Stahl
Fenwick & West	Andrew Bridges, Laurence Pulgram
Morrison & Foerster	Joyce Liou
O'Melveny & Myers	David Eberhart, Daniel Petrocelli
Orrick, Herrington & Sutcliffe	Annette Hurst
Proskauer Rose	Sandra Crawshaw-Sparks
Winston & Strawn	Jennifer Golinveaux, Michael Elkin
RECOMMENDED	
Davis & Gilbert	Sara Edelman
Katten Muchin Rosenman	Floyd Mandell
Manatt, Phelps & Phillips	Jessica Wood, Robert Jacobs
Morgan, Lewis & Bockius	Anita Polott, Joshua Dalton



DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Hogan Lovells	Marcy Wilder
	Hunton Andrews Kurth	Lisa Sotto
	Morrison & Foerster	Miriam Wugmeister
2	Baker McKenzie	Brian Hengesbaugh, Lothar Determann
	Cooley	Matthew Brown, Travis LeBlanc
	Covington & Burling	Stefanie Doeblcr, Anna Kraus
	DLA Piper	Andrew Serwin
	Latham & Watkins	Jennifer Archie, Michael Rubin, Serrin Turner
	Orrick, Herrington & Sutcliffe	Heather Egan Sussman, Aravind Swaminathan
	Venable	Emilio Cividanes, Stuart Ingis
EXCELLENT		
	BakerHostetler	Theodore Kobus III
	Debevoise & Plimpton	Luke Dembosky
	Mayer Brown	Rajesh De
	WilmerHale	Benjamin Powell, Kirk Nahra
	ZwillGen	Marc Zwillingcr
HIGHLY RECOMMENDED		
	Akin Gump Strauss Hauer & Feld	Natasha Kohne
	Cleary Gottlieb Steen & Hamilton	Daniel Ilan, Joon Kim, Jonathan Kolodner, Rahul Mukhi
	Davis & Gilbert	Richard Eisert
	Gibson, Dunn & Crutcher	Alexander Southwell
	Goodwin	Steve Charkoudian
	Kelley Drye & Warren	Alysa Hutnik
	Loeb & Loeb	Jessica Lee, James Taylor
	Manatt, Phelps & Phillips	Donna Wilson
	McGuireWoods	Andrew Konia
	Perkins Coie	Janis Kestenbaum, Miriam Farhi
	Pillsbury Winthrop Shaw Pittman	Brian Finch, Deborah Thoren-Peden
	Proskauer Rose	Jeffrey Neuburger, Margaret Dale, Edward Kornreich
	Seyfarth Shaw	Scott Carlson, John Tomaszewski
	Sheppard, Mullin, Richter & Hampton	Craig Cardon, Liisa Thomas
	Sidley Austin	David C. Lashway
RECOMMENDED		
	Alston & Bird	Kimberly Kiefer Peretti
	Arnold & Porter	Marcus Asner, Kenneth Chernof, Ronald Lee
	McDermott Will & Schulte	Michael Morgan, Mark Schreiber, Daniel Gottlieb
	Paul Hastings	Aaron Charfoos
	Ropes & Gray	Edward Black, Edward McNicholas



LEADERS LEAGUE

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LEADERS LEAGUE

SOUTH AMERICA

MARKETING & 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
UpWyse		Valery Cifuentes, Carolina Hanspach, Maria Claudia Leguia, Alejandra Rojas, Paola Romero, Eugenia Sermeño, Rodrigo Tapia
EXCELLENT		
1	Gericó Associates	Marc Gericó, María Sol Rubio, Diana Jennen, Mireya Berteau-Cossic, Juan Paulo Rodríguez, Daniela Mutis
Harpa Legal Marketing		Marco Guasti, Gisela Christiano, Leika Ejiri, François Le Grand, Patricio Espinoza, Fernanda Carneiro
Leeqa MKT		Fernando Nieto, Yariana Pérez, Danilo Motta
2	C&llgal	Judith Cáliz, Alejandra Llantada
Ed Comunicación Legal		Fran Domínguez, Anita Encina
Kidd & Aitken Legal Marketing		Jacob Aitken, Daniel Kidd, Giseli Farias
Real Comunicación Legal		Jimena Altuzarra, Magdalena Rencoret
HIGHLY RECOMMENDED		
Firm Forward		Elyssa Lefreve Chayo, Maria Fernanda Cornejo, Lia Amancio
Kerma Partners		Leopoldo Hernández
LexScale Labs		Ángela Castillo, Marco Salas
Lomo Comunicaciones		Bruno Zavaleta Ampuero, Carlos Mijichich
Mirada 360°		Rafael Mery
Performa		Lorena Borgo
Trébol Comunicaciones		Alejandra Vidal
Williams Salas & Peraza		Cecilia Peraza, Paola Jimenez
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 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 Kever
Wink Comunicaciones Legales	Carola Cifuentes
VALUABLE PRACTICE	
Alter – Investigación y Estrategia	Victor Allan, Carina Sfeir, Caterina Verdi
Bloom Coaching & Marketing	Victoria Pereira
Cesmar Consulting	Maritza Martínez
Doopla Marketing	Lorena Galván, Alejandra Salazar, Paula Varón, Cristina Restrepo
Laport Coaching & Strategy	Andrea Aguilera Adad
Legal Advanta	Veronica Valles, Adrián Bravo
Leguleya	Denisse Flores, Keyshey Torres, Mery Sanchez, Giselle Flores, Andrea Ponte
Vilpim Consulting	Natalia Villanueva, Anny Portes, Rosmery Montás, Maria Acosta, Bruno Dongu, Katherine Hidalgo
Xtrategia Group	Wilfredo Murillo, Ana Isabel Vega, Vanessa Távara, Natalia Pozada, Ambar Aranguri, José Barnola, Juana Gonzalez, Felipe Mohando, Veronica Laymuns

UPWYSE: SHAPING THE FUTURE OF LEGAL SERVICES



Alejandra Rojas

Key Figure(s):
Valery Cifuentes, Carolina Hanspach, Maria Claudia Leguia, Alejandra Rojas, Paola Romero, Eugenia Sermeño and Rodrigo Tapia
Established: 2019

Track Record: UpWyse is a strategic consultancy specializing in marketing, communications and business development for members of Latin America's legal sector. It advises law firms on branding, digital strategy and rankings, delivering data-driven growth solutions. Clients include top-tier firms and regional leaders, which are supported through measurable market positioning and business expansion outcomes.

Team & Differentiation: Led by Alejandra Rojas and Eugenia Sermeño, UpWyse combines consulting and in-house leadership experience. Rojas has advised over 100 firms across Latin America in her career, while Sermeño brings a wealth of expertise gained during her 15+ years leading regional marketing operations. The team stands out for its extensive regional footprint, hands-on execution model and deep understanding of legal market dynamics.

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
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Marval O'Farrell & Mairal	Sergio M. Ellmann, Juan M. López Mañán, Iris Quadrio
---------------------------	--

EXCELLENT

1 Berton Moreno IP Law	Ricardo Amigo, Juan Berton Moreno, Alberto Berton Moreno Jr.
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Clarkemodet Argentina	María Luisa Santa María, Samanta Sciascio
-----------------------	---

Ferrer Reyes, Tellechea & Bouché	Diego Bouché, Julia Elena Tellechea, Santiago Ferrer Reyes, Laura Plavnick
----------------------------------	--

Palacio IP	Mercedes Durlach, Hector Palacio, Mingo Palacio, Diego Palacio
------------	--

2 Baker McKenzie	Ana Paula Gallardo, Bernard W. Malone
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Bullrich Flanzbaum	Raquel Flanzbaum, Mercedes Bullrich, Diego Montangero, Belen Recchini
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Hausheer Belgrano & Fernández	Juan Carlos de la Vega, Graciela Perez
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Noetinger Armando Abogados	Miguel Armando, Pablo Armando, Matias Noetinger, Fernando Noetinger
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Ojam IP	Juan Carlos Ojam, Mariel Chichisola, Camila Sirianni, Paula Galvan
---------	--

Richelet & Richelet	Gaston Richelet, Ricardo Richelet III
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HIGHLY RECOMMENDED

Berken IP	Pedro Berkenwald, Federico Ulled, María Aurora García
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ARGENTINA

Brons & Salas	Maria José Rodríguez M.
Bruchou & Funes de Rioja	Alejandro Barrientos, Dámaso Pardo
Estudio Chaloupka	Rita Evangelina Colombo, María del Carmen Álvarez, Olga Maidana, Claudia Serritelli
Mitrani Caballero & Ruiz Moreno Abogados	Ignacio Bérèterbide
Obligado & Cia	Juan Martin Aulmann, Federico Aulmann
Ryan-Lussich & Asociados	Juan Felipe Porta
RECOMMENDED	
Allende & Brea	Pablo Andrés Palazzi, Mariano Peruzzotti
Beccar Varela	Emilio Beccar Varela, Florencia Rosati
Bomchil	Patricio Albornoz, Adrián Furman
Lerman & Szlak	Celia Lerman
Litvin Marzorati Legales	Constanza Capici, Melisa Litvin, Osvaldo Marzorati, Jonathan Herscovich
Moeller IP Advisors	Victoria de Lasa Andrés
O'Connor & Power	Santiago Ricardo O'Connor
Pagbam IP	Fernando Alonso, Julio Francisco Lago, Santiago M. Fiorito
VALUABLE PRACTICE	
Achaval IP & Asociados	Laura Achaval
Barbat y Cia	Matty Barbat
BIP Buffarini Intelectual Property	Luciano Buffarini
Fernandez Lacort	Claudio Fernandez Lacort
Herrero & Asociados	Ariel Juan Ibáñez
Ipars Abogados	Federico Berger
Lauritsen Marcas & Patentes	Ivana Betina Lauritsen
Porcario Law	Bárbara Porcario
Sena & Berton Moreno	Gustavo Sena, Alfredo Marcelo Sena
Ungria Patentes y Marcas	Verónica Vater

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
Estudio Chaloupka		Claudia Serritelli, Rita Evangelina Colombo
Ferrer Reyes, Tellechea & Bouché		Laura Plavnick, Santiago Ferrer Reyes
Hausheer Belgrano & Fernández		Marina O. Fernández, Graciela Perez
Noetinger Armando Abogados		Fernando Noetinger, Miguel Armando, Matias Noetinger, Pablo Armando
2	Baker McKenzie	Bernard W. Malone, Ana Paula Gallardo
Palacio IP		Mingo Palacio
Richelet & Richelet		Ricardo Richelet III, Gastón Richelet
HIGHLY RECOMMENDED		
Achával IP & Asoc.		Larua Achával
Beccar Varela		Emilio Beccar Varela, Florencia Rosati
Berken IP		Pedro Berkenwald, Federico Ulled
Brons & Salas		Maria José Rodríguez M.
Bullrich Flanzbaum		Raquel Flanzbaum, Mercedes Bullrich, Diego Montangero, Belen Recchini
Clarkemodet Argentina		Maria Luisa Santa Maria, Veronica Kapovic
Mitrani Caballero & Ruiz Moreno Abogados		Ignacio Bérèterbide
Obligado & Cia		Federico Aulmann, Juan Martin Aulmann
Ojam IP		Juan Carlos Ojam, Mariel Chichisola, Camila Sirianni, Paula Galvan
Pagbam IP		Fernando Alonso, Julio Francisco Lago, Santiago M. Fiorito
RECOMMENDED		
Allende & Brea		Pablo Palazzi, Mariano Peruzzotti
Apellaniz & O'Farrell		Ignacio de Apellaniz
Bomchil		Patricio Albornoz
Bruchou & Funes de Rioja		Dámaso Pardo, Alejandro Barrientos
Izquierdo & Vicetto		José María Vicetto, Juan Bautista Vicetto
Lerman & Szlak		Celia Lerman
Litvin Marzorati Legales		Melisa Litvin, Osvaldo Marzorati, Constanza Capici, Jonathan Herscovich
Moeller IP Advisors		Mariano Municoy, Victoria de Lasa Andrés
O'Connor & Power		Santiago Ricardo O'Connor
Ryan-Lussich & Asociados		Juan Felipe Porta, Milagros Garofalo, Julieta Español, Rocio Candela Lamela



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	
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Ferrer Reyes, Tellechea & Bouché	Santiago Ferrer Reyes, Laura Plavnick
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Noetinger Armando Abogados	Fernando Noetinger, Matias Noetinger, Pablo Armando
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HIGHLY RECOMMENDED	
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1 Berton Moreno IP Law	Alberto Berton Moreno Jr., Juan Berton Moreno, Ricardo Amigo
-------------------------------	--

Palacio IP	Mingo Palacio
-------------------	---------------

2 Baker McKenzie	Bernard W. Malone, Ana Paula Gallardo
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Estudio Chaloupka	Claudia Serritelli, Rita Evangelina Colombo
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Richelet & Richelet	Ricardo Richelet III
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RECOMMENDED	
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Allende & Brea	Pablo Palazzi, Mariano Peruzzotti
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Bullrich Flanzbaum	Mercedes Bullrich, Raquel Flanzbaum
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Clarkemodet Argentina	María Luisa Santa María, Verónica Kapovic
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Hausheer Belgrano & Fernández	Graciela Perez
--	----------------

Litvin Marzorati Legales	Melisa Litvin, Osvaldo Marzorati, Constanza Capici, Jonathan Herscovich
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Mitrani Caballero & Ruiz Moreno Abogados	Ignacio Bérèterbide
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Ojam IP	Juan Carlos Ojam, Camila Sirianni
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Ryan-Lussich & Asociados	Juan Felipe Porta, Victoria Taylor, Matías Bembríbe
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ADVERTISING & MARKETING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Allende & Brea	Pablo Andrés Palazzi, Mariano Peruzzotti
EXCELLENT	
Berton Moreno IP Law	Ricardo Amigo, Juan Berton Moreno, Alberto Berton Moreno Jr.
Bruchou & Funes de Rioja	Dámaso Pardo, Alejandro Barrientos
Marval, O’Farrell & Mairal	Sergio M. Ellmann
Noetinger Armando Abogados	Pablo Armando, Matias Noetinger
HIGHLY RECOMMENDED	
Apellaniz & O’Farrell	Ignacio de Apellaniz, Nicolas O’Farrell
Beccar Varela	Florencia Rosati
Pagbam IP	Julio E. Lago
RECOMMENDED	
Bullrich Flanzbaum	Mercedes Bullrich, Raquel Flanzbaum
Legal4marketing	Mariano Luna

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Allende & Brea	Pablo Andrés Palazzi, Mariano Peruzzotti
Beccar Varela	Florencia Rosati
Marval O’Farrell & Mairal	Diego Fernández
EXCELLENT	
Avoa Abogados	Romina Iannello, Juan Darío Veltani
Lerman & Szlak	Gabriela Szlak
Richards, Cardinal, Tützer, Zabala & Zaefferer	Lisandro Frene
HIGHLY RECOMMENDED	
Allende Larreta & Asociados	Agustin Allende Larreta
Bomchil	Francisco Zappa
Bruchou & Funes de Rioja	Dámaso Pardo, Alejandro Barrientos
Pagbam IP	Arnaldo Cisolino, Mariano Grondona, Marina Basavilbaso, M. Carolina Abdelnabe Vila
Ojam IP	Camila Sirianni
Tanús, Steinborn, Kaprielan & Sáenz de Santa María - Abogados	Gustavo Tanús
TCA Tanoira Cassagne	Juan Gregorio Pozzo
RECOMMENDED	
Brons & Salas	María José Rodríguez
Dentons Rattagan Arocena	Juan Toyos
G. Breuer	Pedro Breuer-Moreno, Alfonso Campos Carles
Mitrani Caballero & Ruiz Moreno Abogados	Ignacio Bérèterbide
Berton Moreno IP Law	Juan Berton Moreno, Ricardo Amigo, Alberto Berton-Moreno
EY Law Argentina	Pablo Bisogno, Laila Yu, Mercedes R. Garcia Gómez, Melania Gadea, Micaela Han

BOLIVIA

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bufete Aguirre, Quintanilla, Soria & Nishizawa - BAQSN	Perla Koziner, Moira Ascarrunz
Moreno Baldivieso	Ramiro Moreno Baldivieso, Rodrigo Moreno Gutiérrez
EXCELLENT	
Cervieri Monsuarez	Diego Rocabado, Mónica Rivero
PPO Indacochea	Ana Valeria Escobar, Pilar Soruco
HIGHLY RECOMMENDED	
Bolet & Terrero	Juan Ignacio Zapata
DAK	Carlos Arze, Pablo Kyllmann, Octavio Álvarez
Escobar & Escobar	Joaquín Escobar Cabezas
Landivar & Landivar	Martha Landivar
RECOMMENDED	
C.R. & F. Rojas – Abogados	Paula Bauer, Patricio Rojas
Lima & Asociados	Pablo Marin Salinas
Rigoberto Paredes & Asociados	Rigoberto Paredes, 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, Ronald Lazarte
PPO Indacochea	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	
Landivar & Landivar	Martha Landivar
Lima & Asociados	Pablo Marin Salinas
RECOMMENDED	
Bolet & Terrero	Juan Ignacio Zapata
C.R. & F. Rojas – Abogados	Patricio Rojas, Paula Bauer
Escobar & Escobar	Joaquín Escobar Cabezas
Rigoberto Paredes & Asociados	Rigoberto Paredes, Mijail Tovar
Trujillo & Fernandez Servicios Legales	Santos Numbela, Alejandro Trujillo

BRAZIL

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Daniel Law	Robert Daniel-Shores, Fábio Leme, Roberta Arantes
Dannemann Siemsen	Luiz Henrique O. Do Amaral, Gustavo de Freitas Moraes, Peter Eduardo Siemsen
Gusmão & Labrunie Propriedade Intelectual	José Roberto Gusmão, Jacques Labrunie, Thiago Souza
Kasznar Leonardos	Filipe Leonardos, Flávia Tremura Polli Rodrigues, Maria Pia Guerra
EXCELLENT	
Di Blasi, Parente & Associados	Paulo Parente Marques Mendes, Gabriel Di Blasi, Felipe Augusto Melo de Oliveira
Mansur Murad Advogados	Débora Araújo Lopes
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
Demarest Advogados	Tatiana Campello
Guerra IP	Cristina Guerra, Adriana Zaidan
Pinheiro Neto Advogados	André Giacchetta, Ciro Torres Freitas, José Mauro Decoussau Machado
Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur, Fabio Jose Zanetti de Azeredo, Beatriz Fernandes Caldin
Soerensen Garcia Advogados Associados	Mario Soerensen Garcia, Renata Corrêa Pereira Carneiro

RECOMMENDED	
b/Luz	Vanessa Pirró
ClarkeModet	Patrícia Falção, Fabrize Pereira 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, Isadora Lima
Luiz Leonardos & Advogados	Luiz Leonardos, Gustavo Leonardos, Fábía Ciarlini
Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
Peduti Advogados	Cesar Peduti, Lígia Ferreira Marcondes Rocha, Pedro Zardo Júnior
Ricci Propriedade Intelectual	Antonio Ferro Ricci, Helcio Ferro Ricci, Daniel Adensohn de Souza
Souto Correa Advogados	Leticia Provedel, Mariana Vicentini Taylor, João Carlos Arieira Harres
Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Amaral
VALUABLE PRACTICE	
Almeida Advogados	Marcio Mello Chaves
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr.
BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz
BVA - Barreto Veiga & Advogados	Felipe Barreto Veiga
Campos Mello Advogados – in Cooperation with DLA Piper	Paula Mena Barreto
IW Melcheds Advogados	Talita do Nascimento Sabatini Garcia
Lia e Barbosa Propriedade Intelectual	Mauricio Serino Lia
Madrona Advogados	Luiza Tângari, Lucas Spadano, Bernardo Santos
Mariana Valverde Advogados	Mariana Hamar Valverde
Mattos Filho	Paulo Brancher, Fabio Ferreira Kujawski, Luiz Felipe di Sessa
MNIP - Magalhães Nogueira Sociedade de Advogados	Monica Nogueira
Ouro Preto Paranhos Advogados	Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga
Tinoco Antongini Advogados	Pedro Tinoco, Victoria Antongini
Veirano Advogados	Fábio Pereira, Valdir Rocha



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
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LEADING

1	Dannemann Siemsen	Luiz Henrique O. do Amaral, Gustavo de Freitas Moraes, Peter Eduardo Siemsen
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Gusmão & Labrunie Propriedade Intelectual	Jose Roberto Gusmão, Jacques Labrunie, João Vieira da Cunha
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Kaszner Leonardos	Nancy Caigawa, Rafael Lacaz Amaral, Luciana Minada
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2	Daniel Law	Robert Daniel-Shores, Fábio Leme, Roberta Arantes
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Montaury Pimenta, Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Ana Paula Affonso Brito, Yuri Fancher Machado Castro, Maria Eduarda Junqueira, Isabella Aguiar Reis
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EXCELLENT

1	Di Blasi, Parente & Associados	Paulo Parente Marques Mendes, Gabriel Di Blasi, Felipe Augusto Melo de Oliveira
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Mansur Murad Advogados	Flavia Mansur Murad, Igor Manzan
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Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
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2	BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz, Pedro Frankovsky Barroso
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David do Nascimento Advogados Associados	Marcello do Nascimento, Ana Paula de Aguiar Tempesta, Raphael Lemos Maia
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Licks Attorneys	Eduardo Hallak, Liliane Roriz, Bruno Bonaman
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Peduti Advogados	Cesar Peduti, Thaís de Kássia R. Almeida Penteado
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Pinheiro Neto Advogados	André Giacchetta, José Mauro Decoussau Machado, Márcio Junqueira Leite
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Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Amaral
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HIGHLY RECOMMENDED

Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Lélío Denicoli Schmidt
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Bhering Advogados	Philippe Bhering
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b/luz	Vanessa Pirró
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Demarest Advogados	Tatiana Campello, Camila Biral, Cesar Rossi Machado, Maria Helena Ortiz Bragaglia, Fernando Maluf, Fernanda Leão
Luiz Leonardos & Advogados	Luiz Leonardos, Gustavo Leonardos, Constanza Woltzenlogel, Daniele Dias Carneiro Machado
Ouro Preto Paranhos Advogados	Rodrigo A. de Ouro Preto Santos
Ricci Propriedade Intelectual	Antonio Ferro Ricci, Daniel Adensohn de Souza, Pedro Formaggio Jorge
Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur, Caio de Faro Nunes
Souto Correa Advogados	Leticia Provedel, Mariana Vicentini Taylor, João Carlos Arieira Harres
RECOMMENDED	
Becker Bruzzi Lameirão Advogados - BBL	Paula Celano
BVA – Barreto Veiga Advogados	Felipe Barreto Veiga
Gruenbaum, Possinhas & Teixeira	Carlos Gruenbaum Lemos, Andréa Possinhas, Isadora Lima
Guerra IP	Alberto Guerra, Flavio Leonardos, Cristina Guerra
Madrona Advogados	Luiza Tângari, Lucas Spadano, Bernardo Santos
SiqueiraCastro	Eduardo Ribeiro Augusto, Vinicius Cervantes G. Arruda
Veirano Advogados	Fábio Pereira, Valdir Rocha
VALUABLE PRACTICE	
Garé IP	Luiz Claudio Garé, Sari Franco Schnaider, Victor Amaral Abreu Di Sessa
Lefosse Advogados	Ricardo Nunes
Mommalaw - Müller Mazzonetto	Karina Müller, Nathalia Mazzonetto

MONTAURY PIMENTA, MACHADO & VIEIRA DE MELLO: SUPERIOR TRADEMARK LITIGATION EXPERTISE



Luiz Edgard Montauray Pimenta

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

Track Record: With a history going back over eight decades, Montauray Pimenta, Machado & Vieira de Mello remains one of the leading firms in Brazil for trademark litigation. The firm advises on high-impact disputes across sectors where brand value is of critical importance, combining longstanding expertise with active involvement in matters related to digital enforcement, counterfeiting and evolving market dynamics.

Team & Differentiation: Led by Luiz Edgard Montauray Pimenta, the team brings together experienced partners with deep knowledge of trademark law. Representing both Brazilian and international clients in trademark infringement cases, the firm stands out for translating its legacy into consistent performance, managing complex portfolios and coordinating enforcement strategies that align legal action with the protection and positioning of brands.



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, Felipe Senna, Aline Akemi Freitas
2 b/luz	Fernando Bousso, Vanessa Pirró, Pedro Henrique Ramos
Caio Mariano Advogados	Caio Mariano, Caio Fujiyama, Juliana Perissinotto
Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
EXCELLENT	
Bitelli Advogados	Marcos Alberto Sant'Anna Bitelli
Gusmão & Labrunie Propriedade Intelectual	João Vieira da Cunha, Laetitia Maria Alice Pablo d'Hanens, José Eduardo Pieri
Lins de Vasconcelos - Carboni - Tamanaha Advogados (LVCAT)	Claudio Lins de Vasconcelos, Guilherme Carboni, Orlando Netto
Mattos Filho	Fabio Ferreira Kujawski, Lisa Worcman, Paulo Marcos Rodrigues Brancher
Souto Correa Advogados	Leticia Provedel, Mariana Vicenti Taylor, João Harres
HIGHLY RECOMMENDED	
Huck Otranto Camargo	Priscila Furgeri Morando, Priscila Jane dos Santos Minchillo Conde
Kasznar Leonardos	Nancy Caigawa, Luciana Minada
MCS.law Miranda Chaves & Sá Advogados	Dagorberto Chaves, Íris Sá
Pinheiro Neto Advogados	Raphael de Cunto, André Giacchetta, José Mauro Decoussau Machado
Sanches Advogados Associados	Sydney Sanches
Schivartche Advogados	André Schivartche
Senna Advogados	Eduardo Ghironi Senna, Roberta Rodrigues, Barbara Fraga
Veirano Advogados	Fábio Pereira, Denise Louzano
RECOMMENDED	
BFA - Bialer Falsetti Associados	Ana Paula Bialer
BMA - Barbosa, Müssnich, Aragão	Antonella Carminatti
Bronstein, Zilberberg, Chueri e Potenza Advogados	Ana Carolina Cesar
Dannemann Siemsen	Gustavo Piva de Andrade, Peter Eduardo Siemsen, Joaquim Eugenio Goulart
Dias Carneiro Advogados	Vanessa Pareja Lerner, Bárbara Emidio Nascimento
FAS Advogados, in cooperation with CMS	Marcio Lamonica, Paulo Mertz Focaccia, Maria Fernanda Ramirez Assad Girard
KLA Advogados	Melissa Kanô
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
VALUABLE PRACTICE	
Campos Mello Advogados	Paula Mena Barreto
Carvalho, Sica, Muszkat, Vidigal e Carneiro (CSMV Advogados)	André Carvalho Sica, Pedro Henrique Mendonça, Danielle Maiolini
Mariana Valverde Advogados	Tania Lehmann Ribeiro dos Santos, Mariana Valverde
Martins Villac Advogados	José Ricardo de Bastos Martins, Renato de Oliveira Valença
Ribeiro da Luz Advogados	Camila Gonzalez Gullo, Leonardo Ribeiro da Luz Fernandes, Daniel Correa Marques Vivacqua Schellemborg
VLK Advogados	Rony Vainzof, Caio Cesar Carvalho Lima, Gisele Karassawa

CQS/FV: LEGAL ARCHITECTS OF THE CREATIVE ECONOMY



Fabio Cesnik

Key Figure(s): Fabio Cesnik, Rodrigo Salinas, Jose Mauricio Fittipaldi, Felipe Senna and Aline Akemi Freitas
Established: 1996

Track Record: CQS/FV sets the benchmark in Brazil's culture and entertainment sector, advising on complex mandates across audiovisual, music, publishing and digital platforms. The firm has played a pioneering role in structuring projects under incentive laws, acting for producers, sponsors and distributors in high-value regulatory and contractual matters that shape the development of the creative economy.

Team & Differentiation: With a multidisciplinary team, CQS/FV combines legal expertise with a deep understanding of how cultural projects are financed, produced and distributed. The firm advises a wide range of stakeholders – from artists and producers to platforms and public entities – standing out for its ability to navigate incentive frameworks and align legal structuring with funding strategies and execution at scale.

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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 Maurício Fittipaldi, Priscila Beltrame, Felipe Senna
	Gusmão & Labrunie Propriedade Intelectual	João Vieira Da Cunha, Laetitia d’Hanens, Vanessa Ribeiro, José Eduardo Pieri
	Kasznar Leonardos	Rafael Lacaz Amaral, Nancy Caigawa, Luciana Minada
	Murta Goyanes Advogados	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
EXCELLENT		
	Dannemann Siemsen	Fernando de Assis Torres, Gustavo Piva de Andrade, José Henrique Werner
	Eliane Y. Abrão Advogados Associados	Eliane Y. Abrão
	Lins de Vasconcelos- Carboni-Tamanaha Advogados (LVCAT)	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, João Carlos Arieira Harres, Mariana Vicentini Taylor
	Veirano Advogados	Fábio Pereira, Valdir Rocha
HIGHLY RECOMMENDED		
1	Bitelli Advogados	Marcos Alberto Sant’Anna Bitelli
	Pinheiro Neto Advogados	André Giacchetta, José Mauro Decoussau Machado, Larissa Galimberti
2	Daniel Law	Alicia Daniel-Shores, Robert Daniel-Shores
	Gustavo Martins de Almeida Advogados	Gustavo Martins de Almeida
RECOMMENDED		
1	BSA Legal - Borges Sales e Alem	Olivia Bonan
	Caio Mariano Advogados	Caio Mariano
	Campos Mello Advogados	Paula Mena Barreto
	Salusse, Marangoni, Parente e Jabur Advogados	Wilson Pinheiro Jabur, Fabio Jose Zanetti de Azeredo, Beatriz Fernandes Caldin
	Trench Rossi Watanabe	Flavia Rebello, Marcela Trigo De Souza, Flavia Amaral
2	Bhering Advogados	Pedro Bhering, Philippe Bhering
	Lima ≡ Feigelson Advogados	Bruno Feigelson, Helio Oliveira
	Madrona 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 Reis, David Fernando Rodrigues
	Senna Advogados	Eduardo Senna
VALUABLE PRACTICE		
	b/luz	Vanessa Pirró, Fernando Bousso
	Marcio Pompeu & Advogados	Márcio Pompeu



FASHION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Gusmão & Labrunie Propriedade Intelectual	Laetitia D'Hanens, João Vieira da Cunha, Thiago Souza
	Mansur Murad Advogados	Débora Araujo Lopes, Igor Manzan
2	D.Portilho	Deborah Portilho
	Mosse IP, Fashion & Social Media Law	Bernardo Tonial, Beatriz Mira, Cassio Mosse
	Veirano Advogados	Bruna Rego Lins, Isabel Hering
EXCELLENT		
	Cortez de Carvalho e Furegate Sociedade de Advogados	André Furegate, Priscila Cortez de Carvalho
	Kasznar Leonardos	Gabriel Leonardos, Elisabeth Kasznar, Nancy Caigawa
	L.O. Baptista Advogados	André Mendes Espírito Santo, Fabrício Bertini Pasquot Polido
	Mariana Valverde Advogados	Mariana Hamar Valverde
	Montaury Pimenta, Machado & Vieira de Mello Advogados	Luiz Edgard Montaury Pimenta, Eduardo Magalhães Machado, Marianna Furtado de Mendonça, Ana Paula Affonso Brito, Joana Siqueira, Clarissa Jaegger
HIGHLY RECOMMENDED		
	Baril Advogados	Natan Baril, Alysson Hautsch Oikawa, Maikon Oliveira
	Chiarottino e Nicoletti Advogados	Erika Yumi Tukiama
	Daniel Law	Roberta Arantes, André Oliveira, Gabriel Sacramento
	Ferreira e Vita Advocacia	Regina Cirino Alves Ferreira
	Gruenbaum, Possinhas & Teixeira	Andréa Possinhas, Isadora Lima
RECOMMENDED		
	AGFF Law - Andrade Gomes & Ferreira Filho Advogados	Andreia de Andrade Gomes
	Dannemann Siemsen	Filipe Fonteles Cabral
	Demarest Advogados	Tatiana Campello, Claudio Oliveira Mattos, José Setti Diaz
	Denis Borges Barbosa Advogados	Lívia Barboza Maia, Pedro Marcos Nunes Barbosa
	Garé IP	Luiz Claudio Garé, Sari Franco Schnaider, Rodrigo Gianni Carney
	Stocche Forbes Advogados	Paola Carrara, Thiago Porto Ribeiro, Camila Pepe

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
Carvalho, Sica, Muszkat, Vidigal e Carneiro – CSMV Advogados	André Sica, Pedro Mendonça, Danielle Maiolini
EXCELLENT	
Ambiel, Belfiore e Hanna Advogados	Carlos Eduardo Ambiel, Marcel Belfiore
Asseff Advogados	Michel Asseff Filho
CCLA Advogados	Cristiano Caús, Márcio Fernando Andraus Nogueira, Alécio Ciaralo
Mattos de Paiva, Nogueira e Ribeiro Advogados	Gustavo Nogueira Mendes, Luiz Fernando Ribeiro, Thomaz Sousa Lima Mattos de Paiva
Tannuri Ribeiro Advogados	André Ribeiro, Breno Tannuri
HIGHLY RECOMMENDED	
Cravo, Pastl e Balbuena Advogados Associados	Daniel Cravo, Francisco Balbuena Dal Forno, Rogério Pastl
Laporta Costa Associados	Leonardo Laporta Costa
PVBT Law	Rafael Botelho, Vinícius Lucílio, Flavio Torres
RECOMMENDED	
BMA - Barbosa, Müssnich, Aragão	Vitor Butruce
Campos Mello Advogados	Jorge Gallo
Corrêa da Veiga Advogados	Luciano Andrade Pinheiro
Franklin Advogados	Marcelo Franklin
Freitas Ferraz Advogados	Adriano Ferraz, Bernardo Freitas, Guilherme Capuruço
Huck Otranto Camargo	Luiz Otávio Rodrigues Ferreira, Fabio Floriano Melo Martins
Milton Jordão Advocacia	Milton Jordão
Souto Correa Advogados	Tiago Gomes, Carla Guttilla, Sofia Jardim Carvalho
Trengrouse.Gonçalves Advogados	Vantuil Gonçalves Jr., Pedro Trengrouse
VALUABLE PRACTICE	
CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados	Luiz Felipe Santoro
Martins Castro Monteiro Advogados	Luiz Roberto Martins Castro
Monteiro de Castro, Setogutti Advogados	Rodrigo Monteiro de Castro



SPORTS BETTING & ONLINE GAMBLING

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, Udo Seckelmann
Carvalho, Sica, Muszkat, Vidigal e Carneiro – CSMV Advogados	José Francisco Cimino Manssur
Maia Yoshiyasu Advogados	Luiz Felipe Maia, Flavio Augusto Picchi
EXCELLENT	
1 BetLaw	Leonardo Henrique Roscoe Bessa, Bernardo Cavalcanti Freire
Souto Correa	Tiago Gomes, Carla Guttilla, Emilia Malacarne, Sofia Jardim Carvalho
TozziniFreire Advogados	Jun Makuta, Caio de Souza Loureiro, Adriana Ferreira Tavares
2 b/luz	Pedro Henrique Ramos, Vanessa Pirró, Fernando Bousso
Veirano Advogados	Pedro Simões, Clarissa Yokomizo
HIGHLY RECOMMENDED	
Ambiel, Belfiore e Hanna Advogados	Gustavo Centeno Biglia, Felipe Augusto Loschi Crisafulli, Carlos Eduardo Ambiel
Demarest Advogados	Débora Sejtman Gartner, Gabriel Kuznietz
Pinheiro Neto Advogados	Thiago Del Pozzo Zanelato, André Santa Ritta
RECOMMENDED	
Brasil Fernandes Advogados	Roberto Carvalho Brasil Fernandes
Lefosse	Eduardo Hayden Carvalhaes Neto
VALUABLE PRACTICE	
Bronstein, Zilberberg, Chueri e Potenza Advogados	Ana Carolina Cesar
FAS Advogados, in cooperation with CMS	Paulo Focaccia
KLA Advogados	Melissa Kanó
Madrone Advogados	Danilo Mininel, Fabio Alem
NOTABLE PRACTICE	
CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados	Luiz Felipe Santoro
Jantalia Advogados	Fabiano Jantalia, Filipe Senna, Nubia Matos
Montgomery & Associados	Neil Montgomery
Sette Câmara, Corrêa e Bastos Advogados Associados	Sérgio Santos Sette Câmara

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	b/Luz	Fernando Bouso, Vanessa Pirró, Adriane Novaes, Pedro Henrique Ramos
2	Leonardi Advogados	Marcel Leonardi, Fernanda Maia, Aline Calumby
	Mattos Filho	Fabio Ferreira Kujawski, Paulo Marcos Rodrigues Brancher, Thiago Luis Sombra
EXCELLENT		
	Machado Meyer Advogados	Juliana Abrusio
	Opice Blum Advogados	Renato Opice Blum, Marcos Bruno, Henrique Moraes Fabretti
	Peck Advogados	Patricia Peck, Leandro Bissoli, Henrique Rocha
	Pinheiro Neto Advogados	Raphael de Cunto, André Zonaro Giacchetta, Larissa Galimberti
	Prado Vidigal Advogados	Luis Fernando Prado, Paulo Vidigal, Pedro Sanches
	TozziniFreire Advogados	Marcela Waksman Ejnisman, Patrícia Helena Marta Martins, Carla do Couto Hellu Battilana
	Veirano Advogados	Fábio Pereira
HIGHLY RECOMMENDED		
	Berardo, Lilla, Becker, Segala e Daniel Advogados	Paulo Lilla, Carla Segala
	BMA - Barbosa, Müssnich, Aragão	Felipe Palhares
	Demarest Advogados	Tatiana Campello
	Silveiro Advogados	Rodrigo Azevedo, Leonardo Braga Moura, Mauricio Brum Esteves, Francesca Balestrin, Maria Laura Arnt, Vinicius Gabriel Krey
	Trench Rossi Watanabe	Flávia Rebello, Flávia Amaral, Marcela Trigo de Souza
	VLK Advogados	Rony Vainzof, Caio Cesar Carvalho Lima, Gisele Karassawa
RECOMMENDED		
1	Artese Advogados	Gustavo Artese, Pedro Iorio
	Campos Mello Advogados	Paula Mena Barreto
	Campos Thomaz Advogados	Alan Campos Elias Thomaz, Filipe Starzynski, Juliana Gebara Sene Ikeda
	Daniel Law	Nuria López, Carina Rodrigues, Robert Daniel-Shores
	Dias Carneiro Advogados	Vanessa Pareja Lerner, Eduardo Turkienicz
	Felsberg Advogados	André Zanatta
	Kasznar Leonardos	Larissa Martins, Cláudio R. Barbosa, Felipe Monteiro
	Lefosse Advogados	Ricardo Nunes
	Serur Advogados	Fabricio da Mota Alves
	VMCA Advogados	Marcela Mattiuzzo
2	Barcellos Tucunduva Advogados	Luiz Fernando Plastino Andrade
	Becker Bruzzi Lameirão Advogados – BBL	Beatriz Haikal, Daniel Becker



LuzLaw	Clarissa Luz
Rennó Pentado Sampaio Advogados	Ronaldo Lemos, Carlos Affonso Souza, Sergio Branco
Souto Correa Advogados	Fernanda Girardi Tavares, Roberta Feiten, Daniele Verza Marcon
VALUABLE PRACTICE	
Alexandre Atheniense Advogados	Alexandre Atheniense
Almeida Advogados	Márcio Chaves
Assis e Mendes Advogados	Adriano Mendes, Bianca Pinheiro
BFBM - Barroso Fontelles, Barcellos, Mendonça Advogados	Eduardo Mendonça, Felipe Monnerat, Felipe Terra
Cascione Advogados	Marcelo Padua Lima, Brunno Morette
CGM Advogados	Adriano Chaves, Marcia Mandelbaum
Chenut Oliveira Santiago	Fernando Antônio Santiago Júnior, Iara Peixoto Melo
Dannemann Siemsen	Filipe Fonteles Cabral
FAS Advogados, in cooperation with CMS	Marcio Lamonica Bovino, Paulo Mertz Focaccia, Danilo Weiller Roque
Gusmão & Labrunie Propriedade Intelectual	Vanessa Ribeiro
KVTS – Kestener Vieira Torronteguy Spegorin	Fabio Alonso Vieira
Licks Attorneys	Douglas Leite, Alexandre Dalmasso
L.O. Baptista Advogados	Esther Jerussalmy Cunha, Fabrício Bertini Pasquot Polido
Lobo de Rizzo Advogados	Marcos Blasi
Loeser e Hadad Advogados	Enrique Tello Hadad, Raphael Valentim, Bibianna Valadares
Madrona Advogados	Bernardo Santos, Lucas Spadano, Luiza Tângari
Rayes & Fagundes Advogados Associados	João Paulo Fogaça de Almeida Fagundes, Felipe Leoni Carteiro Leite Moreira
Viseu Advogados	Antonielle Freitas, Gustavo Viseu
NOTABLE PRACTICE	
ACC - Advocacia Correa De Castro & Associados	Andrezza Hautsch Oikawa, Leticia Menegaço de Camargo, Gabriel Gonzaga Esteves
Azevedo Sette Advogados	Ricardo Barretto Ferreira, Luiz Azevedo Sette
BVA – Barreto Veiga Advogados	Gustavo Fiuza Quedevez
Cabanellos Advocacia	Cristhian Homero Groff
Lima ≡ Feigelson Advogados	Bruno Feigelson, Jean Marc Sasson, Tatiana Coutinho
Manassero Advogados	Fernando Eid Philipp
Mansur Murad Advogados	Flavia M. Murad-Schaal, Alexandre Fragoso Machado, Rodrigo Carvalho
Maranhão & Menezes Advogados	Juliano Maranhão, Josie Menezes, Bernardo Fico
Mpuppe & Associados	Matheus Puppe
Mello Torres	Fabricio A. Cardim de Almeida
VPBG - Vella Pugliese Buosi Guidoni Advogados	Rodrigo Vella, Patricia Barbosa, Isabella Rovesta

ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Daniel Law	André Oliveira, Rafael Marques Rocha, Igor Morgado
David do Nascimento Advogados Associados	Marcello do Nascimento, Mariana Benfati, Renata Fazolin Ribeiro
Garé IP	Luiz Claudio Garé, Sari Franco Schnaider, Rodrigo Gianni Carney, Marcelo Toledo de Camargo
EXCELLENT	
Dannemann Siemsen	José Henrique Werner
Kasznar Leonardos	Rafael Lacaz Amaral, Raquel Corrêa Barros
Meirelles IPC	Flavio Augusto Nunes de Meirelles
HIGHLY RECOMMENDED	
Gusmão & Labrunie Propriedade Intelectual	Thiago Souza, Vanessa Ribeiro
Marcio Gonçalves Advogados	Marcio Costa de Menezes e Gonçalves
Montaury Pimenta Machado & Vieira de Mello Advogados	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, David Fernando Rodrigues, Yuri Fancher Machado, Gabriela Moura Mendonça, Ana Luiza Brigagão
SiqueiraCastro Advogados	Eduardo Ribeiro Augusto, Vinicius Cervantes G. Arruda
RECOMMENDED	
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Maurício Ariboni, Lélío Denicoli Schmidt
Azevedo Sette Advogados	Luiz Azevedo Sette
Bhering Advogados	Philippe Bhering, Jiuliano Maurer
Lippert Advogados	Guilherme Mallmann Lippert, Fábio Luis de Luca, George Lippert Neto
Veirano Advogados	Valdir de Oliveira Rocha Filho, Fabio Pereira, Gustavo Fróes



HR CONSULTING: TRAINING & DEVELOPMENT

Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Korn Ferry	Vinicius Luca
Tailor Exec	Bruno da Matta Machado, Fernanda Nogueira, Ana Miranda
EXCELLENT	
Across RH	Regina Helena Azzi Camargo, Fernanda Bueno, Annie Tartari
Afferolab	Beatriz Vassimon
Crescimentum	Veronica Ahrens, Renato Curi, Arthur Diniz
Egon Zehnder	Angela Pegas, Maitê Camargo, Weider Campos
Heidrick & Struggles	Ana Carolina Cassinelli
HSM	Reynaldo Gama
Lewin Haft Projetos em Gestão	Mariana Lewin Haft, Arnaldo Haft
Mercer	Marisabel Ribeiro
HIGHLY RECOMMENDED	
Bold HRO	Maria Eduarda Silveira
Exec	Cadu Altona, Rodrigo Forte, André Freire
Integração Escola de Negócios	Fernando Cardoso
LHH	José Augusto Figueiredo
Moove	Danielli Viana
Movidaria	Leonardo Zagotta, Cauê Vicente, Alcir Miguel Jr.
Spencer Stuart	Raquel Medeiros, Laura Menezes, Adriano Savelli
Wisnet	Airam Corrêa, Marcos Vicentini
RECOMMENDED	
Borea	Mario Ezequiel
By Experience	Gustavo Willian Santos
Escola de Gente	Claudia Werneck
Leme Consultoria	Rogério Leme, Renan Sinachi

LEGAL MARKETING

Best Legal Marketing 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, Laura Lotufo
	Leal Marketing Jurídico	Flavio Leal, Tati Daré, Lucas Tófoli, Erik Stromfeld, Gerson Bocato
	Lets Marketing	Amanda Paccola, Fabio Bernardes, Rafael Gagliardi, Willian Fernandes, Karina Ifanger, Thais Rago
2	Leega MKT	Fernando Nieto, Danilo Motta
	EXCELLENT	
1	AGomes Marketing e Negócios Comercial	Andréia Gomes, Edna Souza
	Harpa	Marco Guasti, François Le Grand, Fernanda Carneiro
	Matters: Marketing Jurídico	Quim Alcantara, Ricardo Felice, Ximena Bautista, Carol Hannud, Dilene Mattos, Andreia Henriques
2	CMpress	Carolina Memran, Tatiana Akashi
	Fita Métrica	Marcela Laje Ferreira, Ludmila Pimenta
	Markle Comunicação	Priscilla Adaime, Mila Langel Van Erven, Marina Descio, Fabrício González, Carolina Tenorio, Marcio Presgrave Souto
HIGHLY RECOMMENDED		
Arabia	Paula Melo Arabia	
	Midori	Rafael Midori
RECOMMENDED		
Agência Javali	Leandro Ramos	
	Ceci	Luiza Good God
Exclusiva Comunicação	Mauricio Khalil, José Amaro	
	LSD	Yasmin Gomes, Christiano Xavier, Nathalia Soares
Original 123		Alessandro Cristo, Silvana Deolinda, André Aron



Q Comunicação	Fernanda Quintanilha Pinheiro, Gabriel Goerhing, Marcos Correia
taligado	Mariellen Romero, Raphael Maia, Mayra Oliveira
TM Comunicações	Fernanda Malcher, Caroline Romero, Jeane Morais, Joana Santos, Flávia Galembeck

VALUABLE PRACTICE

Alia RP	Lígia Batista
ELA Comunica	Adriana Fegyveres, Priscyla Costa
Evoqia - Consultoria de Marketing Jurídico	Suzanne Guimarães
FGX	Fernando Gomes Xavier, Antônio Fausto, Monica Bari
Kidd Aitken	Julia Horvath
In Company	Alexandre Teixeira
Secco Attuy Comunicação	Alexandre Secco, Gabriel Attuy

NOTABLE PRACTICE

BBDE Comunicação e Marketing	Bruno Pedro Bom
Inrise	Alexandre Motta
Law Consulting	André Porto Alegre, Daniel Bruin
M2 Comunicação Jurídica	Márcio Santos, Aline Moura
Selem, Bertozzi & Consultores Associados	Rodrigo Bertozzi
Unitri	Alexandre Muta, Daniel Carbonari, Ticiane Paschoal

CHIQUETTO COMUNICA: THE ARCHITECTS OF LEGAL VISIBILITY



Clarice Chiquetto

Key Figure(s): Clarice Chiquetto
Established: 2018

Track Record: Over the course of the past eight years Chiquetto Comunica has established itself as a leading player in legal marketing in Brazil, advising prominent law firms on how to position themselves in a visibility driven market. The firm is particularly strong in ranking strategy, reputation management and institutional communication, often working at the intersection of branding and business development.

Team & Differentiation: Led by Clarice Chiquetto, the team is made up of specialists with legal and/or communications backgrounds, a blend that allows for a nuanced understanding of law firm dynamics. The firm stands out for its high-touch model and strategic involvement, acting as an extension of clients' leadership in defining positioning, refining messaging and navigating competitive exposure.

CORPORATE COMMUNICATION

Best Communication Agencies

In each tier, the agencies are ordered alphabetically

AGENCY		KEY FIGURE(S)
LEADING		
1	Grupo Burson	Rosa Vanzella
	FSB	Francisco Soares Brandão
	Grupo In Press	Kiki Moretti, Roberta Machado
2	Edelman	Ana Julião, Marcília Ursini, Natalia Martinez
	Ideal Axicom	Ricardo Cesar, Paula Nadal
	Nova PR	Cláudia Vassallo, Tiago Lethbridge
EXCELLENT		
2PRÓ		Carolina Mendes, Giuliana Vallone, Myrian Vallone
Danthi		Hélio Sussekind
GBR Comunicação		Guilherme Barros
Ketchum		Caio Bamberg
TM Comunicações		Fernanda Malcher, Caroline Romero
Weber Shandwick		José Schiavoni
HIGHLY RECOMMENDED		
Agência Ecomunica		Ellen Bileski, Annie Bileski
Agência Fato Relevante		Danilo Vivan, Angelita Gonçalves
Approach		Beth Garcia, Germana Costa Moura, Tatiana Coura
CDI Comunicação		Antonio Salvador Silva
CDN Comunicação		Fábio Santos
Nectar Comunicação Corporativa		Marcelo Aguiar
RPMA		Claudia Rondon, Marcio Cavalieri
Smart PR		Karina Lotze
VCRP		Vinícius Cordoni, Ludmilla Amaral
XCom		Viviana Toletti, Daniel Bruin
RECOMMENDED		
Agência Lema		Leandro Matulja, Letícia Zioni
Brunswick Group		Roberta Lippi
LLYC		Thyago Mathias
Pine PR		Helena Prado
Ricardo Viveiros e Associados		Ricardo Viveiros
VALUABLE PRACTICE		
Bendita Comunicação		Michele Barcena, Augusto Pigini
Casa B		Camila Balthazar
First Com		Luis Claudio Allan
FleishmanHillard		Rosseane Café
PiaR Group		Bruno Pinheiro
Textual		Carina Almeida
Temple		Cleide Pinheiro
Torre		Thiago Vitale, Marcone Gonçalves, Rodrigo Ledo
NOTABLE PRACTICE		
Profile PR		Gabriel Penna
Tamer Comunicação		Sergio Tamer
ViaNews		Pedro Cadina



CORPORATE COMMUNICATION: NORTHEAST

Best Communication Agencies

Agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
MAPPING	
AD2M Comunicação	Djane Lopes
Brava Comunicação	Ana Lima
Capuchino Press	Karla Rodrigues, Renata Benevides
Combogó	Kassia Alcantara
Darana RP	Mariana Trindade Culpí
Dupla Comunicação	Michele Cruz
Multi	Teresa Maciel, Patrícia Natuska
Texto & Cia	Monique Melo

CORPORATE COMMUNICATION: CENTER WEST

Best Communication Agencies

Agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
MAPPING	
Contexto Mídia	Tatiana Ratier
DGBB Comunicação	Bernardo Brandão
In.Pacto	Vitor Fortes
Oficina Consultoria	Patrícia Marins
Proativa Comunicação	Flávio Resende
Q Comunicação	Fernanda Quintanilha Pinheiro, Gabriel Goerhing, Marcos Correia
Torre	Thiago Vitale, Marcone Gonçalves, Rodrigo Ledo

ENVIRONMENT

Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	ERM	Ricardo Camargo
	MRS Ambiental	Alexandre Nunes da Rosa, Mariele Fontoura da Rosa
2	EBP	Rubens Spina, Enrico Valente
	WSP Brasil	Lucila Telles
EXCELLENT		
	Ambipar	Tércio Borlenghi Junior
	Arcadis	Karin Formigoni
	Brandt	Allan Brandt
	Figueiredo & Associados - Pericias, Avaliações e Ambiental	Adriano de Figueiredo, Flavio Figueiredo
	KPMG	Nelmara Arbex
	Walm	Jacinto Costanzo Junior
HIGHLY RECOMMENDED		
	Ambientare	Luciana Lorena
	Deloitte	Anselmo Bonservizzi, Alex Lelis Borges
	EY	Leonardo Dutra
	Grant Thornton	Daniele Barreto e Silva, João Silverio, Glória Lucena
	Ideia Sustentável	Ricardo Voltolini
	ImaFlora	Marina Piatto
	PwC	Eliane Kihara
	SGW Services	Sidney Aluani
	Tetra Tech	Eduardo Yassuda
	WayCarbon	Breno Rates
RECOMMENDED		
	Ambplus	João Kramp
	Eccon	Yuri Rugai Marinho
	JGP	Ana Maria Iversson de Piazza, Juan Gottardo Piazza
	Tetra Mais	Filipe Biazzi
VALUABLE PRACTICE		
	Apsis Carbon	Renata Monteiro
	Bicho do mato	Tudy Câmara, Roberto Murta
	Clam	Marcelo Rocha Figueiredo
	Concremat	Mauro Viegas Neto, Luiz Fernando Nogueira
	Oikos	Thaís Flávia de Menezes
	Prosul	Wilfredo Brillinger
NOTABLE PRACTICE		
	Antea	Hilton Lucio
	Cetrel	João Lins
	Tera Ambiental	Maria Camila Giannella
	Waterloo Brasil	Ana Paula Queiroz



SOCIAL RESPONSABILITY

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
2	KPMG	André Winter, Tamara Oliveira
	PonteAponte	Rachel Añón, Vanessa Prata
EXCELLENT		
	Atados	Daniel Moraes Assunção, Alana Jorge
	Instituto Phi	Luiza Serpa
	MGN Consultoria	Marcelo Nonohay
	Phomenta	Rodrigo Cavalcante
	Prosas	Bruno Barroso, Tadzia Schanoski
	Simbi	Mathieu Anduze, Raphael Mayer
HIGHLY RECOMMENDED		
	Move Social	Antonio Ribeiro, Arthur da Hora, Elis Alquezar
	Proactiva	Rafael Benke, Alice Kasznar
	Quintessa	Anna de Souza Aranha, Gabriela Bonotti
	REOS Partners	Christel Scholten, Guilherme Rodrigues, Ana Paula Borges
	Sitawi	Leonardo Letelier
RECOMMENDED		
	Agenda Pública	Sergio Andrade
	Bússola Social	Vinicius Schlup, Aureo Giunco Jr.
	Compreender - Consultoria em Responsabilidade Social	Mônica Maldonado, Lais Alamy, Laudiene Alcântara
	Donna - Instituto Especializado em Genero	Aline Lins de Azevedo Lopes, Eduarda Campos de Carvalho
	Synergia Consultoria Socioambiental	Maria Albuquerque, Alessandra Benevides, Alexandre Araujo

CUSTOMER RELATIONSHIP MANAGEMENT

Best Consulting Firms

Firms are ordered alphabetically

FIRM	KEY FIGURE(S)
MAPPING	
ActiveCapaign	Cristiana Lage
Bizz App	Flavio Degrandi, David Rock
HubSpot	Alejandro Rico
Mailchimp	Dan Kurzius
Microsoft	Mauricio Ferreira
Moskit	Daniel Semaan
Pipedrive	Paulo Cunha
RD Station	Eric Santos
SalesForce	Jody Terry
SAP	Adriana Aroulho
Zendesk	Walter Hildebrandi, Rafael Lameirão
Zoho CRM	Rodrigo Vaca

STAFF LOAN

Best Consulting Firms

Firms are ordered alphabetically

FIRM	KEY FIGURE(S)
MAPPING	
Assigna	Luiz Valente
Croma Consulting	Bruno Petcov Lico, Camilo Zanette
Hays	André Ferragut
Locatelli Group	Felipe de Moraes Pirajá, Marcio Henrique Oliveira
Robert Half	Fernando Mantovani
Talenti RH	Flávio Gravina
Rhaden Consulting	Evandro Rigon

CHILE

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
1 Carey	Francisco Carey, Fernando Garcia, Guillermo Carey
Sargent & Krahn	Juan Pablo Egaña, Eduardo Lobos, Pablo Cariola, Cristián Barros
Silva	Francisco Silva, Juan Pablo Silva, Ricardo Montero
2 Albagli Zaliasnik	Ariela Agosin, Eugenio Gormáz
Alessandri	Rodrigo Velasco A., Santiago Ortuzar
Villaseca Abogados	Felipe Pavez, Álvaro Arévalo
EXCELLENT	
Claro & Cia	Felipe Claro
Covarrubias	Sofia Covarrubias, Arturo Covarrubias, Fernanda Chamorro
Dellafiori	Enrique Dellafiori, Mauro Dellafiori, Franco Dellafiori
Porzio Rios García	Cristobal Porzio, Hernan Rios
HIGHLY RECOMMENDED	
AEM Abogados	Magdalena Cruzat, Ignacio Martínez
Andes IP	Rodrigo Sammut, Andrea Lobos
Clarkemodet Chile	Daniela Meza
Johansson & Langlois	Christopher Doxrud
Marinovic Y Cia	Luis Olmedo, Fernanda Olmedo
Russi Eguiguren / Quadrant	Francisca Figueroa, Nicole Alfero

RECOMMENDED

Baker McKenzie	Valentina Venturelli
BBD Badilla Davis	Javiera Badilla, Agustina Davis
Beuchat - Barros & Pfenniger	Andres Melossi
CMS Carey & Allende	Matias Somarriva
Diaz Wiechers	Luis Morales Osorio, Francisco Viollo
Flores Acevedo Abogados	Pablo Acevedo
Jarry IP	Magdalena Barros, Arantazu Bermudez
Larrain & Asociados	José Baraona, Sebastián Prieto
Magliona Abogados	Claudio Magliona, Rodrigo Valenzuela
Muñoz Jeanneret Álvarez Abogados	Noëlle Jeanneret, Carmen Paz Álvarez
Puga Ortiz	Cristian Mir Balmaceda
Sáenz de Santa María Abogados	Pablo Sáenz de Santa María, José Manuel Urenda
Santa Cruz IP	Maximiliano Santa Cruz
SCR Abogados	Juan Francisco Reyes

VALUABLE PRACTICE

Cooper & Cia	Rodrigo Cooper
Cuche López	Andrés Cuche Cartagena, Fernanda López Lagos
Dentons Larraín Rencoret	María Carolina Del Río
Guerrero Olivos	Diego Morandé
MICP Legal	Rodrigo Marré
Obrador Digital	María José Arancibia
Schusterdautor	Felipe Schuster
Zamora IP	Juan Pablo Zamora

COVARRUBIAS: STRATEGIC IP SOLUTIONS



Arturo Covarrubias

Key figure(s): Arturo Covarrubias
Established: 2010

Track record: Covarrubias specializes in IP, technology and life sciences. It has a strong track record in patent prosecution and patent litigation, trademark prosecution, IP litigation, enforcement and anti-counterfeiting actions, plant varieties protection and life sciences regulatory matters, advising national and international clients across highly regulated, innovation-driven industries.

Team & differentiation: The firm is led by managing partner Arturo Covarrubias, a recognized expert in industrial property and IP litigation, with extensive experience in patents, trademarks and copyrights in Chile and abroad. Its multi-disciplinary structure, which combines specialist lawyers, patent professionals and technical experts, facilitates strategic, technically robust advice in complex and high-stakes IP matters.

DELLAFIORI ABOGADOS: A COHESIVE TEAM ACROSS IP DISCIPLINES



Mauro Dellafiori

Key Figure(s): Mauro Dellafiori and Franco Dellafiori
Established: 1986

Track Record: Dellafiori is a specialist IP boutique with over 40 years' experience, advising on trademarks, patents and related rights. The firm manages major portfolios, including Empresas Carozzi and Eurofarma Chile, and supports clients across 50+ jurisdictions, combining personalized service, AI-driven tools and strong success rates in disputes.

Team & Differentiation: The team is led by founder Enrique Dellafiori, with extensive experience in IP litigation, alongside Mauro Dellafiori, who heads trademark prosecution and litigation, and Franco Dellafiori, who focuses on contentious matters. Supported by a responsive IP team, the firm stands out for its efficient, tech-driven approach, strong litigation capabilities and high rates of success.



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Albagli Zaliasnik	Ariela Agosin, Eugenio Gormáz
Alessandri	Rodrigo Velasco A.
Carey	Francisco Carey, Fernando Garcia, Guillermo Carey, Jorge Fuentes
Sargent & Krahn	Juan Pablo Egaña, Alfredo Montaner
EXCELLENT	
Claro & Cia	Felipe Claro
Covarrubias	Arturo Covarrubias, Fernanda Chamorro
Dellafiori	Mauro Dellafiori, Franco Dellafiori, Enrique Dellafiori
Porzio Rios García	Marcelo Correa, Hernan Rios
Silva	Andrés Grunewaldt
Villaseca Abogados	Felipe Pavez, Álvaro Arévalo
HIGHLY RECOMMENDED	
Clarkemodet Chile	Danica Mardesic, Daniela Meza
CMS Carey & Allende	Matias Somarriva
Guerrero Olivos	Diego Morandé
Jarry IP	Magdalena Barros, Allan Jarry
Johansson & Langlois	Christopher Doxrud, Max Montero
Marinovic Y Cia	Luis Olmedo
RECOMMENDED	
Baker McKenzie	Valentina Venturelli
Beuchat - Barros & Pfenniger	Andres Melossi
DLA Piper Chile	Macarena Gatica
Flores Acevedo Abogados	Pablo Acevedo
Larrain Y Asociados	José Baraona, Sebastián Prieto
Magliona Abogados	Claudio Magliona, Rodrigo Valenzuela, Carlos Araya
MICP Legal	Rodrigo Marré
Russi Eguiguren / Quadrant	Francisca Figueroa, Nicole Alfero
Sáenz de Santa María Abogados	Pablo Sáenz de Santa María
SCR Abogados	Juan Francisco Reyes
VALUABLE PRACTICE	
Andes IP	Rodrigo Sammut, Andrea Lobos
BBD Badilla Davis	Javiera Badilla, Agustina Davis
EPIC Litigios & PI	Bernardita Dittus
Lineros & Cía	Jimena Moreno, Pablo Lineros
Obrador Digital	María José Arancibia
Santa Cruz IP	Maximiliano Santa Cruz
Schusterdautor	Felipe Schuster
Zamora IP	Juan Pablo Zamora

**ALBAGLI ZALIASNIK:
HIGH-IMPACT IP AND TECHNOLOGY STRATEGIES**



Eugenio Gormáz

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

Track Record: Over 34 years, Albagli Zaliasnik has built a strong IP, tech and telecom track record, handling 1,500+ trademark filings and 600+ litigation cases in that span. The firm advises clients such as WOM, Novartis, Hasbro and Walmart on patent prosecution, enforcement, anti-counterfeiting and data privacy, combining regulatory, litigation and digital expertise across industries in Chile.

Team & Differentiation: Eugenio Gormáz and Ariela Agosin lead a multidisciplinary team combining IP, technology and dispute resolution expertise. Gormáz drives IP, patents, data and cybersecurity strategy, advising global brands, while Agosin brings over 20 years’ experience in complex litigation and arbitration. Their integrated, tech-driven approach enables innovative, high-stakes solutions across regulated and digital industries in Chile.

**CAREY:
SHAPING THE FUTURE OF IP AND INNOVATION**



Francisco Carey

Key Figure(s): Guillermo Carey, Francisco Carey, Fernando García, José Ignacio Mercado, Jorge Fuentes and Ignacio Gillmore
Established: 1905

Track Record: Carey is a leading IP firm in Chile, managing over 5,000 patents and 28,000 trademarks and filing roughly 20% of national patent applications. Its multidisciplinary team advises clients such as Skechers, PepsiCo and InterCorp Retail on prosecution, litigation and anti-counterfeiting, while also supporting broader mandates, including sports law, with strong regulatory, enforcement and dispute capabilities.

Team & Differentiation: Co-led by Francisco Carey and Guillermo Carey, the team combines leadership in IP prosecution, technology, life sciences and complex transactions. It comprises over 100 professionals, including specialist lawyers and patent experts with scientific backgrounds. Its multidisciplinary structure and close integration with litigation and regulatory areas enable comprehensive, strategic advice across IP, tech and innovation-driven matters.

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Gasman Abogados	Javier Gasman
EXCELLENT	
Carey	Alfonso Silva, Eduardo Martín
Colombara Estrategia Legal	Ciro Colombara, Aldo Diaz
Spoerer & Valdés Abogados	Oscar Spoerer
HIGHLY RECOMMENDED	
Montero, Silva & Valdés Abogados	Cristobal Valdes
Moya & Bossart	Francisco Moya Naulin, Gonzalo Bossart
Osorio & Cia	Enrique Campusano Puelma



ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Albagli Zaliasnik	Ariela Agosin, Eugenio Gormáz
Carey	Francisco Carey, Fernando Garcia
CMS Carey & Allende	Matias Somarriva
Marinovic Y Cia	Antonio Marinovic, Luis Ignacio Olmedo, Fernanda Olmedo
EXCELLENT	
AEM Abogados	Macarena Barrenechea, Ignacio Martínez
Alessandri	Rodrigo Velasco A.
Sargent & Krahn	Pablo Cariola
Silva	Andrés Grunewaldt
Villaseca Abogados	Felipe Pavez
HIGHLY RECOMMENDED	
Baker McKenzie	Sebastian Doren
Beuchat - Barros & Pfenniger	Andres Melossi
Clarkemodet Chile	Daniela Meza, Danica Mardesic, Samuel Hammer
Contreras Velozo	Francisco Velozo, Natalia Diuana
Covarrubias	Arturo Covarrubias
Dellafiori	Enrique Dellafiori, Mauro Dellafiori, Franco Dellafiori
Jarry IP	Magdalena Barros
Johansson & Langlois	Max Montero
MICP Legal	Rodrigo Marré
Porzio Rios Garcia	Cristobal Porzio
SCR Abogados	Juan Francisco Reyes, Constanza Contreras

MARINOVIC Y CIA ABOGADOS: DRIVING IP PROTECTION AND ENFORCEMENT



Antonio Marinovic

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

Track Record: Marinovic is a well-established Chilean IP firm which advises on trademarks, patents, designs, domain names and copyright. It provides comprehensive prosecution services, including filings, oppositions and portfolio coordination. The firm stands out for its strong anti-counterfeiting and anti-piracy practice, leading large-scale enforcement actions and filing over 1,000 criminal complaints in the past year.

Team & Differentiation: The team is led by founder Antonio Marinovic, an expert in IP enforcement with extensive experience in anti-piracy campaigns and civil and criminal copyright and trademark matters. He is supported by Luis Olmedo, who focuses on enforcement actions and works closely with the authorities. The firm's calling card is its strong, enforcement-driven and results-oriented approach.

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, Catalina Gómez
Cavelier Abogados	Eduardo Varela, Jorge Chávarro
Olartemoure	Juan Moure, María Alejandra Pava
Pérez-Llorca Colombia	Mauricio Jaramillo, Juanita Perez
EXCELLENT	
Baker McKenzie	Juan Pablo Concha Delgado
Clarkmodet Colombia	Juan Felipe Acosta, Carolina Daza, Juliana Gonzalez, Miguel Rujana, Nathalia Nieto
Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
Lloreda Camacho	Natalia Franco
Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño, Gerardo Florez
Posse, Herrera & Ruiz	Helena Camargo
Sergio Cabrera Abogados	Claudia De Cabrera
HIGHLY RECOMMENDED	
1 Castellanos & Co	Ximena Castellanos, Margarita Castellanos



Muñoz Abogados	Camila Espinosa, Cristian Cortés
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Triana Uribe & Michelsen	Juan Carlos Uribe, Marcela Gómez, Nicole Van Boxel
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Vera Abogados	Carolina Vera Matiz
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Wolf Mendez Abogados Asociados	Salvatore Marcenaro, Lorena Andrade
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2 Cuesta Lawyers	Juan Carlos Cuesta, Diana Romero
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Herrera Díaz Abogados	José Herrera Díaz
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Marquez Robledo	Santiago Márquez, María Alejandra Ahumada
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RECOMMENDED

1 BBGS Abogados Colombia	Claudia Lozano
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Castillo Grau Abogados	Felipe Castillo-Gibsone, Adriana Castillo-Gibsone
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Tandem Legal	Karl Mutter, Felipe Andrade
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EGR Legal Advisors	Emilio García
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Erazo Abogados	Liza Erazo
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Holland & Knight	Danilo Romero Raad
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MPR Moreno Advisors	Diana Moreno, Carlos Moreno
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Nidia Osorio & Co	Nidia Osorio
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Raisbeck & Associates	Ian Raisbeck
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2 Abello Abogados	Felipe Abello
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Estrella & Sandoval Abogados	Carolina Estrella, José Fernando Sandoval
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Guerrero & Asociados Propiedad Intelectual	Manuel Guerrero, Natalia Pérez
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OML Abogados	Mónica Ramírez, Jorge Olarte
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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, Catalina Gómez
Cavelier Abogados	Andrés Rincón, Eduardo Varela
Lloreda Camacho	Natalia Franco
Olartemoure	Carlos Olarte, Juan Moure, María Alejandra Pava
Pérez-Llorca Colombia	Mauricio Jaramillo, Juanita Perez
Triana Uribe & Michelsen	Fernando Triana, Sandra Ávila, Sandra Méndez
EXCELLENT	
Clarkemodet Colombia	Juan Felipe Acosta, Carolina Daza, Nathalia Nieto
Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño
Posse, Herrera & Ruiz	Helena Camargo
Tandem Legal	Karl Mutter, Felipe Andrade
HIGHLY RECOMMENDED	
BBGS Abogados Colombia	Lorenzo Pizarro
Cuesta Lawyers	Juan Carlos Cuesta, Diana Romero
Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
Herrera Díaz Abogados	José Herrera Díaz, Stephanie Drexler
Holland & Knight	Danilo Romero Raad
Marquez Robledo	Santiago Márquez, María Alejandra Ahumada
MPR Moreno Advisors	Diana Moreno, Carlos Moreno
Sergio Cabrera Abogados	Sergio Cabrera Torres, Eduardo Cabrera
Vera Abogados	Jorge Vera, Carolina Vera Matiz
Wolf Mendez Abogados Asociados	Gustavo Palacio Correa
RECOMMENDED	
Contexto Legal	Carolina Vieira, Andrés Marquez
Erazo Abogados	Liza Erazo
Estrategia Jurídica	Claudette Vernot
Guerrero & Asociados Propiedad Intelectual	Manuel Guerrero, Julio César Ramírez
EGR Legal Advisors	Emilio García
Nidia Osorio & Co	Nidia Osorio



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
Cavelier Abogados	Eduardo Varela, Jorge Chávarro
Olartemoure	Juan Moure, Santiago Lombana
Wolf Mendez Abogados Asociados	Mónica Wolf, Jesús María Méndez
EXCELLENT	
AtoZ Legal Consulting	Andrés Zapata
Clarkemodet Colombia	Juan Felipe Acosta, Carolina Daza, Nathalia Nieto
Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
Estrategia Jurídica	Claudette Vernot
Herrera Diaz Abogados	José Herrera Díaz, Stephanie Drexler
Lloreda Camacho	Natalia Franco
Philippi Prietocarrizosa Ferrero DU & Uría	Gerardo Florez, Camilo Suárez
Posse, Herrera & Ruiz	Helena Camargo
HIGHLY RECOMMENDED	
Brigard Castro	Juan Pablo Cadena, Martín Torres Cardozo, Laura Angel
Holland & Knight	Danilo Romero Raad
Pérez-Llorca Colombia	Mauricio Jaramillo
Raisbeck & Associates	Ian Raisbeck
Sergio Cabrera Abogados	Eduardo Cabrera
Triana Uribe & Michelsen	Fernando Triana, Sandra Ávila
Vera Abogados	Jorge Vera, Mauricio Cheyne Tenorio

DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
	Bermúdez & Esguerra Abogados	José Alejandro Bermudez, Carlos Esguerra
	Brigard Urrutia	Sergio Michelsen, Andrés Fernández de Castro
	Serrano Martinez CMA	Lorenzo Villegas Carrasquilla
EXCELLENT		
	Baker McKenzie	María Carolina Pardo Cuéllar
	Dentons Cárdenas & Cárdenas	Luz Helena Adarve, Juanita Acosta
	Ecija Colombia	Stella Vanegas Morales, Alejandro Londoño Congote
	Martínez Quintero Mendoza González Laguardo & De La Rosa	María Claudia Martínez
	Olartemoure	Juan Moure, Nicolás Gossain, Catalina Jimenez
HIGHLY RECOMMENDED		
1	Lloreda Camacho	Dario Cadena
	Pérez-Llorca Colombia	Mauricio Jaramillo, Andrés Meza
	Posse, Herrera & Ruiz	Jorge De los Rios
2	BBGS Abogados Colombia	Myriam Montenegro, Laura Arboleda Arboleda
	Data & Tic	Rafael Gamboa Bernate, Nicolle Rojas
	MS Legal	Pedro Novoa, Mónica Moreno
	Peña Mancero	Daniel Peña
RECOMMENDED		
	Abello Abogados	Felipe Abello
	Alzate & Asociados Asesores Jurídicos	Juan Pablo Alzate Ospina
	Deloitte Legal	Jose Luis Jerez
	FuturLex	Iván Dario Marrugo
	Herrera Diaz Abogados	José Herrera Díaz, Stephanie Drexler
	LLP – Latam Law Partners S.A.S	Camilo Andrade, Wilmer Reatiga
	RAD/DF	Alejandro Acevedo



SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
EXCELLENT	
Gher Sports	César Giraldo, Valentina Molina
Muñoz Tamayo & Asociados	Joe Bonilla Galvez
HIGHLY RECOMMENDED	
Sierra Caballero Abogados	José Alejandro Sierra
Castrillón & Cárdenas Abogados Consultores	Santiago Cadavid
Colmenares Asociados & Abogados	Jorge Colmenares, Maria Amalia Fernandez
Cuatrecasas	Daniel Cardona
Rincón-Cuéllar & Asociados	Luis Fernando Rincón

MUÑOZ TAMAYO & ASOCIADOS: SPORTS LAW WITH INSTITUTIONAL DEPTH



Joe Bonilla Galvez

Key Figure(s):
Joe Bonilla Galvez
Established: 1995

Track Record: Muñoz Tamayo & Asociados is a leading Colombian sports-law firm, advising professional sports clubs, players and federations on issues such as contracts, transfers, labor disputes and sponsorship. It represents Colombian top-flight football club Millonarios FC and betting operators, handling image rights, media deals, doping cases, data protection and disputes under player status and economic rights regulations.

Team & Differentiation: Led by Joe Bonilla Gálvez, whose career combines legal practice, board-level experience and authorship of sports regulations, the team is complemented by Alejandra Vidaurre, whose expertise centers on player transfers and proceedings before football's governing bodies, including FIFA and Conmebol. It stands out for dual labor-sports expertise and institutional insight.

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
BBGS Abogados Colombia	Luis Felipe Barrios, Myriam Montenegro, Lorenzo Pizarro
Brigard Urrutia	Sergio Michelsen, Andrés Fernández de Castro
Marquez Robledo	Santiago Márquez, María Alejandra Ahumada
EXCELLENT	
Cavelier Abogados	Eduardo Varela
Herrera Diaz Abogados	José Herrera Díaz
Martínez Quintero Mendoza González Laguado & De La Rosa	Camilo Martínez Beltrán, María Claudia Martínez
Olartemoure	Juan Moure, Santiago Lombana, María Alejandra Pava, Camilo Cortés
Triana Uribe & Michelsen	Juan Carlos Uribe, Sandra Ávila
Veria Asesores	Patricia Renjifo
HIGHLY RECOMMENDED	
Baker McKenzie	Juan Pablo Concha Delgado
Holland & Knight	Danilo Romero Raad
Lloreda Camacho	Alicia Lloreda
Pérez-Llorca Colombia	Mauricio Jaramillo, Juanita Perez
Serrano Martinez CMA	Lorenzo Villegas Carrasquilla

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 E., María Rosa Fabara Vera, María Clara Bustamante
Corralrosales	Francisco Gallegos, María Cecilia Romoleroux
Falconi Puig Abogados	Carlos Alberto Arroyo, Cecilia Falconi, Sasha Mandakovic, Jaime Mantilla, Ángeles Puente
Pérez Bustamante & Ponce (PBP)	Francisco Pérez Gangotena, Margarita Romero
EXCELLENT	
Guerrero IP Office	Johana Aguirre Guerrero, Omar Alban Cornejo
Lexvalor Abogados	Luis Marín-Tobar
HIGHLY RECOMMENDED	
AVL Abogados	María de los Ángeles Lombeyda
Bermeo & Bermeo	Rodrigo Bermeo Andrade, Rodrigo Bermeo Rosales
Robalino Law	Pedro Córdova, María José Peñaherrera
Sur Legal	Marco Avila, Antonio Martínez Montesinos
Tobar ZVS	Andrea Guevara, Alfonso Rivera, Álvaro Sevilla
RECOMMENDED	
Aguirre Noboa Law Firm	Carlos Aguirre Noboa, María Cristina Guerra
Arosemena Burbano & Asociados	Flavio Arosemena Burbano
Dentons Paz Horowitz	Verónica Chiriboga, Mónica Cortez
Divergent Law	Paúl Peña, María-Belén Rivadeneira Reyes
Flor Bustamante Pizarro & Hurtado	Juan Serrano, Erika Alarcon
Luzuriaga & Castro Abogados	Gonzalo Luzuriaga, Alejandra Castro
Pluslaw IP	Daniela Moreira Sarmiento, Francisco Villacreses Real
Quevedo & Ponce Estudio Jurídico	Alejandro Ponce, Juan Esteban Ponce
Spingarn	Byron Robayo
VALUABLE PRACTICE	
Altac Internacional	Daniel Díaz
ClarkeModet Ecuador	Fabián Rivera
Crealegis	María Gabriela Campoverde
Ecija GPA	Gabriela Balseca, Juan Fernando Valdivieso, Ingrid Rodríguez
Meythaler & Zambrano	Margarita Zambrano
Pino Elizalde Abogados	Jaime Arosemena
Puente & Asociados	Geovanna Puente, Mishell Sánchez
Romero Arteta Ponce Abogados	Gustavo Romero, Carolina Guerrero
Solines & Asociados	Pablo Solines, Juan Carlos Solines Moreno



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bustamante Fabara	María Clara Bustamante, José Rafael Bustamante E., María Rosa Fabara Vera
Corralrosales	Francisco Gallegos, María Cecilia Romoleroux
Falconi Puig Abogados	Carlos Alberto Arroyo, Cecilia Falconi, Sasha Mandakovic, Jaime Mantilla, Santiago Mosquera
Pérez Bustamante & Ponce (PBP)	Francisco Pérez Gangotena, Margarita Romero
EXCELLENT	
Dentons Paz Horowitz Abogados	Verónica Chiriboga, Mónica Cortez
Lexvalor Abogados	Luis Marín-Tobar
Meythaler & Zambrano	Andrea Araujo, José Meythaler, Sebastián Meythaler
Robalino Law	Pedro Córdova
Tobar ZVS	Álvaro Sevilla, Alfonso Rivera, Andrea Guevara, María Paz León
HIGHLY RECOMMENDED	
1 AVL Abogados	María de los Ángeles Lombeyda
Guerrero Propiedad Intelectual	Johana Aguirre Guerrero, Christian Bandre
Solines & Asociados	Juan Carlos Solines, Pablo Solines
Spingarn	Byron Robayo
2 Aguirre Noboa Law Firm	Carlos Aguirre Noboa, María Cristina Guerra, Priscila Ordóñez Arteaga
Arosemena Burbano & Asociados	Flavio Arosemena Burbano
Eciija GPA	Gabriela Balseca, Juan Fernando Valdivieso, Ingrid Rodríguez
Luzuriaga & Castro	Gonzalo Luzuriaga, Alejandra Castro
Sur Legal	Marco Ávila, Antonio Martínez Montesinos
RECOMMENDED	
Altac International	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, Damián Hidalgo

ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Corralrosales	María Cecilia Romoleroux, Francisco Gallegos, Eduardo Rios
Luzuriaga & Castro	Gonzalo Luzuriaga, María Alejandra Castro
EXCELLENT	
Bustamante Fabara	María Rosa Fabara, Jose Rafael Bustamante Espinosa, María Clara Bustamante
Falconi Puig Abogados	Ángeles Puente
Tobar ZVS	Andrea Guevara, Álvaro Sevilla, Oscar Vela, Alfonso Rivera
HIGHLY RECOMMENDED	
Fexlaw Abogados	Francisco Estupiñán, Alicia Salgado
Guerrero Propiedad Intelectual	Johana Aguirre Guerrero, Christian Bandre
Lexvalor Abogados	Luis Marín-Tobar
Meythaler & Zambrano	Andrea Araujo, José Meythaler, Sebastián Meythaler, Margarita Zambrano
Pérez Bustamante & Ponce (PBP)	Francisco Pérez Gangotena, Margarita Romero
Sur Legal	Marco Avila, Antonio Martínez
RECOMMENDED	
AVL Abogados	María de los Ángeles Lombeyda
Dentons Paz Horowitz Abogados	Verónica Chiriboga
VALUABLE PRACTICE	
Aguirre Noboa Law Firm	Carlos Aguirre Noboa
Bermeo & Bermeo	Rodrigo Bermeo Andrade
Robalino Law	Pedro Cordova, María José Peñaherrera
Spingarn	Byron Robayo



DATA PROTECTION & CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Corralrosales	Rafael Serrano, Juan Fernando Riera
Ecija GPA	Felipe González, Cristián Espinosa
Solines & Asociados	Juan Carlos Solines, Pablo Solines
EXCELLENT	
AVL Abogados	Santiago Andrade
Bustamante Fabara	María Rosa Fabara, Esteban Dávila
Heka Law Firm	Andrés Teran
Robalino Law	Pedro Córdova, María José Peñaherrera
HIGHLY RECOMMENDED	
1 Lexvalor Abogados	Ricardo Peñaherrera, Mariela Camacho
Niubox	Diego Alvarez
Spingarn	Lorena Naranjo, Daniela Macías, Matthew Armijos
2 Dentons Paz Horowitz Abogados	Gabriel Santelices
Luzuriaga & Castro	Gonzalo Luzuriaga, Alejandra Castro
Pérez Bustamante & Ponce (PBP)	Francisco Pérez-Gangotena
RECOMMENDED	
CCB Abogados	Daniela Cevallos Casals
Falconi Puig Abogados	Jaime Mantilla, Carlos Arroyo del Río
Legaltech Asesores & Consultores	Janette Colamarco
M.Bodero & Asociados	Marcelo Bodero, Emilio Gallardo, Mishel Guillén, Sheryl Acosta, Kenneth Almeida
Tobar ZVS	Hipatía Donoso, René De Sola, Bernardo Tobar, Álvaro Sevilla
VALUABLE PRACTICE	
Meythaler & Zambrano Abogados	Denisse Unda Saldivia, Genesis Landy Soria
MRV Abogados	Mario Moncayo Altamirano, Carlos Varela Arias
Pino Elizalde	Jaime Arosemena

CORRALROSALES: KEY PLAYER IN THE IP FIELD



**Maria Cecilia
Romolero**

Key Figure(s): Maria Cecilia Romolero, Francisco Gallegos, Hugo García-Larriba, Gabriel Kuri, Xavier Rosales, Rafael Serrano and Ana Samudio

Established: 1975

Track Record: CorralRosales is one of the most active intellectual property players in Ecuador and among the best-regarded in the market. It is among the firms that file the highest number of trademarks. In addition, it stands out for its practice of IP litigation, patents, copyrights, franchising and anti-counterfeiting. The firm also maintains a strong focus on technology, telecommunications and data protection issues.

Team & Differentiation: The team is composed of lawyers, technical specialists and engineers, which allows it to not only file patents but also tailor them to ensure they can be successfully registered. The entire intellectual property team has a strong litigation profile. The firm also provides advice on artificial intelligence and works to raise awareness around data protection. Its legal staff are regular speakers and deliver training sessions.

BUSTAMANTE FABARA: HOLISTIC IP-ADVISORY EXPERTISE



Maria Rosa Fabara

Key Figure(s): Maria Rosa Fabara Vera, José Rafael Bustamante E., María Clara Bustamante, Juan Felipe Bustamante, Diego Ramírez, and Esteban Dávila

Established: 2022

Track Record: Bustamante Fabara is one of the biggest and best-known full-service law firms in Ecuador. It actively counsels well-ranked local and international companies in diverse industries. The firm excels in various intellectual property practices, leading the legal market in many of them. It has built a solid reputation among peers and clients alike, and is recognized as a top player in the region.

Team & Differentiation: The firm's IP team brings together not only highly qualified lawyers but also food chemists and biochemists, enabling delivery of holistic services across all IP matters. Each of the IP practice's teams is led by a recognized specialist supported by deeply skilled professionals. Managing partner Maria Rosa Fabara has vast experience with trademarks, patents and plant breeders' rights, among other subjects.

ROBALINO LAW: DISRUPTIVE APPROACH TO IP ISSUES



Pedro Córdova

Key Figure(s): Pedro Córdova and María José Peñaherrera

Established: 2015

Track Record: Robalino is one of the best known firms in Ecuador, thanks to an intellectual property practice which stands out for its expertise in IP litigation and data protection counseling. The firm also provides regulatory support for innovative businesses, as well as trademark and patent prosecution and anti-counterfeiting services. It brings a strategic and holistic approach to all matters.

Team & Differentiation: Robalino continues to add new top-tier local and international clients to its portfolio, driven by its excellent advice on key issues for today's businesses, such as data protection and innovation. Its disruptive approach to each case results in effective solutions for clients. The team is led by Pedro Córdova and María José Peñaherrera, two high profile professionals.

AVL ABOGADOS: FULL-SERVICE FIRM WITH STRONG TRACK RECORD



José Luis Barzallo

Key Figure(s): María de los Ángeles Lombeyda, Santiago Andrade and José Luis Barzallo

Established: 1974

Track Record: AVL Abogados is a full-service law firm that continues growing to keep pace with its client need and market dynamics. Its practice is recognized not just in Ecuador but abroad too. Its multidisciplinary approach, which includes all areas of corporate law, allows it to propose and implement innovative and effective solutions to complex cases.

Team & Differentiation: The IP practice is led by María de los Ángeles Lombeyda, Santiago Andrade and José Luis Barzallo, experts who excel in their respective fields, namely trademarks, plant breeders' rights, data protection and technology, internet & telecoms, among others. The firm's IP team is one of the largest in Ecuador, with all its professionals being highly specialized.

METHODOLOGY



The criteria are:

- Recognition & reputation of the firm in its market
- Team size at partner and senior associate level; seniority and track record of partners
- Nature, quality and volume of matters handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Recent team expansions that have proved demonstrably successful

In the course of our research, we gather detailed information from diverse sources:

Law firms: through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

Clients: we solicit the feedback of several thousand General Counsel, CFOs, Tax Managers and CEOs of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

Qualified third-parties: we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

Peer-review: We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.

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	Viviana Condori, Merly Condori, Manuel Fernandez-Stoll
2	Echecopar	Teresa Tovar
EXCELLENT		
1	Allende & Garcia Abogados	Magali Garcia, Jorge Allende
	Barlaw - Barrera & Asociados	Medalith Albarracín, Adriana Barrera, María Inés Herrera, Andrea Chunga
	Clarkemodet Peru	José Marquis, Alvaro Arias, Valeria Solano, Cynthia Huaman
	Diez Canseco Abogados	Luis Diez Canseco, Omar Alvarado, Marta Fernández Pepper
	Rodrigo	María del Carmen Alvarado, Ximena Aramburú
	Thorne Echeandia & Lema Abogados	Alvaro Echeandía Bustamente
2	Espinosa Bellido Abogados	Francisco Espinosa Reboa
	Estudio Muñoz	Piero Calderón Oliva, Johana Calderón Valencia
	Kresalja IP	Marcela Robles, Rosa María Kresalja, Roselina Liza
	Osterling Abogados	Arturo Tello, Ximena Souza Ferreira
	Scavia & Scavia	Renzo Scavia

HIGHLY RECOMMENDED

1

Estudio Olaechea	Mónica Germany
OMC Abogados	Oscar Mago, Fernando De Taboada, Federico Mevius
Rosselló Abogados	Eliana Vilchez, Carolina Castro
Valencia	Mariela Valencia, Juber Valencia, María Isabel Valencia

2

BRDA Abogados	José Barreda
Casahierro Abogados	Javier Duany García, Jessica Ortiz
CMS Grau	Maria Delia Oxley, Pedro Llerena, Alfredo Huamani
DLA Piper Perú	Ana Belén Martell
Durand Abogados	Roberto Durand
Intrinsecus	Luis Alonso García Muñoz Nájara, Alvaro Gutiérrez
Lexvent	Alexander Trujillo
MCG Law Firm	Dafne Ramos, Jean-Carlo Costa, Ray Meloni
Mertz Peru	Claudia Fernandini, Yajaira Saavedra, Daniel Coaguila, Stephany Soto, Norberto Rodriguez, Aldahir Romani, Maria del Carmen Del Aguila
Pacon & Schiantarelli	Juan Pablo Schiantarelli
Perez-Albela & Asociados	Jorge Pérez-Albela
Philippi, Prietocarrizosa Ferrero DU & Uria	Veronica Vergaray
Pierola & Asociados	José de Pierola, María Nolasco

RECOMMENDED

Benites, Vargas & Ugaz Abogados	Carlo Sánchez
Bueno Lercari Consultores	Rosa Bueno de Lercari, Pamela Valdivia, Vanya Córdova, Jorge Contreras
Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
Estudio Llona & Bustamante Abogados	Raúl Villavicencio Bedoya, Alfonso Fernández Maldonado
Fernández-Dávila Abogados	Carlos Fernández Dávila, Ivette Luque, Neunlyn Marín Díaz, María del Rosario Zúñiga
Hernández & Cía.	Giancarlo Baella
León e Iparraguirre Abogados	Jimena Carrera, Luis Miguel León
Niubox	Oscar Montezuma, Daniela García, Mariella Cafferata, Zarela Santur, Jussara Peña, Fiorella Guerrero
Torres y Torres Lara Abogados	Mauricio Paredes
Union Andina	Alejandro Castro
Vega & Abogados	Enrique Cavero



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Rodrigo	María del Carmen Alvarado, Ximena Aramburú
2	Echecopar	Teresa Tovar, Liz Leó
EXCELLENT		
1	Barlaw - Barrera & Asociados	Adriana Barrera, María Inés Herrera, Medalith Albarracín, Andrea Chunga, Sandra Arredondo
	Barreda Moller	Alfredo Barreda, Fernando Barreda, Carlos Auza, Micaela Mujica, Marcela Escobar, Gonzalo Barreda
	Espinosa Bellido Abogados	Francisco Espinosa Reboa
	Estudio Colmenares & Asociados	Guillermo Melgarejo, Manuel Fernández-Stoll, Diego Pozo, Gino Piaggio, Diana Meza
	Thorne Echeandia & Lema Abogados	Alvaro Echeandia Bustamente
2	DLA Piper Perú	Ana Belén Martell
	Estudio Muñoz	Johana Calderón Valencia, Piero Calderón Oliva
	Kresalja IP	Rosa María Kresalja
	Osterling Abogados	Arturo Tello, Ximena Souza Ferreira
HIGHLY RECOMMENDED		
	Allende & Garcia	Jorge Allende, Magali Garcia
	Casahierro Abogados	Javier Duany García, Jessica Ortiz
	Clarkemodet Peru	José Marquis, Alvaro Arias, Cynthia Huaman
	Diez Canseco Abogados	Luis Diez Canseco, Omar Alvarado, Marta Fernández Pepper
	Estudio Olaechea	Mónica Germany
	Fernández-Dávila Abogados	Carlos Fernández Dávila, Ivette Luque, Neunlyn Marín Díaz, Julisa Quiliche, María del Rosario Zúñiga
	Garrigues Peru	Ivo Gagliuffi
	Intrinsecus	Luis Alonso García, Alvaro Gutiérrez
	León e Iparraguirre Abogados	Jimena Carrera, Luis Miguel León
	Mertz Peru	Claudia Fernandini, Stephany Soto, Yajaira Saavedra, Daniel Coaguila, Norberto Rodríguez, Aldahir Romaní, Maria del Carmen Del Aguila

Pacon & Schiantarelli	Juan Pablo Schiantarelli
Rodriguez García Asesoría Legal	Gustavo Rodriguez Garcia
Valencia	Mariela Valencia, Juber Valencia, María Isabel Valencia
Vega & Abogados	Enrique Cavero
RECOMMENDED	
Benites, Vargas & Ugaz Abogados	Carlo Sánchez
BRDA Abogados	José Barreda
CMS Grau	Maria Delia Oxley, Pedro Llerena, Alfredo Huamaní
Durand Abogados	Roberto Durand
Estudio Fernandez & Vargas Abogados	María Luz Vargas Chavez, Luis Gonzalo Ramirez
Fernández, Heraud & Sánchez	Gustavo Heraud
Hernández & Cía	Giancarlo Baella
Lexvent	Alexander Trujillo
MCG Law Firm	Jean-Carlo Costa, Ray Meloni, Dafne Ramos
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patrón
Perez-Albela & Asociados	Jorge Pérez-Albela
Pierola & Asociados	José de Pierola, María Nolzco
Scavia & Scavia	Renzo Scavia
Stucchi Abogados	Pierino Stucchi, José Antonio Bezada
VALUABLE PRACTICE	
Bueno Lercari Consultores	Rosa Bueno de Lercari, Rosa Bueno, Pamela Valdivia, Vanya Córdova, Jorge Contreras
Estudio Llona & Bustamante Abogados	Raúl Villavicencio Bedoya, Alfonso Fernández Maldonado
Niubox	Oscar Montezuma
Rosselló Abogados	Eliana Vilchez, Carolina Castro
Santiváñez Abogados	Jessica Hondermann
Torres y Torres Lara Abogados	Mauricio Paredes
Union Andina	Alejandro Castro



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, María Inés Herrera, María Julia Goicochea, Sandra Arredondo, Renato Paredes
2	Casahierro Abogados	Javier Duany García, Jessica Ortíz
EXCELLENT		
	Barreda Moller	Alfredo Barreda, Fernando Barreda, Carlos Auza, Gonzalo Barreda
	Estudio Colmenares & Asociados	Guillermo Melgarejo, Diego Pozo, Diana Meza
	Estudio Muñiz	Piero Calderón Oliva, Melissa Costa
HIGHLY RECOMMENDED		
	Echecopar	Teresa Tovar
	Kresalja IP	Rosa María Kresalja, Roselina Liza
	Osterling Abogados	Arturo Tello, Ximena Souza
RECOMMENDED		
1	Clarkemodet Peru	José Marquis, Alvaro Arias, Cynthia Huaman
	DLA Piper Perú	Ana Belén Martell, Daniel Flores
	Estudio Fernandez & Vargas Abogados	Maria Luz Vargas Chavez, Luis Gonzalo Ramirez
2	Allende & Garcia Abogados	Magali Garcia, Jorge Allende
	Diez Canseco Abogados	Luis Diez Canseco, Omar Alvarado, Marta Fernández Pepper
	Lexvent	Alexander Trujillo
	Mertz Peru	Claudia Fernandini, Stephany Soto, Yajaira Saavedra, Daniel Coaguila, Norberto Rodriguez, Aldahir Romaní, Maria del Carmen Del Aguila
	Rodrigo	Maria del Carmen Alvarado, Ximena Aramburú, Maritza Reategui

BARLAW – BARRERA & ASOCIADOS: IP PROTECTION WITH GLOBAL REACH



Adriana Barrera

Key Figure(s): Adriana Barrera, María Inés Herrera and Medalith Albarracín
Established: 2011

Track Record: With more than 500 clients, including Apple, Sony and Chanel, Barlaw is recognized as one of Peru's premier IP outfits. The firm advises across trademarks, patents, copyrights, litigation, enforcement and regulatory matters, handling sophisticated prosecution cases for clients in the technology, pharmaceutical, fashion, retail and financial sectors.

Team & Differentiation: Led by highly experienced partners, Barlaw combines legal, scientific, and technical expertise through a multidisciplinary team of over 50 professionals. The firm stands out for its strong international presence, active participation in global IP associations, and leadership in enforcement and brand protection strategies.

CASAHIERRO ABOGADOS: INNOVATIVE IP PROTECTION



Javier Duany

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

Track Record: Casahierro is recognized for its strong enforcement practice combining investigations, customs actions, raids, online surveillance and regulatory coordination to protect leading brands across industries such as entertainment, technology, healthcare, sports and mining. The firm has strengthened its market position thanks to integrated advisory on AI, cybersecurity and personal data.

Team & Differentiation: Casahierro combines IP expertise with technological and compliance capabilities. The team demonstrates a keen understanding clients' business realities and providing agile, commercially driven solutions that align with fast-moving industries, while integrating AI regulation, cybersecurity and enforcement strategies into a single legal framework.

CMS GRAU: OPTIMAL INNOVATION VIA STRATEGIC COUNSEL



María Delia Oxley

Key Figure(s): María Delia Oxley, Ramón Huapaya, Juan José Hopkins, Carolina Gajate and Nestor Shimabukuro
Established: 1934

Track Record: CMS Grau advises leading global companies such as Google, Microsoft, Unilever on IP, AI, fintech, digital transformation and data protection matters. The firm is particularly recognized for its work in highly regulated and innovation-driven sectors, combining preventive legal strategies with strong local expertise and international capabilities.

Team & Differentiation: CMS Grau's team is widely respected for its regulatory depth and strategic approach to IP and digital matters. With extensive experience in portfolio management, disputes, consumer protection and unfair competition, the team provides attentive, business-oriented support designed to minimize legal and reputational risk while supporting clients' innovation objectives.

VALENCIA: GENERATIONS OF TRUSTED IP EXPERTISE



Mariela Valencia

Key Figure(s): Juber Valencia, Mariela Valencia, Giovana Palacios and Teresa Cabrera
Established: 1928

Track Record: With more than 97 years in the market, Valencia is one of Peru's longest established IP boutiques. The firm manages over 9,800 trademark registrations and numerous patent, plant variety and industrial design records, advising clients on registration, litigation, anti-piracy, unfair competition and corporate IP matters.

Team & Differentiation: Valencia's interdisciplinary team is recognized for its confidentiality, commitment, and client-centered approach. Combining deep technical expertise with innovative problem-solving capabilities, the firm delivers strategic, results-oriented counsel while maintaining a strong social commitment through its institutionalized pro bono initiatives and partnership with Fundación OLI.



METHODOLOGY

The criteria are:

- Recognition & reputation of the firm in its market
- Team size at partner and senior associate level; seniority and track record of partners
- Nature, quality and volume of matters handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Recent team expansions that have proved demonstrably successful

In the course of our research, we gather detailed information from diverse sources:

Law firms: through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

Clients: we solicit the feedback of several thousand General Counsel, CFOs, Tax Managers and CEOs of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

Qualified third-parties: we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

Peer-review: We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.

ESTUDIO MUÑIZ: FORWARD-THINKING ADVISORS



Alex Sosa

Key Figure(s): Jorge Muñiz, Alex Sosa, Bruno Merchor, Jesús Espinoza and Johan Rosales
Established: 1981

Track Record: Estudio Muñiz advises more than 600 clients, including Bayer, Pfizer, Sony, Scotiabank and Experian, on diverse IP matters. The firm is recognized for its preventive regulatory strategies, innovative automation systems, and ability to manage complex, high-pressure mandates involving multidisciplinary coordination and global compliance standards.

Team & Differentiation: Home to a deep bench of renowned IP specialists, Estudio Muñiz combines public and private sector experience to deliver strategic, preventive legal counsel. The team is particularly valued for helping clients anticipate risks before disputes arise, offering innovative legal defenses and practical business-oriented solutions supported by strong regulatory expertise.



ADVERTISING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Echecopar	Teresa Tovar
León e Iparraguirre Abogados	Luis Miguel León, Gianfranco Iparraguirre
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patrón, Julia Loret de Mola, David Kuroiwa
EXCELLENT	
Diez Canseco Abogados	José Carlos Gonzáles
Rodríguez García Asesoría Legal	Gustavo Rodríguez García
Stucchi Abogados	Pierino Stucchi, José Antonio Bezada, Carlos Rodas
Torres y Torres Lara Abogados	Guadalupe Montenegro, Alonso Morales Acosta, Alejandro Morales Cáceres, Christian Guzman
HIGHLY RECOMMENDED	
1 CMS Grau	Maria Delia Oxley, Pedro Llerena, Alfredo Huamaní
Estudio Muñiz	Alex Sosa
Fernández-Dávila Abogados	Neunlyn Marín Díaz, Carlos Fernández Dávila, María del Rosario Zúñiga
Rodrigo	Maria del Carmen Alvarado, Maritza Reátegui, Ximena Aramburu
2 Allende & Garcia	Jorge Allende
Barlaw - Barrera & Asociados	Adriana Barrera, María Inés Herrera
DLA Piper Perú	Daniel Flores
RECOMMENDED	
1 Estudio Fernandez & Vargas Abogados	Marco Antonio Palomino, Maria Luz Vargas Chavez, Francisco Cabezas
García-Godos & Lindley-Russo	Alfredo Lindley-Russo, Luis Adrianzen
2 Kresalja IP	Rosa María Kresalja, Baldo Kresalja
Osterling Abogados	Ximena Souza Ferreira
Rosselló Abogados	Eliana Vilchez, Carolina Castro
Santiváñez Abogados	Jessica Hondermann
Vega & Abogados	Enrique Caverro Safra

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, María Inés Herrera, Medalith Albarracín, Andrea Chunga, Sandra Arredondo
DLA Piper Perú	Daniel Flores, Ana Belén Martell
Osterling Abogados	Ximena Souza Ferreira
Pacon & Schiantarelli	Juan Pablo Schiantarelli

DATA PROTECTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Niubox	Oscar Montezuma, Daniela García, Mariella Cafferata, Zarela Santur, Jussara Peña, Fiorella Guerrero
2	Echecopar	Teresa Tovar
EXCELLENT		
Allende & Garcia Abogados		Jorge Allende
Iriarte & Asociados		Erick Iriarte
Payet, Rey, Cauvi, Pérez Abogados		Carlos Patrón, Julia Loret de Mola, Marianna Vallvé
Revoredo.pe		Abel Revoredo
Rodrigo		Ramon Vidurizaga
Stucchi Abogados		Pierino Stucchi, José Antonio Bezada, Nadia Berdichevsky, Raúl Alosilla, Heirol Lee
HIGHLY RECOMMENDED		
1	Porto Legal	Jose Miguel Porto, Jessica Valdivia, Francisco Gálvez
Torres y Torres Lara Abogados		Rafael Torres Morales, Alejandro Morales Cáceres
2	DLA Piper Perú	Daniel Flores Consiglieri
Miranda & Amado		Enrique Felices, Willy Pedreschi, Fiorella Zumaeta
Osterling Abogados		Fernando Allasi, Arturo Tello
Pacon & Schiantarelli		Juan Pablo Schiantarelli, Rosalina Susano
Vega & Abogados		Enrique Caverro, Claudia Legua, Mariana Manrique, Jesus Marroquin
Zegarra & Schipper		Diego Zegarra
RECOMMENDED		
1	Barlaw - Barrera & Asociados	Adriana Barrera, Catherine Escobedo, María Inés Herrera, Carlos Farfán
Baxel Consultores		Christián Chávez
Casahierro Abogados		Javier Duany García, Jessica Ortíz



CMS Grau Ramon Huapaya, Carolina Gajate, Juan Carlos Escudero

CPB Abogados German Carrera, Macarena del Busto

Diez Canseco Abogados José Carlos Gonzáles

León e Iparraguirre Abogados Luis Miguel León, Gianfranco Iparraguirre

2 Cuatrecasas Peru Iván Blume, Fernando Salhuana, Ralph Salas, María Pía Agramonte

Estudio Muñiz Alex Sosa, Camila Mallqui

Estudio Olaechea Carol Quiroz

Fernández-Dávila Abogados Carlos Fernández, Carlos Fernández

VALUABLE PRACTICE

1 Estudio Fernandez & Vargas Abogados Maria Luz Vargas, Marco Antonio Palomino, Frank Sanchez

Mertz Peru Claudia Fernandini, Yajaira Saavedra, Daniel Coaguila, Aldahir Romani, Stephany Soto, Norberto Rodriguez, Maria del Carmen Del Aguila

Philippi, Prietocarrizosa Ferrero DU & Uria Veronica Vergaray

Santiváñez Abogados Jessica Hondermann

2 Benites, Vargas & Ugaz Abogados Carlo Sánchez

Bueno Lercari Consultores Rosa Bueno de Lercari, Pamela Valdivia, Vanya Córdova

Caro & Asociados Carlos Caro Coria, Luis Miguel Reyna Alfaro, Sarita Meza

CCO Legal Advisors Alvaro Carrera

Damma Legal Advisors Alvaro Castro, María Fernanda Vila

Dentons Perú Julio Gallo, Alexandra Egas

Garrigues Peru Franco Muschi

Hernández & Cía. Giancarlo Baella

Rebaza, Alcázar & De Las Casas Rafael Álcazar

Vargas Pareja Abogados & Consultores Alberto Vargas Pareja, Eddy Ramirez

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	Diego Chijane, Matias Cikato, Mauro Marín
Fernandez Secco & Asociados	Agustina Fernández Giambruno, Gonzalo Fernández
Fox & Lapenne	Victoria Fox, Juan Lapenne, Mariana Fox
Vanrell Propiedad Intelectual Abogados	Lucía Espinosa, Fabiana Mateos
EXCELLENT	
Cervieri Monsuarez & Asociados	Andrea Casales, Madelón Landa, Natalia Paladino, Virginia Cervieri
Ferrere	Agustín Mayer West, María Eugenia Contreras
Fischer Abogados	Gustavo Fischer, Federico Fischer, Mercedes Castells
HIGHLY RECOMMENDED	
Clarkemodet Uruguay	Fabiana Penades
Pittaluga Abogados	Martín Pittaluga
RECOMMENDED	
Bacot & Bacot	Oscar Bacot Silveira
Dentons Jiménez de Aréchaga	Héctor B. Viana, Mariana Lartigau
Dubourg	Andrés Gallo Dubourg
Jones & Cia	Diego Dufrechú
VV Abogados	Verónica Vanrell

CERVIERI MONSUAREZ & ASOCIADOS: KEY PLAYER IN ALL MANNER OF IP MATTERS



Virginia Cervieri

Key Figure(s):
Andrea Casales, Madelón Landa, Natalia Paladino and Virginia Cervieri
Established: 2008

Track Record: Cervieri Monsuarez & Asociados is key player in the registration and protection of IP rights. Present in Uruguay and abroad, the firm continues to grow, both in terms of locations and in its team of specialists, having recently added an office in Punta del Este. In addition, it continues to contribute to cultural development in the community via the Cervieri Monsuárez Foundation.

Team & Differentiation: Last year, the firm brought in fresh expertise in the shape of IP specialists María Balsa and José Martí. The Uruguay team is made up of around 50 people. The firm has an impressive ability to innovate when seeking to effectively protect its clients' rights. Virginia Cervieri is a leading proponent of mediation as a dispute resolution mechanism in intellectual property law practice in Uruguay.



IP LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	

Cervieri Monsuarez

Lucía Cantera, Virginia Cervieri, Pablo Monsuarez, Natalia Paladino

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, Gonzalo Fernández Secco

Fox & Lapenne

Victoria Fox, Juan Lapenne

Vanrell Propiedad Intelectual Abogados

Marcel Perdigón

HIGHLY RECOMMENDED

Bergstein Abogados

Silvina Vila, Leonardo Melos

Clarkmodet Uruguay

Fabiana Penades, Milena Badalamenti, Mariana Mansilla

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
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EXCELLENT	
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Cikato Abogados	Matias Cikato, Mauro Marín
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Fernandez Secco & Asociados	Agustina Fernández Giambruno, Gonzalo Fernández Secco
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Fischer Abogados	Gustavo Fischer, Federico Fischer, Mercedes Castells
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Vanrell Propiedad Intelectual Abogados	Fabiana Mateos, Juan Vanrell
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HIGHLY RECOMMENDED	
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Bacot & Bacot	Oscar Bacot Silveira
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Ferrere	Agustín Mayer West, Alejandro Alterwain
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Fox & Lapenne	Victoria Fox, Juan Lapenne
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Pittaluga Abogados	Martín Pittaluga, Juan Manuel Pittaluga
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EUROPE

MARKETING & BUSINESS DEVELOPMENT FOR LAWYERS

Best Communication Agencies

Agencies are ordered alphabetically

Agency	KEY FIGURE(S)
MAPPING	
Alioze (Belgium)	Edouard Duban
Ana Catarina Marques Consulting (Portugal)	Ana Catarina Marques
Avocom (France)	Charlotte Vier
Axelcomm (Italy)	Federica Menichino, Ilaria Capponi
Band One (Spain)	Susana Claudia
Barabino & Partners (Italy)	Massimiliano Parboni, Federico Steiner, Claudia Pomposo
Black Swan (Spain)	José Luis Pérez Benítez, Miguel Ángel Pérez de la Manga, Antonio Gómez Montoya
Carolina Mailander Comunicazione (Italy)	Carolina Mailander
Close to Media (Italy)	Elisabetta Neuhoff
Comin & Partners (Italy)	Gianluca Comin, Elena Di Giovanni
Community Reputation Advisers (Italy)	Auro Palomba, Roberto Patriarca
Conscious Solutions (UK)	Dan Hodges
Consulta (Italy)	Gaia Francieri
Diferencia Legal (Spain)	Alba Palanco, Alfonso Everlet, David Muro, Isabel Rodriguez, Paula Armada
Elliott Markus (France)	Gwénaëlle Henri
Engelmann advisory (Germany)	Benno Engelmann
Eye Communications (Germany)	Matthias Struwe
Fargo Sachinka (France)	Anne Bassi, Féten Ben Hariz, Yaëlle Besnainou, Julien Gautier, Cyril Rocca
Gericó Associates (Spain)	Marc Gericó, María Sol Rubio, Diana Jennen, Mireya Berteau-Cossic
Harpa (UK/Europe)	Marco Guasti, Sarah Salles
Image Building (Italy)	Giuliana Paoletti
Infinite (UK)	Jamie Diaferia, Tal Donahue, Scott Addison
Kidd Aitken (UK/Europe)	Giseli Farias
Kittie & Cie. (Germany)	Lianne Allmann
Law Business (Austria/German/Italy)	Alexander Dillinger, Gregor Roman Zielinsky
Lawtelligence (UK)	Corinne McKenna
Legal Concept (Austria)	Sarah Samer
LexRex Communications (UK)	Victoria Moffatt, Sophie Chadwick, Sarah Wilde
Lois (Spain)	Eugenia Navarro
Marketude (Italy)	Giulia Maria Picchi
Match Point (France)	Amélie Lerosier, Sophie Bacqueville
MD Communications (UK)	Melissa Davis
Mirada360 (Spain)	Lidia Zommer
MLT Digital (UK)	Anna Palmstierna, Euan Thomson, Gavin Clark, Stephen Moore
MRM-London (UK)	Andrew Appleyard, Chris Duncan, Richard Wheat
Orchard PR (UK)	Brooke Kenyon
Ortica Communications (UK/Europe)	Saira von Westenholz
Owlegal (Switzerland)	Géraldine Riethmann
PBV & Partners (Italy)	Ambrogio Visconti
Quill PR (UK)	Sam Emery, Emma Murphy, Sarah Gibbons-Cook
Reid & Partners (UK/Ireland)	Glenn Reid, Stuart Quate, Natasha Abbas, Niamh Spence, Paudie Fearon
Rita Proençca Varao Consulting (Portugal)	Rita Proençca Varao
Rostrum Agency (UK)	Mark Houlding
Schnyder360 Legal Marketing (Switzerland)	Corina Schnyder
SEC Newgate Italia (Italy)	Fiorenzo Tagliabue, Paola Ambrosino, Andrea Cornelli, Anna Milito
Sofia Justina Consulting (Portugal)	Sofia Justino
The Marketer (Austria/Germany/Switzerland)	Marius Braun, Mareike Müller
The Skill (Italy)	Andrea Camaiora
Valletta PR Advisory (Italy)	Marianna Valletta
Venize Comunicación (Spain)	Sara Santos
Wachsman PR (Ireland/Switzerland/UK)	David Wachsman, Alex Corp, Louise Creedon

AUSTRIA

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Schoenherr	Dominik Hofmarcher, Christian Schumacher, Michael Woller
Sonn	Rainer Beetz, Rudolf Griss, Johannes Strobl
EXCELLENT	
Dorda	Andreas Seling
Gassauer-Fleissner	Michaela Petsche, Manuel Wegrosteck
Geistwert	Constantin Kletzer, Max Mosing, Rainer Schultes
Pendl Mair	Sebastian Feurstein, Gerald Mair, Rudolf Pendl
Puchberger & Partner	Andreas Gehring
HIGHLY RECOMMENDED	
ABP Burger & Partner	Clemens Ofner
Brauneis	Georg Fellner, Martin Reinisch
Hübscher & Partner	Winfried Hellmich, Gerd Hübscher, Helmut Hübscher, Bernhard Kadner, Fabian Haiböck
Schwarz & Partner	Bernhard Gruber, Philipp Gruber, Herwig Margotti
Taylor Wessing	Martin Prohaska-Marchried
RECOMMENDED	
Baker McKenzie	Alexander Hofmann*
Binder Grösswang	Ivo Rungg
CMS Reich-Rohrwig Hainz	Egon Engin-Deniz
Haslinger Nagele	Markus Gaderer
Herbst Kinsky	Sonja Hebenstreit, Irmgard Nemec
KWR Karasek Wietrzyk	Barbara Kuchar
Nomos	Alexander Koller
Schardmüller Gall-Schuhmann	Robert Claudius Schardmüller
Tonninger Schermaier & Partner	Markus Albrecht, Bernhard Tonninger

*Associate

TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
Gassauer-Fleissner		Dominik Göbel, Michaela Petsche, Manuel Wegrosteck
Schoenherr		Dominik Hofmarcher, Gudrun Irsa-Klingspiegl, Christian Schumacher, Michael Woller
EXCELLENT		
CMS Reich-Rohrwig Hainz		Egon Engin-Deniz
Dorda		Axel Anderl, Andreas Seling
Geistwert		Constantin Kletzer, Max Mosing, Alexander Schnider, Rainer Schultes
Schwarz Schoenherr		Markus Grötschl, Georg Schönherr
HIGHLY RECOMMENDED		
1	Binder Grösswang	Michael Horak, Ivo Rungg
Taylor Wessing		Martin Prohaska-Marchried
Wiltschek Plasser		David Plasser
Wolf Theiss		Georg Kresbach
2	KWR Karasek Wietrzyk	Barbara Kuchar
Pendl Mair		Sebastian Feurstein, Gerald Mair, Rudolf Pendl
Salomonowitz		Sascha Salomonowitz
Tonninger Schermaier & Partner		Markus Albrecht, Bernhard Tonninger
RECOMMENDED		
ABP Burger & Partner		Clemens Ofner
Baker McKenzie		Lukas Feiler
Brauneis		Martin Reinisch
DLA Piper		Veronika Appl
E+H		Helmut Liebel
Freshfields		Lutz Riede
Herbst Kinsky		Sonja Hebenstreit, Irmgard Nemec
Nomos		Alexander Koller
Paragon		Konrad Lenneis, Mathias Görg



BELGIUM

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TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Gevers	Benjamin Gevers
EXCELLENT	
Arnold & Siedsma	Sandra Bauwens
Calysta	Ludivine Coulon
De Clercq & Partners	Ann De Clercq
Fencer	Stephanie Wuyts
Winger	Christophe Bourgeois
HIGHLY RECOMMENDED	
Awa	Dominique Rifon
Ifori	Bernard Gravez
Kob	Trui Castelein
Novagraaf	Ingrid Mennens
VO	Johannes van Melle

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
Simont Braun	Emmanuel Cornu
EXCELLENT	
Lexing	Jean-François Henrotte
Monard Law	Daan De Jaeger, Kristof Zadora, Stephane Criel, Sébastien Verva
NautaDutilh	Florence Verhoestraete
Stibbe	Ignace Vernimme
HIGHLY RECOMMENDED	
& De Bandt	Karel Janssens
Altius	Olivier Vrins
Co & Delarue	Dieter Delarue
Fieldfisher	Stijn Debaene
Inteo	Sofie Cubitt
IP Porta	Karen Ongena
Lejeune Legal	Frédéric Lejeune
Liedekerke	Etienne Kairis
Linklaters	Pieter Van Den Broecke
Lydian	Olivia Santantonio
MKL Law	Edwin Kat
PKF Bofidi	Tim Fransen
Prioux Culot	Pierre-Yves Thoumsin
Strelia	Tom De Coster
Taylor Wessing	Christian Dekoninck



MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bird & Bird	Benoit Van Asbroeck
Monard Law	Daan De Jaeger, Stephane Criel, Sébastien Verva
Simont Braun	Emmanuel Cornu
EXCELLENT	
1 Andersen in Belgium	Sébastien Watelet
Fencer	Paul Maeyaert
Hoyng Rokh Monegier	Liesbeth Weynants
Lexing	Jean-François Henrotte
2 & De Bandt	Karel Janssens
Altius	Sven Demeulemeester
Berenboom & Associés	Alain Berenboom
CMS	Tom Heremans
Co & Delarue	Dieter Delarue
Crowell Moring	Sari Depreeuw
Stibbe	Philippe Campolini
HIGHLY RECOMMENDED	
Cresta	Arnaut Kint
Fieldfisher	Tim Van Canneyt
Inteo	Kristof Neefs
IP Porta	Karen Ongena
Janson	Mireille Buydens
JVM	Eric Jooris
Lejeune Legal	Frédéric Lejeune
Linklaters	Pieter Van Den Broecke
Lydian	Bastiaan Bruyndonckx
MKL Law	Edwin Kat
Taylor Wessing	Christian Dekoninck
Time.lex	Frédéric Debusseré
Ulys	Etienne Wery

ANDERSEN IN BELGIUM: MEDIA & ENTERTAINMENT PROWESS



Sébastien Watelet

Key Figure(s):
Sébastien Watelet
Established: 2024

Track Record: Active across media & entertainment, IT, architecture and the creative professions, the team has managed over 30 new IP matters in the past year, securing landmark judicial victories clarifying copyright scope for design works, successfully defending creative professionals against aggressive tax reclassifications, and obtaining favorable advance rulings on royalty and copyright income treatment.

Team & Differentiation: The addition of Sébastien Watelet and his specialist team, who cover IP taxation, corporate taxation, financial criminal law and copyright monetization, has given the firm a truly multidisciplinary edge. From tax-shelter structuring and innovation deductions, to copyright enforcement and digital IP challenges, the practice offers seamless, business-focused counsel that competitors rarely match.

MONARD LAW: CREATIVE IP POWERHOUSE



Daan De Jaeger

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

Track Record: The IP team has built a strong reputation advising prominent names in the fashion, music, luxury goods, sports and gaming industries, managing over 350 matters per year, including high-stakes copyright litigation, brand protection campaigns and anti-counterfeiting enforcement. Trusted by international festival organizers and digital-native companies, the firm has a track record of success in multi-jurisdictional proceedings.

Team & Differentiation: Thanks to its sector immersion, the practice is able to deliver sharp, commercially minded advice on copyright, media law, entertainment and next-gen digital issues, including AI, NFTs and Web3. Operating from five Belgian offices, the team's open culture, early adoption of legaltech and cross-border network of partner-firms make it a wise choice for creative industries navigating complex legal terrain.



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DENMARK

TRADEMARK PROSECUTION

Best Law Firms & IP Agencies

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
AWA		Claus Marcussen
Bech-Bruun		Jeppe Brinck-Jensen, Claus Barrett Christiansen, Inge Kirstine Skou
Gorrissen Federspiel		Lasse Søndergaard Christensen, Kenneth Kvistgaard-Aaholm, Lars Segato
Kromann Reumert		Frank Bøggild, Kolja Staunstrup
Plesner		Sture Rygaard, Kasper Frahm
Zacco		Thomas Mølsgaard, Knud Wallberg
EXCELLENT		
Bugge Valentin		Jens Jakob Bugge
Patrade		Eva Nødskov Aaen, Charlotte Rask Boddum
HIGHLY RECOMMENDED		
1	Accura Advokatpartnerselskab	Christina Tye Jardorf
HortenDahl		Jakob Krag Nielsen
2	Bird & Bird	Mette-Marie Buch Henriksen
Løje IP		Johan Løje, Doga Cansi, Kim Larsen
Njord Law Firm		Jeppe Brogaard Clausen



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	

Bech-Bruun

Jeppe Brinck-Jensen, Claus Barrett Christiansen, Inge Kirstine Skou

Gorrissen Federspiel

Lasse Søndergaard Christensen, Kenneth Kvistgaard-Aaholm, Lars Segato

Kromann Reumert

Nicolai Lindgreen, Kolja Staunstrup

Plesner

Mikkel Vittrup, Sture Rygaard, Kasper Frahm

EXCELLENT

Bugge Valentin

Anders Valentin, Jens Jakob Bugge

HIGHLY RECOMMENDED

Accura Advokatpartnerselskab

Morten Bruus, Christina Type Jardorf

AWA

Lisa Webster

HortenDahl

Jakob Krag Nielsen, Asger Heine Jensen

Løje IP

Johan Løje

Njord Law Firm

Torben Krath, Jeppe Brogaard Clausen

Zacco

Thomas Mølsgaard

FINLAND

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

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



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	

Boco IP	Peter Åkerlund, Jerry Härkönen, Laura Roselius, Elina Heikkilä
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Borenius	Ben Rapinoja, Lasse Laaksonen
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Roschier	Rainer Hilli, Mikko Manner, Mikael Segercrantz, Markku Tuominen
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EXCELLENT	
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Castrén & Snellman	Sakari Salonen
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Hannes Snellman	Panu Siitonen
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Heinonen & Co - part of Eversheds Sutherland Finland	Petteri Häkkänen, Lassi Lepistö
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Properta Attorneys	Kukka Tommila, Hanna-Maija Elo
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HIGHLY RECOMMENDED	
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1 Bird & Bird	Henri Kaikkonen
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Krogerus	Kalle Hynönen
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Waselius	Bernt Juthström, Åsa Krook
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2 Backström & Co	Petri Eskola, Markus Lampinen, Timo Mäenpää
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Berggren	Kaisa Fahllund, Milla Lehtoranta, Soile Järvenpää
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FRANCE

BRANDS, DESIGNS & MODELS

Best IP Agencies

In each tier, the agencies are ordered alphabetically



AGENCY		KEY FIGURE(S)
LEADING		
	Casalonga	Caroline Casalonga, Karina Dimidjian-Lecomte, Laurence Schardt, Aude Thierri, Pauline Freulon
	Germain Maureau	Bertrand Geoffray, Julien Fialletout, William Lobelson, Isabelle Hegedus
	Ipsilon	Jacques Vigneron, Florence Briec, Michèle Dietrich, Audrey Lachaud
	Lavoix	Philippe Lods, David Millet, Béatrice Daubin, Gwénaél Toussaint
	Novagraaf	Olivier Boland, Fabienne Maucarré, Aurélie Guétin, Marianne Tissot
	Plasseraud IP	G.K. Le Cosquer, B. Dejardins, P. Boyle, G. Vermander, F. Glaize, L. Nowak, N. Pacaud, C. Pelèse, P. Picard, C. Montaud
	Regimbeau	Isabelle Thill, Olivier Prats, Martine Bloch-Weill
EXCELLENT		
1	Beau De Lomenie	Grégory Ingrand, Emmanuelle Machinet
	Jacobacci Coralys Harle	Marion Vidal-Lachaud, Maria Luisa Arce-Torrecilla, Sandrine Cugini, Sophie Gaillard
	Santarelli Group	J-B Duranton, G. Mortreux, É. Le Bihan, H. Lecornu, S. Marc, N. Rey, A. Afonso, F. Chinchole, S. Benquet, M. Eschard
	Tmark	François Deschamps, Valérie Dorey, Olivier Thierri, Nicolas Debaisieux
2	Ardan	Stève Félix, Julien Delucenay
	Cabinet Camus Lebkiri	Stéphanie Rito
	Dreyfus & Associés	Nathalie Dreyfus, Emmanuel Harrar
	Groupe Vidon	Patrice Vidon, Soazig Thémoïn
	LLR	Gilles Escudier, Kristell Erout
	MiIP - Made in IP	Eric Schahl
	Taoma Partners	Gaëlle Loinger-Benamran, Malaurie Pantalacci, Melissa Cassanet, Laurine Janin-Reynaud, Jean-Charles Nicolle



HIGHLY RECOMMENDED

Cabinet Netter	Aurore Simon Druon
Gevers & Orès	Nathalie Rousset, Émilie Artuphel
Guiu IP	Stéphanie Bois, Sandrine Guiu, Dorian Guiu, Emilie Naisson
Lhermet & Lefranc-Bozmarov	Bruno Lhermet, Marion Lefranc-Bozmarov
Lynde & Associés	Jean-Michel Flu, Stéphane Lynde
Wiplaw France	Éric Le Bellour

RECOMMENDED

Ab Initio	Annick Pairault
API Conseil	Alexander Lerbs
Argymark	Céline Pires
AtlantIP	Axel Doucerain, Gabriel Perez
Brandon IP	Severine Fitoussi, Anne Lévy
Cabinet Beaumont	Laurent Thibon
Cabinet Degret	Jacques Degret, Manuel Degret, Bruno Raibaut, Magali Clair
Cabinet Tripoz	Benjamin Dubuis
Chaillot	Denis Chaillot, Julie Desrois, Nicolas Dufay
Fédit Lorient	Hélène Jolly, Adeline Laukas
Hautier IP	Ségolène Luherne
IP Sphere	Philippe Rodhain
Ipaz	Denis Baldensperger, Denis Lesire
Ixas Conseil	Martin Schmidt
Legimark	Anne-Karine Bogillot-Sawra, Belynda Chauvet, Marcel Botton
Roman André	Floriane Rossi
Sodema Conseils	Lionel Lapeyre

TMARK: NOTABLE WINS IN SOFT IP MATTERS



François Deschamps

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

Track Record: CAC 40 companies and innovative businesses number those that rely on Tmark to handle their full complement of soft IP strategies. A highlight among the firm's recent successes was securing the recognition of Ledger as a valid trademark. It also secured a ban in France of the "Reno" mark used by Chinese smartphone giant Oppo, on behalf of French multinational automobile manufacturer, Renault.

Team & Differentiation: The partners teach at CEIPI, speak at APRAM events, and publish in various specialist journals. Valérie Dorey and Olivier Thrierr are also contributors to the white paper "Intellectual Property: Practical Insights and Future Challenges" published by Lefebvre Dalloz to mark the 30th anniversary of the French IP Code. Tmark counts 30 professionals, including 4 partners and 9 associates.



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
Benoliel Avocats		Sylvie Benoliel, Anne-Sophie Leroi
Bouchara & Avocats		Vanessa Bouchara, Adèle Maier, Louise Lacroix
Casalonga		C. Casalonga, K. Dimidjian-Lecomte, M. Gabriel, A. Casalonga, F. Codevelle, P. Vincent
Cousin & Associés		Myriam Moatty, Jean-Martin Chevalier
Deprez Guignot Associés - DDG		Vincent Fauchoux, Frédéric Dumont, Jean Daniel Bouhenic, Annabelle Dalex
DTMV Avocats		Pascal Lefort, Thomas Cuche, Eleonore Gaspar
EBL Lexington		Christophe Glénat, Laurent Levy, Michaël Piquet-Fraysse
Fajgenbaum		Fabienne Fajgenbaum, Thibault Lachacinski, Judith Harari
Havard Duclos & Associés		Sophie Havard Duclos, Constance Percevaux, Pauline Casanova
Hogan Lovells		Marie-Aimée De Dampierre, Alexandre Rudoni, Andrea Dufaure
Marchais & Associés		Guillaume Marchais, Emmanuelle Limouzy, Philippe Martini-Berthon
Plasseraud IP Avocats		Julien Blanchard, Claire Herissay-Ducamp
EXCELLENT		
1 Agil'IT		Jérôme Tassi, Asim Singh, Marie-Emmanuelle Haas
Armengaud Guerlain		Catherine Mateu
BCTG Avocats		Gaëlle Bloret-Pucci
Bird & Bird		Géraldine Arbant
Cabinet Arénaire		Pierre Massot, Thibault Lentini, Damien Régnier, Delphine Roblin-Lapparra
Christophe Caron		Christophe Caron, Clotilde Fouquet
Cléry Devernay		Alain Cléry, Coralie Devernay
De Gaulle Fleurance		Serge Lederman, Francine Le Péchon-Joubert, Julien Horn, Louis De Gaulle
De Pardieu Brocas Maffei		Barbara Levy
DLA Piper		Frank Valentin
Franklin		Sandra Strittmatter
Gide Loyrette Nouel		Emmanuel Larere, Raphaëlle Dequiré-Portier
HLSK		Annette Sion, Gautier Kaufman
Hoffman		Pierre Hoffman, Emmanuelle Hoffman
Hoyng Rokh Monegier		Denis Monégier du Sorbier
HW&H - Hertslet Wolfer & Heintz		Christophe Chapoullié
Jacobacci Avocats		Diane de Valbray, Jean-Mathieu Bertho, Olympe Vanner, Alexia de Maulde
Legrand Lesage-Catel		Stéphanie Legrand, Olivier Legrand



2 **Al Avocats** Muriel Antoine-Lance, Marion Aitelli

Atlan & Boksenbaum Avocats Nathalie Boksenbaum, Alexandra Atlan-Elhaik

Bardehle Pagenberg Rebecca Delorey, Axel Munier, Clément Jaffray

Cleach Avocats Melvina Valerii

Dechert Olivia Bernardeau-Paupe

Fabregat Avocats Marie Fabregat

Gilbey Legal Jehan-Philippe Jacquey, Joanne Quirin

Harlay Avocats Fabrice Perbost, Sabine Lipovetsky

Herbert Smith Freehills Kramer Alexandra Neri

Jones Day Thomas Bouvet, Emmanuel Baud, Edouard Fortunet

JP Karsenty & Associés Martine Karsenty-Ricard, Béatrice Moreau-Margotin

Le Stanc Avocats Christian Le Stanc, Lisa Le Stanc, Bruno Carbonier

Linklaters Pauline Debré, Gaëlle Bourout, Jean-François Merdrignac

M-P Escande Avocats Michel-Paul Escande

Mandel Pariente Associés Lauren Pariente, Isabelle Mandel

Scan Avocats Sandra Cabanne, Alexandre Nappey

Simmons & Simmons Sarah Bailey

Szleper Henry Naumann Avocats Guillaume Henry, Dariusz Szleper

Taylor Wessing Marc Schuler

Valther Vincent Varet, Xavier Près

HIGHLY RECOMMENDED

1 **Advant Altana** Pierre Lubet, Laura Morelli, Armand Aviges

Benech Alexandre Jacquet, Virginie Lehoux

BMH Avocats Stéphane Dassonville

Coblence Avocats Mélanie Erber

Cornet Vincent Ségurel François Herpe, Jérémie Courtois

Dentons Loïc Lemercier

Fidal Karine Etienne, Laurence Dreyfuss-Bechmann, Cyril Chauvin, Thibaud Lelong, Nadège Lemarchand, Lucie Corvisier, Antoine Le Brun

FTPA Avocats Fabrice Lorvo, Philippe Pochet, Emmanuel De Marcellus, Antoine Gautier-Sauvagnac

Gowling WLG Marianne Schaffner, Céline Bey

Guillemin Avocats Alexis Guillemin

Herald Avocats Richard Milchior, Nathalie Moullé-Berteaux

Joffe & Associés Véronique Dahan, Emilie de Vaucresson

Kern & Weyl Tania Kern, Claire Weyl, Giulia Cortesi

Lexing Avocats Virginie Brunot, Anne-Sophie Cantreau, Rébecca Véricel

Momentum Avocats Julien Canlorbe

Nomos Hélène Delabarre, Éric Lauvaux

Oaklance Avocats	Pascale Demoly
Osborne Clarke	Claire Bouchenard
Promark	Marine Le Bihan-Journé, Bénédicte Devevey, Elisabeth Berthet, Alain Berthet
Redlink	Frédéric Fournier, Céline Cuvelier
Schmidt Brunet Litzler	Delphine Brunet-Stoclet, Marie André-Nivet
Stephenson Harwood	Boriana Guimberteau
Taoma Partners	Laurine Janin-Reynaud, Anne Messas
UGGC Avocats	Elisabeth Logeais, Zhen Huang, Corinne Khayat
Alerion Avocats	Corinne Thiérache
Bblm Avocats	Myriam Angelier
Bessis Avocats	Philippe Bessis
BG2V	Marie Georges-Picot, Xavier Carbasse
Bignon Lebray	Nicolas Moreau, Benjamin Mourot
Blanche Avocats	Louis Jestaz, Florent Mattern, Sarah Madi
Colbert Law	Carine Piccio
De Baecque-Bellec Avocats	Stéphane Bellec
Delsol Avocats	Stéphane Perrin
Elkrief Avocat	Danielle Elkrief
FBL Avocats	Karine Disdier-Mikus
Fieldfisher	Franck Veisse, Nathalie Hadjadj-Cazier
Firsh	Claire Poirson
Godefroy Larcher Avocats	Nicolas Godefroy
Greffé	Pierre Greffe
H2O Avocats	Nicolas Herzog, Isabelle Vedrines, Sandra Benabou
Haas Avocats	Gérard Haas
Jacob Avocats	Julie Jacob
Jasper Avocats	Pascal Lê Dai
Lavoix	Camille Pecnard, Valérie Genin, Pierre-Emmanuel Meynard
LPA Law	Romain Viret, Prudence Cadio
Osmose Avocats	Antoine Gendreau, Alexandra Le Corroncq, Alexis Vichnievsky
Quatrebarbes	Nathalie de Quatrebarbes
Roman André	Jean André
Santarelli Group (Avocats)	Gwendal Barbaut
Seattle Avocats	Olivia Levy, François Ronget
Twelve	Claire de Chassey
Valérie Perrichon Avocats	Valérie Perrichon
Veil Jourde	Nicolas Brault



RECOMMENDED

1	Ad Valoria Société d'Avocats	Mathieu Martin
	Bonnier Saint-Félix	Antoine Bonnier
	Carlara - Carbonnier Lamaze Rasle	Michel Rasle
	CBR & Associés	Judith Vuillez
	Circle Law	Edmond Tahar
	DWF	Florence Karila, Stéphanie Berland
	Féral	Richard Willemant
	Furlon Avocats	Armelle Furlon
	Illouz Avocats	François Illouz
	Mathias Avocats	Garance Mathias
	Ox Avocats	Jean Aittouares
	Racine	Charles Bouffier
	TGS France Avocats	Claire Camberton, Ladan Dirickx
	Valmy Avocats	Margaux Nègre
	Woog & Associés	Coralline Manier Galas
	Ydès	Cyril Fabre, Jean-Christophe Chevallier

2	Addleshaw Goddard	Elisabeth Marrache
	Alter Via Avocats	Amélie Capon
	Astura	Matthieu Mélin
	Bats Avocats	Hugo Bats
	Blondieau Robert-Gary	Alexandre Blondieau
	Crossen & Borowsky	Sophie Borowsky
	Effective IP	François-Xavier Boulín
	Forward Avocats	François Frassati, Nicolas Weissenbacher
	Fusco-Vigné	Ariane Fusco-Vigné
	Gomis & Lacker	Guillaume Gomis, Julien Lacker
	Kelten - Association D'Avocats	Nicolas Martin-Teillard
	Morgan Lewis	Mathilde Carle
	Squair	Véronique Piguet, Quentin Renaud
	Swann Avocats	Frédérique Forget
	Weisselberg Avocats	Élise Weisselberg

GILBEY LEGAL: DYNAMIC DUO SPECIALIZING IN SOFT IP



Joanne Quirin

Key Figure(s): Jehan-Philippe Jacquey and Joanne Quirin
Established: 1992

Track Record: The team is led by Joanne Quirin and Jehan-Philippe Jacquey, who have established themselves as specialists in soft IP. The duo develops strategies to enhance and protect IP rights throughout their lifecycle, from filing to judicial or administrative litigation. Recently, the team successfully defended a French designer in proceedings brought by a renowned foreign creators.

Team & Differentiation: Gilbey Legal's lawyers pride themselves on providing top tier advice aligned with sector-specific challenges and their clients' economic realities. The team of two partners, two associates, and three trademark assistants favors a pragmatic approach, focusing on achieving amicable resolutions to disputes whenever possible, a fact that sees them remain in constant demand.

GERMANY

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TRADEMARK PROSECUTION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bardhele Pagenberg	Pascal Böhner, Claus Eckhardt, Henning Hartwig, Philippe Kutschke
Bird & Bird	Joseph Fesenmair, Mascha Grundmann, Uwe Lüken, Frederik Thiering
Boehmert & Boehmert	Peter Gross, Florian Schwab, Martin Wirtz
Grünecker	Anja Franke, Holger Gauss, Maximilian Kinkeldey, Cornelia Schmitt
EXCELLENT	
CMS Hasche Sigle	Nikolas Gregor, Thomas Manderla
Gleiss Lutz	Andreas Wehlau
Harmsen Utescher	Martin Kefferpütz, Till Lampel, Andrea Marx, Karin Sandberg
Harte-Bavendamm	Michael Goldmannn, Malte Lieckfeld
Hoffmann Eitle	Isabelle Kuschel, Michaela Ring
Hoyng Rokh Monegier	Mathis Breuer, Thomas Schmitz, Christina Tenbrock
Meissner Bolte	Jochen Kilchert, Oliver Nilgen, Jasper Werhahn, Tanja Wittmann, Gert Würtenberger
Nordemann	Michael Maier, Axel Nordemann, Anke Nordemann-Schiffel
Taylor Wessing	Wiebke Baars, Sebastian Fiscoeder, Olaf Gillert
Vossius	Mathias Kleespies, Simone Schäfer
HIGHLY RECOMMENDED	
Eisenführ Speiser	Rainer Böhm, Julian Eberhardt
Friedrich Graf von Westphalen	Stephan Dittl, Morton Douglas, Norbert Hebeis, Eva Kessler, David Kipping
LSG - Lorenz Seidler Gossel	Christian Rassmann, Dirk Wiedemann
Maiwald	Susanna Heurung, Christian Meyer
Noerr	Christoph Rieken
Orka	Ulla Kelp, Philipp Mels
Preu Bohligh	Christian Donle, Torben Düsing
Schalast Law Tax	Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc



GERMANY

	SKW Schwarz	Dorothee Altenburg, Margret Knitter
	Weickmann	Udo Herberth, Christoph Vischer
	RECOMMENDED	
1	Advant Beiten	Christina Hackbarth, Tanja Hogh Holub
	Ampersand	Alexandra Hejñ
	Arnold Ruess	Peter Ruess
	Cohausz & Florack	Rebekka Schiffer
	Dentons	Stefan Dittmer
	FPS Law	Georges Brox, Andreas Freitag, Christoph Holzbach
	Görg	Oliver Spieker, Kai Tumbrägel
	Heuking	Georg Jacobs, Andreas Schabenberger, Thorsten Wieland
	Jonas	Martin Viefhues, Nils Weber
	LBP Lemcke, Brommer & Partner	Dietrich Blumenroehr
	LSWF	Stefan Hennigs, Hartwig Schmidt-Hollburg
	Lubberger Lehment	Carola Onken
	Merh-IP	Timo Schwamb, Herbert Skreinig
	Teal	Patrick Baronikians, Susanne Schmidt
	Prinz & Partner	Ute Feldmann, Adrian Kleinheyer
	Unit4 IP	Ursula Stelzenmüller
2	Betten & Resch	Alexandra Parr
	D Young & Co	Jana Bogatz
	Gulde & Partner	Lucas Günther
	Hildebrandt	Ulrich Hildebrandt, Anja Wulff
	Kreuels Henrichs Pannen	Philipp Henrichs
	Latham & Watkins	Susan Kempe-Müller
	Loschelder	Stefan Maassen, Thomas Schulte-Beckhausen
	Maikovski & Ninnemann	Fabian Sokolowski
	PwC	Thomas Beyer, Hendrik Schödder, Anna-Kristine Wipper
	RSM Ebner Stolz	Albrecht von Bismarck, Björn Schallock
	RWZH	Julian Wachinger, Michael Zoebisch
	Schultz-Süchting	Dirk Bruhn, Torsten Spiegelhalder
	Simon Graeser	Susanne Graeser, Karin Simon
	Squire Pattons Boggs	Sandra Müller
	Wuestoff & Wuestoff	Beatrix Breitingner, Steffen Kirschstein-Freund

HOFFMANN EITLE: PAN-EUROPEAN IP PROTECTION EXPERTISE



Michaela Ring

Key Figure(s):
Isabelle Kuschel
and Michaela Ring
Established: 1892

Track Record: Hoffmann Eitle's trademark & design practice group demonstrates a strong and consistent track record in delivering high-level, pan-European IP protection and enforcement. With specialist attorneys in Germany, the UK and Italy, the team advises a broad spectrum of clients – from global corporations to innovative SMEs – on the development, management and enforcement of valuable IP portfolios.

Team & Differentiation: The firm's multidisciplinary teams include highly specialized patent attorneys and experienced attorneys-at-law, enabling a seamless integration of technical, legal and strategic expertise. Their cultural diversity fosters a deep understanding of global markets, contributing to an expanding client base in Japan and South Korea while maintaining strong relationships with US and European clients.

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
	Harmsen Utescher	Martin Kefferpütz, Till Lampel, Karin Sandberg, Christoph Schumann
	Hogan Lovells	Yvonne Draheim, Burkhard Goebel, Erhard Keller, Thorsten Klinger, Morten Petersenn
	Nordemann	Andreas Lubberger, Michael Maier, Axel Nordemann, Anke Nordemann-Schiffel
EXCELLENT		
1	Bardehle Pagenberg	Pascal Böhner, Claus Eckhardt, Philipe Kutschke
	Bock Legal	Andreas Bock, Jan Müller-Broich, Reinhard Döring, Benedikt Frank
	Boehmert & Boehmert	Rudolf Böckenholt, Andreas Dustmann, Silke Freund, Carl-Richard Haarmann, Eckhard Ratjen
	Harte-Bavendamm	Michael Goldmann, Malte Lieckfeld
2	CMS Hasche Sigle	Nicolas Gregor, Gordian Hasselblatt, Carsten Menebröcker
	Grünecker	Anja Franke, Holger Gauss, Maximilian Kinkeldey, Cornelia Schmitt
	Hoffmann Eitle	Isabelle Kuschel, Michaela Ring
	LSG - Lorenz Seidler Gossel	Christian Rassmann, Dirk Wiedemann
	Meissner Bolte	Stefan Abel, Wolfgang Götz, Jochen Kilchert, Florian Meyer, Oliver Nilgen, Julian Würmser
	Taylor Wessing	Sebastian Fiscoeder, Olaf Gillert
HIGHLY RECOMMENDED		
1	Advant Beiten	Christina Hackbarth, Tanja Hogh Holub, Matthias Stecher, Holger Weimann
	Arnold Ruess	Peter Ruess, Cordula Schumacher
	CBH	Ingo Jung
	Hoyng Rokh Monegier	Mathis Breuer, Ivan Dimitrov, Thomas Schmitz, Christina Tenbrock
	Kather Augenstein	Christof Augenstein, Sören Dahm, Peter Kather, Miriam Kiefer, Christopher Weber
	Lubberger Lehment	Ralf Hackbarth, Cornelis Lehment, Carola Onken
	Preu Bohlig	Alexander Bayer, Torben Düsing, Astrid Gérard
	PwC	Thomas Beyer, Hendrik Schödder, Anna-Kristine Wipper
	SKW Schwarz	Dorothee Altenburg, Magnus Hirsch, Margret Knitter, Rembert Niebel
	Vossius	Mathias Kleespies, Simone Schäfer
2	Eisenführ Speiser	Julian Eberhardt
	Friedrich Graf von Westphalen & Partner	Stephan Dittl
	Heuking	Georg Jacobs, Astrid Luedtke, Andreas Schabenberger, Thorsten Wieland
	Gleiss Lutz	Marcel Pemsel*, Matthias Werner, Andreas Wehlau
	Jonas	Karl Hamacher, Linda Thiel, Martin Viefhues, Nils Weber
	Löffel Abrar	Michael Fammler, Oliver Löffel
	Noerr	Jessica Loew, Valentina Niess, Christoph Rieken
	Orka	Ulla Kelp, Philipp Mels
	Schalast Law I Tax	Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc
	Weickmann	Udo Herberth, Christoph Vischer



RECOMMENDED

1	Baker McKenzie	Constantin Rehaag
	Boesling IP	Thies Bösling, Inga George
	DF-MP	Ortrun Günzel
	Dentons	Stefan Dittmer
	DLA Piper	Stefan Engels, Burkhard Fürmeyer
	FPS	Georges Brox, Askan Deutsch, Christoph Holzbach
	Görg	Oliver Spieker, Kai Tumbrägel
	Heussen	Sabine Hohmann, Hermann Waldhauser
	K&L Gates	Julia Goetz, Daniel Marschollek, Manuel Merling
	LSWF	Stefan Hennigs, Hartwig Schmidt-Hollburg
	Schultz-Süchting	Dirk Bruhn
	Teworte-Vey Simon Schumacher & Partner	Jan Schumacher, Marie Teworte-Vey
	Teal	Patrick Baronikians, Susanne Schmidt
	Unit4 IP	Ekkehard Stolz, Jan Weiser
	Vogel & Partner	Jürgen Held
	Zierhut IP	Christian Zierhut
2	Ampersand	Stefan Eck, Alexandra Heyn
	D Young & Co	Jana Bogatz
	Eversheds Sutherland	Tobias Maier, Axel Zimmermann
	Freshfields	Matthias Koch
	Gulde & Partner	Lucas Günther
	GvW Graf von Westphalen	Kristofer Bott, Nicolas Dumont, Gabriel Wittmann
	Hildebrandt	Ulrich Hildebrandt, Anja Wulff
	KNPZ	Mathias Zintler
	LBP Lemcke, Brommer & Partner	Dietrich Blumenroehr, Anke Leitner
	LLR	Markus Bagh

WEICKMANN: WHERE HERITAGE MEETS MODERN IP SOLUTIONS



Udo Herberth

Key Figure(s): Udo Herberth and Christoph Vischer
Established: 1882

Track Record: One of the oldest intellectual property boutiques in Munich, Weickmann guides clients in building and protecting global IP portfolios with cross-border enforcement and brand strategy, registration procedures and legal proceedings, competition, domain-name and copyright law, sound, smell and/or multimedia marks, holograms and three-dimensional designs. It leads IP workshops for BayStartUp and MCBW.

Team & Differentiation: The team includes two equity partners and eight associates, who were recently joined by trademark and copyright expert Carolin Stenz. Weickmann boasts lawyers from Italy, Brazil, Korea and China which support clients worldwide. The firm actively fights product piracy and strengthens its international ties through training and industry events, such as the annual Bavarian International Trademark Association gathering.

MEISSNER BOLTE: TOP EUROPEAN-TRADEMARK & DESIGN BOUTIQUE



Oliver Nilgen

Key Figure(s): Jochen Kilchert, Florian Meyer, Jasper Werhahn and Julian Würmsner
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. The firm is one of the leading applicants for European trademarks and international applications and designs, as well as one of the main country representatives for European trademarks and international applications and designs at EUIPO.

Team & Differentiation: Led by Oliver Nilgen, the team comprehensively advises clients on trademark and design law issues, boasting experts fluent in English, Japanese and Korean, ensuring seamless service for global clients. The recent arrival from Klaka of renowned trademark, design and competition law litigator Stefan Abel underscores the consistent strategic expansion of Meissner Bolte's trademark & design department.

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
EXCELLENT		
Frey		Dieter Frey
Greenberg Traurig		Viola Bensinger
Preu Bohlig		Alexander Bayer, Christian Donle, Torben Düsing
Raue		Jan Hegemann, Robert Heine
HIGHLY RECOMMENDED		
1	DLA Piper	Stefan Engels
McDermott Will & Schulte		Wolfgang von Frentz
Morrison Foerster		Andreas Grünwald, Christoph Wagner
Noerr		Tobias Bosch
Nordemann		Jan Bernd Nordemann, Julian Weiblinger
Osborne Clarke		Konstantin Ewald
SKW Schwarz		Norbert Klingner, Andreas Peschel-Mehner
Taylor Wessing		Axel Freiherr von dem Bussche, Gregor Schmid
2	Bird & Bird	Joseph Fesenmair, Fabien Niemann
GvW Graf von Westphalen		Walter Scheuerl, Christian Triebe, Axel von Walter
Hengeler Mueller		Albrecht Conrad, Wolfgang Spoerr
Heussen		Marcus Hotze, Hermann Waldhauser



Lausen Kerstin Bäcker, Matthias Lausen, Martin Schippan

Redeker Sellner Dahs Christian Mensching

RECOMMENDED

1 Advant Beiten Andreas Lober, Katharina Mayerbacher, Peggy Müller, Holger Weimann

Boehmert & Boehmert Rudolf Böckenholt, Silke Freund, Martin Schaefer

Brehm & v. Moers Wolfgang Brehm, Stefan von Moers

Fieldfisher Martin Diesbach

Freshfields Theresa Ehlen

Graef Ralph Oliver Graef

JBViniol Thorsten Feldmann

K&L Gates Friederike Gräfin von Brühl

Strasser Ventroni Freytag Stefan Freytag, Robert Strasser, Stefan Ventroni

Teal Patrick Baronikians, Daniel Kaboth, Susanne Schmidt

Unverzagt Andreas Pense

White & Case Markus Langen, Norbert Wimmer

2 Görg Oliver Spieker

Gruengold Legal Piet Bubenzer, Christian Frodl

Härting Fabian Reinholz

Heuking Verena Hoene, Michael Schmittmann

KNPZ Gerald Neben

SSB Stefan Söder

Von Have Fey Sebastian Gorski

ITALY

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TRADEMARK PROSECUTION

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
LEADING	
Barzanò & Zanardo	Alessandra Tedesco, Alfredo Zanardo
Bugnion	Alessandro Mannini, Donatella Prandin, Paola Stefanelli, Simone Verducci Galletti
Buzzi, Notaro & Antonielli D'Oulx	Enrico Antonielli d'Oulx, Loredana Mansi, Livia Pasqualigo
Jacobacci & Partners SIB	Gabriele Borasi, Elena Monte, Paolo Viscuso
SIB (Società Italiana Brevetti)	Barbara Besati, Elisabetta D'Amore, Fabrizio De Benedetti, Mara Mondolfo
EXCELLENT	
GLP	Davide Luigi Petraz
Modiano & Partners	Gabriella Modiano
Perani & Partners	Paolo Perani, Paolo Pozzi
Studio Torta	Raffaella Barbuto, Maria Cristina Baldini, Maria Teresa Saguatti, Elisa Tricerri
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	Mariella Caramelli, Silvia Lazzarotto
DeosIP	Andrea De Gaspari, Boris Osgnach, Giovanni Todescan
Giambrocono & C.	Fabio Giambrocono
Notarbartolo & Gervasi	Raffaele Ranieri
Porta & Consulenti Associati	Luca Geoni, Paola Merlini, Paolo Piontkowsky, Roberto Porta
RECOMMENDED	
Dragotti & Associati	Giulia Lavizzari
LGV Filing and Services	Elia Piccolo, Anna Taruffo, Brenda Villa
Luppi Intellectual Property	Paolo Carlo Alberto Gramegna, Maria Antonella Incardona, Claudio Maselli, Gaetana Montalto
Marchi & Partners	Dino Citelli
Marietti, Gislone & Trupiano	Elena Marietti
Rapisardi Intellectual Property	Mariacristina Rapisardi, Gianluigi Volontè
TCBM Srl	Davide Cozzi, Roberta Garzia
VALUABLE PRACTICE	
De Simone & Partners	Massimo Cimoli, Domenico de Simone, Lucia Granieri, Giovanni Orsoni
Lexia	Aurora Agostini, Giulietta Minucci
Manzella & Associati	Federico Manzella, Jacopo Manzella
PGA	Veronica Raffi
Racheli	Michel Jolicoeur



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bird & Bird	Giovanni Galimberti, Massimiliano Mostardini
Hogan Lovells	Giovanni Ghirardi, Luigi Mansani
Trevisan & Cuonzo	Gabriel Cuonzo, Luca Trevisan
EXCELLENT	
ADVANT Nctm	Paolo Lazzarino
BonelliErede	Giovanni Guglielmetti
DLA Piper	Gualtiero Dragotti, Roberto Valenti, Elena Varese
IP Law Galli	Mariangela Bogni, Cesare Galli
Jacobacci e Associati	Massimo Baghetti, Alberto Camusso, Marco Francetti, Fabrizio Jacobacci
LCA Studio Legale	Gianluca De Cristofaro
LGV Avvocati	Luigi Goglia, Simona Lavagnini, Tankred Thiem
Martini Manna & Partners	Luigi Manna, Elena Martini
Orsingher Ortu	Marco Consonni, Marta Minonne, Matteo Orsingher, Fabrizio Sanna
Spheriens	Noemi Parrotta, Pier Luigi Roncaglia, Francesco Rossi
HIGHLY RECOMMENDED	
CBA Studio Legale	Mattia Dalla Costa, Barbara Sartori
Gianni & Origoni	Nino Di Bella, Massimo Sterpi
Herbert Smith Freehills	Pietro Pouché
Legance	Monica Riva
Lexsential Studio Legale	Giuseppe Colica, Vincenzo Jandoli, Vincenzo Piccarreta, Agata Sobol
Mondini Bonora Ginevra	Carlo Ginevra, Fabio Ghiretti
Morri Rossetti & Franzosi	Mario Franzosi, Federica Santonocito
Pavia e Ansaldo	Gian Paolo Di Santo, Gabriele Girardello
Weigmann	Alessandro Enrico Cogo, Marco Ricolfi, Fabrizio Tarocco
RECOMMENDED	
Akran Intellectual Property	Monica Bucarelli, Graziana Ercolanelli, Alessandro Masetti
Bresner Cammareri Intellectual Property – BCIP	Davide Bresner
Chiomenti	Paolo Bertoni
Dentons	Federico Fusco
Emlex	Massimo Maggiore, Aurelio Assenza
GR Legal	Andrea Comelli, Luca Giove, Aurelio Richichi
Nunziante Magrone	Luca Ferrari, Niccolò Ferretti
PedersoliGattai	Licia Garotti
Portolano Cavallo	Maria Balestriero
Saglietti Bianco	Emanuela Bianco, Luigi Saglietti
Simmons & Simmons	Stefania Bergia, Giulio Sironi
Tavella Avvocati Associati	Jacopo Ciani
Venturello e Bottarini Avvocati	Alberto Bottarini, Marco Venturello
VALUABLE PRACTICE	
De Berti Jacchia Franchini Forlani	Maria Cristina Franchini, Roberto Jacchia
Eversheds Sutherland	Beatrice Bigonzi
GA-Alliance	Giovanni Casucci
Greenberg Traurig Santa Maria	Luigi Fontanesi
SIB LEX	Giovanni Antonio Grippiotti, Mario Pozzi, Federico Caruso
Studio Legale Sena & Partners	Giuseppe Sena
Studio Sindico e Associate	Domenico Sindico

IP LAW GALLI: DEFINING THE BOUNDARIES OF BRAND PROTECTION



Cesare Galli

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

Track Record: IP Law Galli is a leading Italian IP boutique delivering full-spectrum trademark, copy-right and unfair competition counsel. Serving multinationals across fashion, luxury, automotive and food & beverage, the firm has secured Italy's most groundbreaking trademark rulings and recently advised on brand stretching for a major Italian automotive group.

Team & Differentiation: Professor Cesare Galli – Supreme Court advocate, Chair of IP Law at the University of Parma and EUIPO expert – leads with unmatched authority. The team excels in cross-border anti-counterfeiting, licensing and IP-driven M&A, combining academic rigor with creative, hands-on strategic counsel for global clients.

ENFORCEMENT & ANTI-COUNTERFEITING

Best Law Firms

Firms are ordered alphabetically

FIRM	KEY FIGURE(S)
MAPPING	
ADVANT Nctm	Lorenzo Attolico
Barzanò & Zanardo	Francesco Celluprica, Alessandra Chies
BIP Law & Tax	Jean-Paule Castagno, Andrea Alfonso Stigliano
Bresner Cammareri Intellectual Property – BCIP	Davide Bresner, Pamela Piccolo, Morena Parati
Jacobacci Avvocati	Massimo Baghetti, Marco Francetti
LCA Studio Legale	Riccardo Castiglioni, Angela Vicari
LGV Avvocati	Luigi Goglia, Simona Lavagnini, Tankred Thiem
Martini Manna & Partners	Luigi Manna
Morri Rosseti & Franzosi	Matilde Baratta, Federica Santonocito
Pavia e Ansaldo	Gian Paolo Di Santo, Gabriele Girardello
Sena & Partners	Giancarlo Del Corno
Spheriens	Giacomo Moleri
Trevisan & Cuonzo	Gabriele Cuonzo



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Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
ADVANT Nctm	Lorenzo Attolico
LGV Avvocati	Alessandro Bura, Simona Lavagnini
Mondini Bonora Ginevra	Fabio Ghiretti
Orsingher Ortu	Fabrizio Sanna
EXCELLENT	
Gianni & Origoni	Massimo Sterpi
Jacobacci e Associati	Barbara La Tella, Claudia Scapicchio
LCA Studio Legale	Gianluca De Cristofaro, Claudio Marcello Leonelli, Miriam Loro Piana, Giulio Vecchi
Legance	Monica Riva
Osborne Clarke	Federico Ferrara
Spheriens	Pier Luigi Roncaglia, Francesco Rossi
HIGHLY RECOMMENDED	
Baker McKenzie	Paolo Galli
Bird & Bird	Massimiliano Mostardini
BonelliErede	Giovanni Guglielmetti
Dentons	Federico Fusco
Dike Legal	Maria Francesca Quattrone
DLA Piper	Roberto Valenti
E-Lex	Adriana Peduto, Giovanni Maria Riccio
Emlex	Aurelio Assenza, Massimo Maggiore
GLG&Partners	Alessandro La Rosa
GR Legal	Andrea Comelli, Luca Giove, Aurelio Richichi
Herbert Smith Freehills	Pietro Pouché
Hogan Lovells International	Luigi Mansani
IP Law Galli	Mariangela Bogni, Cesare Galli
Martini Manna & Partners	Elena Martini, Margherita Stucchi
Portolano Cavallo	Maria Balestrierio
RECOMMENDED	
D'Ammassa & Partners	Giovanni D'Ammassa
Greenberg Traurig Santa Maria	Luigi Fontanesi
Lexsential	Gianluca Pojaghi
Pavia e Ansaldo	Gian Paolo Di Santo, Gabriele Girardello
Studio Previti	Stefano Previti
Tavella Avvocati Associati	Barbara Mazzi
VALUABLE PRACTICE	
Chiomenti	Lydia Mendola
Cosmo Legal Group	Leonardo Coletti, Costantino Monteleone, Stéphanie Rotelli
Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola
GA-Alliance	Rosaria Romano
Studio Ubertazzi	Benedetta Ubertazzi

FASHION

Best Law Firms

In each tier, the firms are ordered alphabetically

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

SPHERIENS: EXPANDING IP EXCELLENCE BEYOND FASHION



Pier Luigi Roncaglia

Key Figure(s): Pier Luigi Roncaglia and Giacomo Moleri
Established: 2009

Track Record: Spheriens is a leading Italian IP boutique with a broad international presence and one of Italy's largest client portfolios in fashion and luxury goods. Handling everything from digital platform enforcement to cross-border patent disputes, steady growth has driven expansion into new sectors and markets, with over 70 new trademark filing clients onboarded in the last year alone.

Team & Differentiation: Co-founder Pier Luigi Roncaglia leads an interdisciplinary team known for tailor-made IP solutions and groundbreaking results in litigation. The team combines sharp market awareness with deep legal expertise. With a near gender-equal partnership, Spheriens brings a forward-thinking approach to both its legal work and firm culture.



ART

Best Law Firms

Firms are ordered alphabetically

FIRM	KEY FIGURE(S)
MAPPING	
Bipart Studio Legale	Gilberto Cavagna di Gualdana, Maria Giulia Contatore
BonelliErede	Alberto Saravalle
CBM & Partners	Andrea Buticchi, Giuseppe Calabi, Riccardo Di Santo
Cugia Cuomo & Associati	Tiziana Bastianelli, Fabrizio Cugia di Sant'Orsola
FerrianiPartners	Federico Benvenuto, Patrizia Capodicasa
Fransozi	Silvia Stabile
GA-Alliance	Laura Bellicini
Gianni & Origoni	Massimo Sterpi
Jacobacci Avvocati	Angela Saltarelli
LCA Studio Legale	Maria Grazia Longoni, Miriam Loro Piana

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
LCA Studio Legale	Federico Venturi Ferriolo, Nicolò Peri, Lorenzo Vittorio
Grassani e Associati	Mattia Grassani, Federico Menichini
EXCELLENT	
Coccia De Angelis & Associati	Massimo Coccia, Mario Vigna
Gallavotti Bernardini & Partners	Stefano La Porta
LP Avvocati	Flavia Tortorella
Studio Legale Cantamessa	Leandro Cantamessa
Withers	Luca Ferrari
HIGHLY RECOMMENDED	
ADVANT Nctm	Guido Bartalini, Federico Vecchio
Chiomenti	Massimo Proto
DN Law	Cristiano Novazio
LegisLAB	Paolo Marsilio, Gianluca Medina, Alberto Porzio
RECOMMENDED	
Clifford Chance	Stella Riberti
GeaLex	Maria Laura Guardamagna
Indaco Studio Legale	Vittorio Rigo
JT Lex	Jacopo Tognon
Luzzatto	Luigi Fumagalli
Studio Legale Lubrano & Associati	Enrico Lubrano
VALUABLE PRACTICE	
Elite Law	Luca Tettamanti
Lexia	Aurora Agostini, Giulietta Minucci
Martini Manna & Partners	Elena Martini
Studio Legale Campoccia Avvocati Associati	Rolando Favella
Studio Legale Chiacchio	Eduardo Chiacchio
Tonucci & Partners	Alessia Capozzi, Gianluca Mulè, Hélène Thibault

MEDIA & ENTERTAINMENT

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
ADVANT Nctm	Lorenzo Attolico
Orsingher Ortu	Marco Consonni, Matteo Orsingher, Fabrizio Sanna
Portolano Cavallo	Ernesto Apa, Francesco Portolano
EXCELLENT	
Amiconi Studio Associato	Marzia Amiconi, Mauro Amiconi
Baker McKenzie	Paolo Galli, Raffaele Giarda
Bird & Bird	Gian Marco Rinaldi
Gallavotti Bernardini & Partners	Antonio Bernardini, Chiara Dellacasa
Gianni & Origoni	Luca Rinaldi
LCA Studio Legale	Gianluca De Cristofaro, Miriam Loro Piana, Giulio Vecchi
LGV Avvocati	Simona Lavagnini
Mondini Bonora Ginevra	Fabio Ghiretti, Giorgio Mondini, Silvia Mondini
HIGHLY RECOMMENDED	
Carnelutti	Luca Arnaboldi, Cecilia Cagnoni Luoni
Chiomenti	Lydia Mendola
Dentons	Giangiacomo Olivi
Dike Legal	Maria Francesca Quattrone



DLA Piper	Giulio Coraggio
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Herbert Smith Freehills	Pietro Pouché
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Martini Manna	Elena Martini
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Munari&Partners	Bruna Alessandra Fossati, Alessandro Munari
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Ontier	Pierluigi de Palma
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RP Legal & Tax	Francesca Lodigiani
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Studio Legale Quiriconi	Paolo Binaschi, Benedetta Quiriconi, Gianpietro Quiriconi
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Studio Previti	Carla Previti, Stefano Previti
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RECOMMENDED

Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo
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Emlex	Massimo Maggiore, Aurelio Assenza
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Legance	Valerio Mosca
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PedersoliGattai	Licia Garotti, Duccio Regoli
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Tavella	Barbara Mazzi, Massimo Tavella
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Tonucci & Partners	Mario Tonucci
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VALUABLE PRACTICE

Cosmo Legal Group	Costantino Monteleone, Stéphanie Rotelli
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Lawal	Roberta Mollica
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Lexia	Aurora Agostini, Giuletta Minucci
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Studio Legale De Vergottini	Giovanni de Vergottini, Marco Petitto
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ADVERTISING & MARKETING

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bird & Bird	Giovanni Galimberti
EY	Elena Carpani
LCA Studio Legale	Gianluca De Cristofaro, Giulio Vecchi
Mondini Bonora Ginevra	Carlo Ginevra, Giorgio Rusconi
Tavella Avvocati Associati	Massimo Tavella
EXCELLENT	
Emlex	Aurelio Assenza, Massimo Maggiore
FTCC Studio Legale Associato	Paolina Testa
LGV Avvocati	Luigi Goglia, Simona Lavagnini, Tankred Thiem
Martini Manna & Partners	Elena Martini
Orsingher Ortu	Marco Consonni
RPLT RP Legalitax	Riccardo Rossotto
HIGHLY RECOMMENDED	
ADVANT Nctm	Lorenzo Attolico, Paolo Lazzarino
Cugia Cuomo & Associati	Fabrizio Cugia di Sant’Orsola
Spheriens	Pier Luigi Roncaglia, Giacomo Moleri
VALUABLE PRACTICE	
Chiomenti	Lydia Mendola
Lexia	Aurora Agostini, Giulietta Minucci
Portolano Cavallo	Ernesto Apa
PwC	Paola Furiosi
Saglietti Bianco	Emanuela Bianco

LUXEMBOURG

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BRAND & PATENT FILING

Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY	KEY FIGURE(S)
LEADING	
Denнемeyer & Associates	Olivier Lombardo
EXCELLENT	
Aronova IP	Mathis Bruck
Marks & Clerk	Inès Garlantezec
Office Freylinger	Henri Kihn
HIGHLY RECOMMENDED	
Ipsilon	Yves Schyns
Laidebeur & Partners	Olivier Laidebeur
Lavoix	Victoria Klethka
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
Decker & Braun	Nicolas Decker
EXCELLENT	
A&O Shearman	Catherine Di Lorenzo
DLA Piper	David Alexandre
Elvinger Hoss Prussen	Emmanuele de Dampierre
NautaDutilh	Vincent Wellens
HIGHLY RECOMMENDED	
Arendt & Medernach	Astrid Wagner
LG Avocats	Hervé Wolff
Molitor	Virginie Liebermann
Simmons & Simmons	Camille Saettel
Themis Lex	Bertrand Moupfouma
Thewes & Reuter	Pierre Reuter

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

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FIRM	KEY FIGURE(S)
LEADING	
Brinkhof	Richard Ebbink, Mark van Gardingen, Gregor Vos, Remy Chavannes, Dorien Verhulst
De Brauw Blackstone Westbroek	Tobias Cohen Jehoram
Hoyng Rokh Monegier	Joris van Manen
EXCELLENT	
AC&R	Anne Bekema
Bird & Bird	Manon Rieger-Jansen
DLA Piper	Paul Reeskamp, Niels Mulder
Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
Leeway Advocaten	Michiel Odink, Marga Verwoert
NautaDutilh	Marlous Schrijvers
Visser Schaap & Kreijger	Jacqueline Schaap, Dirk Visser
HIGHLY RECOMMENDED	
AKD	Martin Hemmer
Barentskrans	Jaap Bremer
Höcker Advocaten	Marijn Kingma
Hogan Lovells	Ruud van der Velden, Samantha Brinkhuis
Hoogenraad & Haak	Maarten Haak
Houthoff	Thomas de Weerd
Klos	Moira Truijens, Sven Klos, Allard Ringnalda
Ploum	Willem Leppink, Sabin Tigu
Simmons & Simmons	Paul Tjiam
Taylor Wessing	Wim Maas, Maarten Rijks
Vondst Advocaten	Otto Swens, Ricardo Dijkstra
RECOMMENDED	
Boekx Advocaten	Diederik Stols
Bureau Brandeis	Christiaan Alberdingk Thijm
CMS	Rogier de Vrey
Dentons	Alexander Odle
Greenberg Traurig	Radboud Ribbert
Pels Rijcken & Droogleever Fortuijn	Sikke Kingma
Van Kaam IP & Media	Bertil Hajm Van Kaam
Van Rappard Minneboo Klingenberg	Godert van Rappard, Helmer Klingenberg
Windt Le Grand Leeuwenburgh	Timme Geerlof, Gerard van der Wal, Wouter Pors

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Bryn Aarflot	Ida M. Daae, Cecilie Berglund, Anne Wildeng, Astrid Solberg, Pål Tonna, Trine Greker Herzog
Kvale Advokatfirma	Ingvild Hanssen-Bauer, Marie Vaale-Hallberg
Zacco	Thomas Rukin, Tone Tangevald-Jensen, Per Vegard Bergheim
EXCELLENT	
Acapo AS	Kjersti Rogne, Kristina Edén Johnsen, Espen Clausen
GjessingReimers	Ida Gjessing
HIGHLY RECOMMENDED	
Abion	Christoffer Vedal, Thomas Hvammen Nicholson
Advokatfirmaet Haavind	Vebjørn Krag Iversen, Andreas Bernt
Brækhus Advokatfirma	Julius Berg Kaasin
CMS Kluge	Mikkel Lassen Ellingsen
Håmsø Patentbyrå	Reidun Rosså Korsberg
Plougmann Vingtoft	Ellen Breddam
Ræder Bing	Trygve M. Gravdahl
Thommessen	Camilla Vislie, Magnus Hauge Greker

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LEADING	
GjessingReimers	Ida Gjessing, Amund Brede Svendsen
Thommessen	Camilla Vislie, Magnus Hauge Greaker, Eirik W. Raanes
EXCELLENT	
Advokatfirmaet Schjødt	Halvor Manshaus, Sigurd Holter Torp
Bahr	Eirik Basmo Ellingsen
Bryn Aarflot	Astrid Solberg, Trine Greaker Herzog, Håkon Tysnes Kaasin
Kvale Advokatfirma	Ingvild Hanssen-Bauer
Wiersholm	Hans Erik Johnsen, Rune Opdahl, Anne Marie Sejersted
Zacco	Thomas Rukin
HIGHLY RECOMMENDED	
Acapo Onsagers	Ann-Cathrin Hoel, Thomas Gaarder-Olsen, Eirik Rødsand, Kristoffer Weltzien
Advokatfirmaet Haavind	Håkon Bleken
Advokatfirmaet Hjort	Rolf Trolle Andersen, Monica Syrdal
Brækhus Advokatfirma	Elena Steen Eriksen, Julius Berg Kaasin
Bull & Co Advokatfirma	Rune Nordengen
Sands	Katrine Malmer-Høvik



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BMA - Baptista, Monteverde & Associados	Petra Fernandes, Ricardo J. Alves Silva, Paulo Monteverde, Filipe Teixeira Baptista
PLMJ	Hugo Monteiro de Queirós
EXCELLENT	
Abreu Advogados	António Andrade, Manuel Durães Rocha, Ricardo Henriques
Cuatrecasas	Sónia Queiróz Vaz
CMS Portugal	João Leitão Figueiredo, José Luís Arnaut
Garrigues	Francisca Ferreira Pinto, João Paulo Miranda de Sousa
Morais Leitaó, Galvão Teles, Soares da Silva & Associados	Vasco Stilwell d'Andrade
VdA	António Magalhães Cardoso
Sérvulo & Associados	Mariana Costa Pinto
HIGHLY RECOMMENDED	
Andersen in Portugal	Gonçalo Gil Barreiros
CCA Law	Martim Bouza Serrano, Filipe Mayer
Inventa	Vitor Palmela Fidalgo, Ines Monteiro Alves
Simões Garcia Corte-Real & Associados	João Luís Garcia
RECOMMENDED	
Antas da Cunha Ecija	Lidia Neves
Clarkmodet	Madalena Barradas, Susana Couto Gonçalves, Maria Cruz
Deloitte Legal Telles	Fernando Pizarro Monteiro
NLP	Beatriz Lima, Sara Nazaré, Joana Piriquito Santos

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LEADING	
Inventa	Vitor Palmela Fidalgo, João Pereira Cabral
J.E. Dias Costa	Ana de Sampaio
RCF Protecting Innovation	Elsa Canhão, João Jorge, Patricia Rodrigues, Cláudia Amorim
Simões, Garcia, Corte-Real & Associados	António Corte-Real
EXCELLENT	
A.G. da Cunha Ferreira	Dina Maria Pereira Soares
Clarkemodet	Susana Couto Gonçalves, Maria Cruz Garcia
Garrigues	Francisca Ferreira Pinto
J. Pereira da Cruz	João Pereira da Cruz
PLMJ	Hugo Monteiro de Queirós
HIGHLY RECOMMENDED	
CMS Portugal	João Leitão Figueiredo, José Luís Arnaut
Cuatrecasas	Joana Mota Agostinho, Sónia Queiróz Vaz
Gastão Cunha Ferreira	Manuel Moniz Pereira, Gonçalo Paiva e Sousa, Margarida Martinho do Rosário
RECOMMENDED	
Abreu Advogados	César Bessa Monteiro, jr, Ricardo Henriques
Andersen in Portugal	Gonçalo Gil Barreiros
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	Vasco Stilwell d'Andrade

INVENTA: STRATEGIC TRADEMARK-PROTECTION GUIDANCE



Vitor Palmela Fidalgo

Key Figure(s):
Vitor Palmela Fidalgo
and João Pereira Cabral
Established: 1971

Track Record: Inventa is widely recognized for its strategic guidance and strong expertise in trademark prosecution and copyright protection. With over 50 years' experience in Portugal, the European Union and Africa, the firm advises leading domestic and international clients managing large IP portfolios. It supports multinational companies in complex IP matters, including customs investigations.

Team & Differentiation: The team provides tailored IP advice to a broad client base ranging from startups to multinational corporations and stands out for its international reach across Europe, combined with a client-centric approach and strong market reputation. Its multidisciplinary team delivers comprehensive solutions to complex intellectual property challenges, ensuring strategic alignment with clients' business objectives.



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LEADING	
Cuatrecasas	Joana Mota Agostinho, Sónia Queiróz Vaz
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	Tiago Félix da Costa
PLMJ	Pedro Lomba
SRS Legal	Luís Neto Galvão
VdA	Inês Antas de Barros, Tiago Bessa, Magda Cocco
EXCELLENT	
Abreu Advogados	Ricardo Henriques
CCA Law	Martim Bouza Serrano, Filipe Mayer
CMS Portugal	José Luís Arnaut, João Leitão Figueiredo
DLA Piper ABBC	Margarida Leitão Nogueira
HIGHLY RECOMMENDED	
Andersen in Portugal	Gonçalo Gil Barreiros
Antas da Cunha Ecija	Ana Bastos
Bird & Bird	Ana Rita Painho
CRA Law	Mónica Oliveira Costa
Deloitte Legal Telles	Graça Canto Moniz
PBBR Sociedade de Advogados	Rita Roque de Pinho
Sérvulo & Associados	Ana Ferreira Neves, Pedro Vidigal Monteiro
SPS-Barrilero	Sara Henriques
RECOMMENDED	
BAS - Sociedade De Advogados	Marco Aurélio Constantino, Claudia Monge
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Morais Leitão, Galvão Teles, Soares Da Silva & Associados	David Silva Ramalho
VdA	Inês Antas de Barros
EXCELLENT	
Cuatrecasas	Joana Mota Agostinho
DLA Piper ABBC	Margarida Leitão Nogueira
PLMJ	Pedro Lomba
SRS Legal	Luís Neto Galvão
HIGHLY RECOMMENDED	
Abreu Advogados	Ricardo Henriques
Antas da Cunha Ecija	Ana Bastos
Deloitte Legal Telles	Fernando Pizarro Monteiro
Servulo Associados	Pedro Vidigal Monteiro
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Antas da Cunha Ecija	Ricardo Cardoso
Deloitte Telles	José Gomes Mendes
EXCELLENT	
Abreu Advogados	Fernando Veiga Gomes
Cuatrecasas	Rafael Lucas Pires, Rui Vaz Pereira
HIGHLY RECOMMENDED	
CRA Law	Rui Botica
Dower Law Firm	José Maria Montenegro
Guarrigues	João Lima Cluny
JMPM	Pedro Macierinha
RBMS	Tiago Rodrigues Bastos



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VdA	Tiago Bessa, Magda Cocco, Margarida Couto, Fernando Resina da Silva
EXCELLENT	
CCA Law	Martim Bouza Serrano, Filipe Mayer
CMS Portugal	João Leitão Figueiredo, José Luís Arnaut
Cuatrecasas	Joana Mota Agostinho, Sónia Queiróz Vaz
HIGHLY RECOMMENDED	
Antas da Cunha Ecija	Nuno da Silva Vieira, Paulo Morgado, Joana Pinto
DLA Piper ABBC	Margarida Leitão Nogueira
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	Carina Branco
Sérvulo & Associados	Ana Ferreira Neves
RECOMMENDED	
Alves Pereira & Teixeira de Sousa	João Pedro Alves Pereira, Belén Granados
Bird & Bird	Ana Rita Painho
CRA Law	Mónica Oliveira Costa
Delloite Legal Telles	Fernando Pizarro Monteiro
Miranda & Associados	João Luís Traça
Travassos, Albuquerque & Associados	Inês de Almeida Albuquerque, João de Travassos

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Elzaburu	Luis Baz
Hogan Lovells	Imogen Fowler, Constanze Schulte
EXCELLENT	
Balder	Oscar Garcia, Patricia Koch
Clarke Modet & Co	Marta Tolón
Curell Suñol	Maria Ceballos, Mercé Hernández, Isabela Robledo, Emil Edisonov
Herrero & Asociados	Mario Carpintero
Pons IP	Isabel Cortés, Pablo López Ronda
HIGHLY RECOMMENDED	
Abril Abogados	Raquel Toston, Noelia Gutierrez, Sara De Toledo
Baylos Abogados	David Gómez, Juan Luis Gracia
Bird & Bird	Mariano Santos
Eversheds Sutherland	José Mariano Cruz, Kiko Carrión, Marta González
Garrigues	Mónica Arizti Acha
Hoyng Rokh Monegier	Luis Fernández-Novoa
Isern	Carmen Urrea
ZBM Patents & Trademarks	Yahel Contreras, Reyes García
RECOMMENDED	
ABG Intellectual Property	Christine Weimann, Inés Cantero
Andersen	José Garrido
Ballester IP	Rosalía Ballester
Cuatrecasas	Jean-Yves Teindas, Rafael Sánchez Aristi, Álvaro Bourkaib
Durán-Corretjer	Luis-Alfonso Durán, Christian Durán
Ellipse IP	Gonzalo Barboza
Galbaian Intellectual Property	Estibalitz Solana
Güell IP	Jordi Güell
Ponti & Partners	Joan Salvà
Sugrañes	Elia Sugrañes
Ungria Patentes Y Marcas	Ana Alejos



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LEADING	
Bird & Bird	Manuel Lobato, Antonio Cueto, José Miguel Lissén Arbeloa
Elzaburu	Enrique Armijo, Carlos Morán
Garrigues	Carolina Pina
Gómez-Acebo & Pombo	Sofía Martínez-Almeida Alejos-Pita
Grau & Angulo	Maite Ferrandiz, Alejandro Angulo, Eva María Ochoa, Sonia Santos, Ignacio Marqués, Carlota Viola
Uría Menéndez	Montiano Monteagudo, Ingrid Pi, Borja Sainz de Aja, Carles Vendrell
EXCELLENT	
Abril Abogados	Ignacio Temiño Ceniceros, Salvador Diaz, Fernando Ortega
Baylos Abogados	David Gómez, Juan Luis Gracia, Fernando Rodríguez
Clifford Chance	Miquel Montañá, Josep Montefusco
Cuatrecasas	Álvaro Bourkaib, Jean-Yves Teindas Maillard, Rafael Sánchez Aristi
Hogan Lovells	Ana Castedo, Inmaculada Lorenzo
Hoyng Rokh Monegier	Álvaro Velázquez
HIGHLY RECOMMENDED	
Balder	Patricia Koch
Eversheds Sutherland	José Mariano Cruz, Kiko Carrión, Marta González
González-Bueno SLP	Carlos González-Bueno
Güell IP	Jordi Güell
RECOMMENDED	
Baker McKenzie	Maria Dolores Garayalde
Clarke Modet & Co	Jorge Oria, Rosario Echeverría
Cremades & Calvo-Sotelo	Antonio Selas
Curell Suñol	Maria Ceballos, Mercé Hernández, Isabela Robledo, Emil Edissonov
Ellipse IP	Gonzalo Barboza
Fieldfisher	Josep Carbonell
Herrero & Asociados	Marta Gimeno, Andrés Gómez
Pérez-Llorca	Eduardo Castillo, Cristina Duch, Joaquín Rovira
Pons IP	José Carlos Erdozain, Violeta Arnaiz
RCD	Xavier Fàbrega Sabaté
Roca Junyent	Javier Vázquez

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Bercovitz & Carvajal Abogados	Alfonso González Gozalo
Cuatrecasas	Álvaro Bourkaib, Jean-Yves Teindas Maillard, Rafael Sánchez Aristi, Pablo Ramirez
Ecija	Alejandro Touriño, Helena Suárez, Elena Ordúñez, José Antonio Suárez
Garrigues	Carolina Pina, Antonio Muñoz
Gómez-Acebo & Pombo	Anna Viladàs Jené
Uriá Menéndez	Montiano Monteagudo, Ingrid Pi, Borja Sainz de Aja, Carles Vendrell
EXCELLENT	
Baker McKenzie	José María Méndez
Elzaburu	Mabel Klimt
Eversheds Sutherland	Vicente Arias Máiz
Grau & Angulo	Maite Ferrandiz, Eva María Ochoa, Sonia Santos, Ignacio Marqués, Carlota Viola
Javier De Torres Abogado	Javier De Torres
Pérez-Llorca	Eduardo Castillo, Andy Ramos Gil de la Haza, Álvaro Lobo, Cristina Duch
Santiago Mediano Abogados	Raúl Bercovitz Álvarez
HIGHLY RECOMMENDED	
Abril Abogados	Ignacio Temiño Ceniceros, Salvador Diaz, Ruben Canales
Baylos Abogados	David Gómez, Pedro Merino Baylos, Juan Luis Gracia
Bird & Bird	Manuel Lobato, Antonio Cueto
Clifford Chance	Miquel Montañá, Josep Montefusco
Sol Muntañola Abogados	Mario A. Sol Muntañola, Javier Márquez Martín
RECOMMENDED	
Curell Suñol	Maria Ceballos, Emil Edisonov, Isabela Robledo, Mercé Hernández
Pedro Alemán Abogados	Pedro Aleman Lain, Javier Martínez Bavière



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LEADING	
Ecija	Alejandro Touriño, Jesús Yáñez, Alonso Hurtado
Ecix Group	Álvaro Écija
Grant Thornton	Cristina Muñoz-Aycuens
Hogan Lovells	Gonzalo F. Gállego
Ramon Y Cajal Abogados	Norman Heckh
EXCELLENT	
Garrigues	Alejandro Padín Vidal
Pinsent Masons	Paloma Bru
Squire Patton Boggs	Bartolomé Martín
Uría Menéndez	Leticia López-Lapuente
HIGHLY RECOMMENDED	
Cuatrecasas	Albert Agustinoy, Alejandro Negro
RECOMMENDED	
Ceca Magán Abogados	Ramón Mesonero Romanos, María Pardo de Vera
Roca Junyent	Beatriz Rodríguez

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LEADING	
Ecija	Alejandro Touriño, Jesús Yáñez, Daniel López
Garrigues	Alejandro Padín Vidal
Hogan Lovells	Gonzalo F. Gállego
Uría Menéndez	Leticia López-Lapuente
EXCELLENT	
Bird & Bird	Joaquín Muñoz Rodríguez
Broseta	Agustín Puente, Miguel Geijo, Assumpta Zorraquino, Alejandra Matas
Cuatrecasas	Albert Agustinoy, Alejandro Negro
Finreg360	Javier Aparicio Salom, Maria Vidal
Pérez-Llorca	Raul Rubio, Andy Ramos Gil de la Haza
Ramon Y Cajal Abogados	Norman Heckh
HIGHLY RECOMMENDED	
Baylos Abogados	Paloma Arribas
Ceca Magán Abogados	Ramón Mesonero Romanos, María Pardo de Vera
Deloitte Legal	Rodrigo Gonzalez
DLA Piper	Diego Ramos, Paula Gonzalez de Castejón
Ecix Group	Álvaro Écija, Esmeralda Saracibar, Carlos Sáiz
KPMG Abogados	Noemí Brito
Osborne Clarke	Rafael García del Poyo
RCD	Ignasi Costas, Augusto Martín, Alejandro Griffiths
Squire Patton Boggs	Bartolomé Martín
Statim Legal	Jordi López Batet, Yago Vázquez Moraga
RECOMMENDED	
Croma Legal	Sergio de Juan-Creix Cuatrecasas, Carlos García Berned
Elzaburu	Ruth Benito
Ejaso ETL Global	Miguel Valdés Borruely, Luis M. Latasa Vassallo
Gómez-Acebo & Pombo	Bárbara Sainz De Vicuña
Pinsent Masons	Paloma Bru
PrivaLex Partners	Marina Aldea Calleja, Eva Estevez, Javier Castellano Lopez
Roca Junyent	Beatriz Rodriguez



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Advokatfirman Vinge	Pär Leander
AWA	Ted Hagman, Ann-Charlotte Järvinen, Lars Pettersson
Westerberg & Partners	Hans Eriksson, Helena Wassén Öström
Zacco	Martin Tranälv, Peo Lundquist, Magnus Ljungdahl, Claes Agnvall
EXCELLENT	
Advokatbyrån Gulliksson	Hans-Anders Odh, Emma Carlius, Cecilia Tholse Rogmark
Roschier	Erik Ficks, Mikko Manner
Setterwalls Advokatbyrå	Sophia Spala, Per Lidman, Lovisa Dahl Nelson
HIGHLY RECOMMENDED	
Advokatfirman Lindahl	Johan Norderyd
Maqs Advokatbyrå	Alexander Källström, Christina Berggren
Next Advokater KB	Magnus Tonell, Tom Kronhöffer
Synch	Sara Sparring, Mathilda Nordmark

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LEADING	
Advokatfirman Vinge	Håkan Borgenhäll, Richard Wessman
Sandart & Partners Advokatbyrå	Peter Sande, Anders Kylhammar
Westerberg & Partners	Ludvig Holm, Henrik Wistam, Stefan Widmark, Hans Eriksson
EXCELLENT	
Advokatbyrån Gulliksson	Per Svärd, Ulrika Nordenvik, Hans-Anders Odh, Jens Olsson
AWA	Ted Hagman, Ann-Charlotte Järvinen, Lars Pettersson, Kristian Martinsson
Roschier	Erik Ficks, Mikko Manner, Susanne Mellqvist
HIGHLY RECOMMENDED	
Advokatfirman Lindahl	Johan Åberg, Johan Norderyd
Bird & Bird	Gabriel Lidman
Delphi	Henrik Bengtsson, Peter Skoglund, Richard Lenemark
Maqs Advokatbyrå	Alexander Källström
Setterwalls Advokatbyrå	Sophia Spala, Martin Levinsohn, Per Lidman
Synch	Sara Sparring, Mathilda Nordmark
Zacco	Martin Tranälv, Maria Beijer, Hampus Adlerton

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Lenz & Staehelin	Peter Ling
MLL Legal	Reinhard Oertli, Jean-Marie Vulliemin
EXCELLENT	
Pestalozzi	Lara Dorigo, Michèle Burnier
Schellenberg Wittmer	Philipp Groz, Lorenza Ferrari-Hofer
Times Attorneys	Michael Noth
HIGHLY RECOMMENDED	
1 Baker McKenzie	Urs Zenhäusern
Bär & Karrer	Markus Wang
Valfor	Christoph Gasser
2 Kasser Schlosser	Ralph Schlosser, Maud Fragnière
Nater Dallafior	Mathis Berger
Sigma Legal	Alain Alberini
Vischer	Lorenz Ehrler, Rolf Auf der Maur
Weinmann Zimmerli	Fabian Wigger, Marco Handle, Conrad Weinmann, Alban Shabani
Wenger Plattner	Damian Schai, Martina Braun

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



TRADEMARK LITIGATION

Best Law Firms

In each tier, the firms are ordered alphabetically

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
Troller Hitz Troller & Partners	Ursula In-Albon, Gallus Joller, Patrick Troller
Walder Wyss	Roger Staub, Markus Frick, Michael Isler, Manuel Bigler, Stefano Codoni, Sylvia Anthamatten
EXCELLENT	
FMP - Fuhrer Marbach & Partners	Philippe Probst, Stefan Hubacher
Homburger	Gregor Bühler, Georg Rauber
Kasser Schlosser	Ralph Schlosser, Maud Fragnière
Pestalozzi	Michèle Burnier, Lara Dorigo
Rentsch Partner	Matthias Städeli, Gregor Wild
Times Attorneys	Andrea Mondini, Markus Kaiser, Michael Noth
Valfor	Christoph Gasser
Weinmann Zimmerli	Fabian Wigger, Conrad Weinmann, Marco Handle, Alban Shabani
HIGHLY RECOMMENDED	
Baker McKenzie	Eva-Maria Strobel, Urs Zenhäusern
Bär & Karrer	Markus Wang
Bratschi	Adrian Bieri, Adrian Wyss
House Attorneys	Frédéric Serra, Melina Haralabopoulos
Junod Halpérin	Laurent Muhlstein
Schellenberg Wittmer	Philipp Groz, Lorenza Ferrari-Hofer
Vischer	Lorenz Ehrler, Jonas Gassmann, Stefan Kohler
RECOMMENDED	
1 BMG Avocats	Anne-Virginie La Spada
Id Est Avocats	Juliette Ancelle
Kellerhals Carrard	Daniel Alder, Christoph Bauer
Locher Avocats	Felix Locher
Nater Dallafior	Mathis Berger
Niederer Kraft Frey	Nicolas Birkhäuser
Sigma Legal	Alain Alberini
Wild Schnyder	Barbara Müller, Donald Schnyder, James Merz
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

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	Urs Zenhäusern
Cavaliero & Cambreleng	Marc Cavaliero, Jaime Cambreleng Contreras
Charles Russell Speechlys	Benoît Pasquier, Pierre Bydzovsky, Serge Vittoz, Luca Beffa
Lévy Kaufmann-Kohler	Antonio Rigozzi, Sébastien Besson
Times Attorneys	Stephan Netzle, Olivier Ducrey, Michael Noth
Vischer	Robert Bernet, Moritz Jäggy
HIGHLY RECOMMENDED	
Archipel	Giulio Palermo
Bratschi	Reto Arpagaus, Mirco Ceregato, Claudio Bazzi, Marco Vedovatti
CMS von Erlach Partners	Olivier Carrard, Philipp Dickenmann, Pierre Ducret
Homburger	Gregor Bühler, Georg Rauber
Libra Law	Jorge Ibarrola, Claude Ramoni
PBM	Christian Grosjean, Rodrigue Sperisen
Peter & Kim	Alexis Schoeb
Schellenberg Wittmer	Philippe Baertsch, Christopher Boog
Walder Wyss	Andrea Meier, Maurice Courvoisier, Rodolphe Gautier
RECOMMENDED	
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: SPORTS LAW EXPERTISE FOR GLOBAL FEDERATIONS AND INSTITUTIONS



Benoît Pasquier

Key Figure(s): Luca Beffa, Pierre Bydzovsky, Benoît Pasquier and Serge Vittoz
Established: 2011

Track Record: Over the past 12 months, Charles Russell Speechlys' sports-law team handled 40+ cases, including 18 new CAS matters featuring Benoît Pasquier and multiple arbitrator appointments for Serge Vittoz and Luca Beffa. Key mandates include a FIS case on Russian athletes' eligibility for Milano Cortina 2026, representing the Malaysian FA, advising Sportfive (Singapore) and reviewing the Swiss Basketball League framework.

Team & Differentiation: Benoît Pasquier, Serge Vittoz (100+ CAS cases) and Pierre Bydzovsky (DPO) bring unique insider experience. Recent high-profile CAS work and strategic mandates across Europe, the Middle East and Asia highlight its strong international reach. The team was further strengthened by the arrival of Luca Beffa (CAS arbitrator, UEFA Appeals Chamber) as a partner in Geneva.

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	
Baker McKenzie	Ben Allgrove, Julia Dickenson, Rachel Wilkinson-Duffy
Barker Brettell	Tracy Arch, Catherine Wiseman, Lisa King, Lucy Walker
Bird & Bird	Peter Brownlow, Ewan Grist, Allan Poulter
Boult Wade Tennant	Catherine Wolfe, Tony Pluckrose, Emma Pitcher, Felicity Hide
Bristows	Paul Jordan, Simon Clark, Ian Gruselle, Jeremy Blum, Claire Smith
D Young & Co	Gemma Kirkland, Richard Burton
HGF	David Potter, Lee Curtis
Kilburn & Strode	Iain Stewart, Ryan Pixton
Stobbs IP	Julius Stobbs, Emma Pettipher, Louise Goodsell, Victoria Leach, Jessica Wolff
EXCELLENT	
1 CMS	Tom Scourfield, Sarah Wright
Fieldfisher	Hastings Guise, Harriet Seymour
Keltie	Rosemary Cardas, Alistair Gay
Marks & Clerk	Esther Gottschalk

	Mishcon de Reya	David Rose
	Taylor Wessing	Roland Mallinson
	Wiggin	Sara Ashby, Michael Browne, Rachel Alexander, John Colbourn
2	A&O Shearman	Jim Ford
	Beck Greener	Ian Bartlett
	Cleveland Scott York	Lorna Hobbs, Jonathan Clegg
	Dehns	Elaine Deyes, Clare Mann
	Hogan Lovells	Sahira Khwaja, Emily Sharkey
	J A Kemp	James Fish
	Lewis Silkin	Simon Chapman
	Mathys & Squire	Gary Johnston
	Mewburn Ellis	Rebecca Anderson-Smith, Andy King, Jacqueline Pang
	Potter Clarkson	Sanjay Kapur, Emmy Hunt
HIGHLY RECOMMENDED		
	Appleyard Lees	Robert Cumming, Chris Hoole
	Carpmaels & Ransford	Jonathan Day, Roger Lush
	Charles Russell Speechlys	Mary Bagnall, Olivia Gray
	Gill Jennings & Every	Alasdair MacQuarrie, Edward Carstairs
	Haseltine Lake Kempner	Richard Kempner
	Maucher Jenkins	Katie Cameron
	Murgitroyd Group	Steve Waine
	Reddie & Grose	Helen Wakerley, Alice Findlay, Tom Sharman
	Simmons & Simmons	Darren Meale, Marisa Broughton
	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
Bristows	Simon Clark, Ian Gruselle, Matthew Warren
CMS	Tom Scourfield, Sarah Wright
Mishcon de Reya	Jeremy Hertzog, Sally Britton
Taylor Wessing	Roland Mallinson, Simon Jupp
Wiggin	Sara Ashby, Michael Browne, Joanne Gibbs, Peter Dawson
EXCELLENT	
A&O Shearman	Neville Cordell
Baker McKenzie	Jessica Le Gros, Julia Dickenson, Rachel Wilkinson-Duffy
DLA Piper	John Wilks
Fieldfisher	Nick Rose, Harriet Seymour, Amy Reynolds, James Seadon
Gowling WLG	Alexandra Brodie, Kate Swaine
Hogan Lovells	Sahira Khwaja
Lewis Silkin	Tom Gaunt
Reed Smith	Carolyn Pepper, Gregor Pryor
Simmons & Simmons	Darren Meale
Stephenson Harwood	Eifion Morris, Alexandra Pygall
HIGHLY RECOMMENDED	
Addleshaw Goddard	Geoff Steward
Brandsmiths	Andrew Lee, Adam Morallee
Browne Jacobson	Declan Cushley
Carpmaels & Ransford	Jonathan Day
Charles Russell Speechlys	Mary Bagnall
Harbottle & Lewis	Shireen Peermohamed
Herbert Smith Freehills Kramer	Andrew Moir
Marks & Clerk	Kirsten Gilbert
Osborne Clarke	Arty Rajendra
Pinsent Masons	Triona Desmond
RPC	Jeremy Drew, Ciara Cullen
RECOMMENDED	
Beck Greener	Ian Bartlett, Duncan Morgan
Burges Salmon	Jeremy Dickerson
D Young & Co	Tamsin Holman
Dentons	Anna Copeman
Eversheds Sutherland	David Wilkinson
Powell Gilbert	Simon Ayrton
Stobbs IP	Julius Stobbs

DATA PROTECTION & PRIVACY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
Bird & Bird		Ruth Boardman, Gabriel Voisin
Bristows		Mark Watts, Marc Dautlich
Hogan Lovells		Eduardo Ustaran, Nicola Fulford
Linklaters		Richard Cumbley, Georgina Kon
EXCELLENT		
A&O Shearman		Jane Finlayson-Brown
Baker McKenzie		Vinod Bange, JuliaWilson
Covington & Burling		Daniel Cooper
Dentons		Nick Graham
DLA Piper		Ross McKean, Andrew Dyson
Fieldfisher		Hazel Grant
Latham & Watkins		Gail Crawford
HIGHLY RECOMMENDED		
1	Eversheds Sutherland	Paula Barrett, Liz Fitzsimons
	Herbert Smith Freehills Kramer	Miriam Everett, Andrew Moir, Christine Young
	Osborne Clarke	Mark Taylor
	Pinsent Masons	David Barker, Jonathan Kirsop, David Mcllwaine
	Reed Smith	Elle Todd
	RPC	Jon Bartley, Rupert Cowper-Coles, David Cran
	Sidley Austin	William Long
	Simmons & Simmons	Alexander Brown
	Taylor Wessing	Chris Jeffery, Jo Joyce
2	AWO	Ravi Naik
	Clifford Chance	Jonathan Kewley
	CMS	Emma Burnett
	Farrer & Co	Ian De Freitas
	Hunton Andrews Kurth	Aaron Simpson, Bojana Bellamy
	Norton Rose Fulbright	Marcus Evans
	Womble Bond Dickinson	Andrew Kimble

EXPERT INSIGHTS 2026

Interview with Michaela Ring, [Hoffmann Eitle](#) 161

Trademark advisors increasingly act as long-term strategic partners



Interview with

MICHAELA RING

Head of Trademark and Design,
HOFFMANN EITLE

For multinational companies, hiring a law firm with a nuanced understanding of the intricacies of trademark law in both individual EU member states and the bloc as a whole has never been more important. Michaela Ring explains how Hoffmann Eitle's IP department provides legal clarity in today's complex global trademark landscape.

LEADERS LEAGUE: How has the trademark counsel's role evolved in recent years, particularly when acting for companies which manage international brand portfolios across Europe?

Michaela Ring: Over the past decade, trademark counselling has moved well beyond registration and enforcement. For international businesses, trademarks are now central to market strategy, brand positioning and risk management. As a result, clients increasingly expect their trademark advisors to take a holistic view. Understanding not only the legal framework, but also commercial priorities, go-to-market timing and long-term brand development has become essential. In Europe in particular, managing trademarks requires a strategic mindset, given the interplay between EU-wide protection and national specificities.

Trademarks are increasingly seen as a core business asset. How do you ensure that trademark strategies align with a client's broader commercial and branding objectives?

An effective trademark strategy starts with understanding the client's business goals. We spend considerable time discussing where a brand is heading, how it will be used in practice and which markets are commercially critical. This allows us to tailor trademark coverage accordingly, whether that means prioritizing speed to market, focusing on defensibility or designing a portfolio that can grow alongside the brand. A legally sound trademark strategy adds real value only if it supports branding, marketing and commercial expansion rather than constraining them.

From a trademark perspective, what are the most common challenges international companies face when entering or expanding across European markets?

One of the most common challenges that

international companies face in this regard is underestimating the diversity of the European trademark landscape. While the EU trademark offers broad territorial coverage, national aspects such as language, use requirements, enforcement practices and consumer perception remain highly relevant and should not be overlooked. International companies are sometimes surprised by the importance of genuine use, by differences in risk tolerance between jurisdictions, or by the strategic implications of opposition and cancellation proceedings. Navigating these aspects requires not only technical knowledge, but also experience and strategic judgment.

"For global companies, a strong trademark strategy in Europe means translating legal complexity into clarity, speed and commercially sound decisions"

Where can a European firm with a high degree of trademark specialization add the greatest strategic value for global companies navigating the different national systems within the EU?

A European trademark firm can add strategic value by translating legal complexity into clear, actionable advice. This includes coordinating both EU-wide and national strategies, anticipating potential conflicts early on and helping clients prioritize what truly matters from a commercial perspective. For global companies, it is particularly valuable to have a single point of contact that understands the European system as a whole and can align trademark decisions across jurisdictions, teams and business units.

How do you help clients balance legal risk, commercial speed and cost efficiency when making trademark decisions?

Balancing these factors is at the heart of modern trademark advice. Not every market, mark or risk requires the same level of investment. We therefore work closely with clients to identify their key jurisdictions and brands, assess the real-world relevance of potential conflicts and develop proportionate solutions. This may involve prioritizing certain filings, postponing others or adopting phased strategies. The goal is to enable informed business decisions, rather than pursuing a purely defensive or overly cautious approach.

Looking ahead, how do you see the role of trademark advisors developing as brands become more global and markets more competitive?

As brands continue to expand internationally and competition intensifies, trademark advisors will increasingly act as long-term strategic partners rather than transactional service providers. Clients look for advisors who combine legal excellence with commercial understanding, who can anticipate issues early and who are comfortable operating across borders. In this environment, the ability to provide clear guidance, strategic insight and practical solutions will become just as important as technical expertise. ♦

“Effective trademark strategy starts with understanding the client’s business goals”



TOP ADVISORS DIRECTORY 2026

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PERU

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Albagli Zaliasnik.....	+56 2 2 445 6000	172
Carey	+56 2 2 928 2200	173
Covarrubias	+56 2 2 887 2300	174
Villaseca Abogados.....	+56 2 2 362 3500	175

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MQMGL&R Abogados	+57 1 317 4720	176
MTA Muñoz Tamayo & Asociados.....	+57 1 210 0666	177
Olarte Moure	+57 1 601 7700	178

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AVL Abogados	+ 593 2 443-866	179
Bustamante Fabara Abogados.....	+ 593 2 256-2680	180
CorralRosales	+593 2 254-4144	181
Lexvalor	+593 2 323-0375	182

FRANCE

Gilbey Legal	+331 56 02 62 00	183
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GERMANY

Hoffmann Eitle	+49 89 92 40 90	184
Meissner Bolte.....	+49 89 212 18 60	185

ITALY

IP Law Galli.....	+39 02 54 12 30 94	186
LGV Avvocati.....	+39 02 540 69 71	187
Pavia e Ansaldo	+39 02 855 81	188
Spheriens.....	+39 055 26 33 81	189

MEXICO

BC&B	+52 55 5263 8730	190
BGBG Abogados	+52 55 5292 5232	191
Olivares	+52 55 5322 3000	192
Specific IP	+52 55 9001 5400	193

PERU

Barlaw.....	+511 713 9960	194
Casahierro Abogados.....	+511 715 6546	195
Kresalja.....	+511 241 4545	196
Valencia	+511 999 70 6027	197

RUSSIA

Sojuzpatent	+7 495 2 21 88 80	198
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URUGUAY

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Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**



Country
BRAZIL

chiquetto comunica



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equipe@chiquettocomunica.com.br
www.chiquettocomunica.com.br



Clarice Chiquetto



Roberta Vilas Boas



Felipe Datt



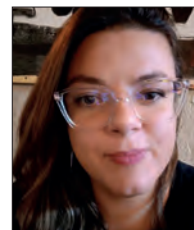
Nara Bianconi



Juliana Teixeira



Laura Lotufo



Danielle Fonseca



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 vast 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.

Listed as a Tier 1 (Excellent) agency by Leaders League since the first edition of its Legal Marketing Agencies ranking in 2023.



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
- Social Media
- Press and PR
- Media Training
- Branding
- Websites
- Newsletters
- Content Production
- Videos and Podcasts
- Legal Design
- Marketing Materials
- Strategic Planning



CONTACTS

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Top Advisors Directory
**MARKETING & COMMUNICATION
AGENCIES**



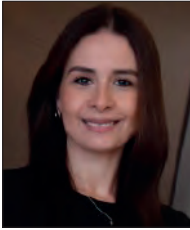
Country
PERU



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Lima, Peru
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info@upwyse.legal
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Alejandra Rojas



Eugenia Sermeño



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 achieve meaningful and measurable 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



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TRADEMARK AGENCIES

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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
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Guillaume Lobre
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Phone: +56 9 9 7562165
contacto@zondea.cl
www.zondea.cl



Juan Pablo Moreno

POSITIONING

Zondea is made up of a group of multidisciplinary and transversal professionals with more than 15 years of experience at a senior level in public affairs and strategic communications. Since its creation, it has advised prominent public organizations, trade associations and private companies.

This boutique agency is characterized by being highly personalized, providing comprehensive support that responds to the needs of its clients in their relationship with their environment, with authorities and with opinion leaders. Its objective is to give advisees a strategic vision of the challenges and opportunities they face, offering them concrete tools so that their message is heard and their image strengthened.

Zondea has a network of links with stakeholders and opinion leaders. The above thanks to the experience acquired in working with a series of the most important companies in Chile.

Building relationships based on trust for our clients is our specialty, sharing with them the experience and knowledge acquired by our team throughout their professional career.

We understand public affairs as an investment to optimize all managerial, strategic and communicative activity of any organization with a vocation to interact in the public sphere of interest.

BUSINESS

Zondea's specialization and professionalism, after more than 15 years leading the Chilean market in Public Affairs, is based on the construction and management of stable and transparent relationships with public administration at all levels – local, regional, national and international – and we encourage the creation of strategic alliances between companies and civil society organizations to defend shared interests.

Our services are based on:

- Evaluation and analysis of the political-public environment, keeping companies updated on the political-public context of the country with a focus on identifying risks and opportunities for development.
- Analysis of risks and opportunities for companies, developing a strategic plan for public relations with authorities, opinion leaders and decision makers
- Relationship strategies with public entities, providing support in the construction of the companies' story and the preparation of specific messages to convey to each of the audiences/third parties of interest.
- Identification of relevant stakeholders for each company, with analysis of the interests and power of influence of each of them
- Monitoring and analysis of legislative projects that are of interest to our client sectors.

With our extensive knowledge, public actors and decision makers will strengthen the knowledge and positive assessment of our advisors, achieving effective approaches with the authorities.

The most important companies, national and international, from regulated sectors in the country such as: pharmaceutical, gas, energy, automotive, telecommunications, water, construction, concessions, OTC, banking, etc. have trusted Zondea.

Zondea was chosen as the company "Top Government Consulting 2024 services provider in Latin America 2024" by the North American specialized magazine in Public Affairs, GovCIO Outlook.

CONTACTS

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Koen de Puydt



Sébastien Watelet

POSITIONING

Andersen is a full-service Business Law firm, specialized in Corporate, Real Estate, and Administrative & Tax 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 Andersen'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

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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 120 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.



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
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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



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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



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Álvaro Rosenblut



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Jorge Arredondo



Antonio Rubilar

POSITIONING

For **35 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**.

Our **Full Service** methodology allows us to deal with all kinds of matters and new regulations, such as **Economic Crimes Law, Personal Data, REP Law and Cybersecurity Framework Law**, as well as new labor and tax laws.

In 2022 we founded the **Compliance Latam** platform together with leading firms in the region. Currently, 15 members integrate this network, including Argentina, Bolivia, Brazil, Central America, Chile, Colombia, Ecuador, Spain, Mexico, Panama, Paraguay, Peru, Dominican Republic, Uruguay and Venezuela. 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.

Likewise, az's pro bono work is a fundamental pillar of the professional practice of its members. In this regard, the firm was highlighted by Chambers and Partners as winner of the "Outstanding Firm Latin America" category.

az is the **only Chilean Firm** associated with the Global Advertising Lawyers Alliance (GALA), an organization that is at the forefront in Advertising Law.

Our presence in international platforms such as ASIPI, IBA, ICC, INTA, IFG, Alliot Global Alliance, IFA, CEIA and IWF, among others, allows us to generate value for our clients and promote commercial exchange from our country.

BUSINESS

- Adlaw
- Arbitration
- Banking and Finance
- Compliance
- Consumer protection
- Corporate
- Dispute Resolution: White-Collar Crime
- Energy and natural resources
- Free Competition
- Intellectual & Industrial Property
- Labour & Employment
- Life Sciences
- Litigation
- Mergers and Acquisitions
- Project Finance
- Public Law | Regulated Markets
- Real Estate
- Regulatory
- Tax
- Venture capital

Tech Service

- Agritech
- Artificial Intelligence
- Blockchain
- Cybersecurity
- Data Protection
- E-commerce
- Fintech
- Food Tech
- IoT
- TMT (Telecoms, Media, Technology)

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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



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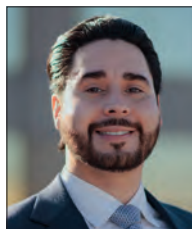
Arturo Covarrubias



Sofía Covarrubias



Fernanda Chamorro



Matías Valenzuela



Gabriel Vargas

POSITIONING

Covarrubias is a leading Chilean law firm founded in 2010, renowned for its deep specialization and strategic focus on Intellectual Property (IP), Life Sciences, and Technology Law. The firm offers a comprehensive range of services, including patents, trademarks, domain names, copyright, data protection, litigation, and regulatory affairs, blending legal excellence with technical precision.

In just over a decade, Covarrubias has rapidly established itself as one of the most prominent and fast-growing IP firms in Chile, advising a diverse portfolio of major local and multinational clients in industries such as pharmaceuticals, biotechnology, mining, consumer goods, and technology. The firm's success is rooted in its ability to provide tailored, innovative, and pragmatic legal solutions, all while prioritizing efficiency, responsiveness, and superior client service.

What sets Covarrubias apart is its dynamic, collaborative approach, which combines technical expertise with a deep understanding of business strategy. This allows the firm to not only protect its clients' intangible assets but also to enhance their value in an increasingly complex global landscape.

Covarrubias is widely recognized by clients and peers in the IP industry for its expertise, motivation, and unwavering commitment to excellence. The firm is distinguished by its proactive, forward-looking approach to identifying risks, mitigating exposure, and turning challenges into opportunities.

This culture of efficiency is driven by a highly qualified, multidisciplinary team of attorneys, patent specialists, and paralegals who deliver legal and technical advice tailored to each client's specific needs. The firm actively fosters continuous learning, diversity, and professional growth as core elements of its culture.

Beyond client service, Covarrubias maintains a strong commitment to community engagement. The firm provides pro bono support to artists, entrepreneurs, and educational organizations that lack access to legal resources, contributing to social development and the democratization of knowledge.

Internationally, Covarrubias is an active participant in leading IP associations, including INTA, AIPLA, IPO, APAA, MARQUES, ASIPI, ABPI, AIPPI, and ACHIPI. Through these networks, the firm helps shape IP policy discussions and regulatory developments in Chile and abroad.

BUSINESS

- Patents
- Trademarks
- Internet Domain Name
- Litigation & Enforcement
- New Technologies
- Technology Transfer
- Copyright and Creative Industries
- Image & Advertising Rights
- Regulatory Affairs

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POSITIONING

Villaseca stands as one of the leading intellectual property law firms in Chile. With a tradition of 110 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
- Data Protection
- Regulatory Affairs

• Corporate:

- Constitution and modification of companies.
- Advice on trade, innovation financing, negotiations and contracts.
- Consumer Law.



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María Claudia Martínez



Tomás Posada



POSITIONING

DATA PROTECTION

In an interconnected world, privacy and the security of personal information are fundamental in terms of building up trust and promoting development.

Our specialized Data Protection team offers extensive experience in advising clients from various industries on the creation and implementation of data protection policies and best practices. In addition to designing compliance policies for personal data regimes, we provide guidance on their implementation and offer corporate training on data protection and relevant regulatory updates.

Furthermore, we represent national and foreign companies in administrative investigations by the Superintendency of Industry and Commerce related to any alleged violation of the data protection legal regime in Colombia.



BUSINESS

- Banking & Finance Law
- Capital Markets Law
- Compliance
- Competition Law & Consumer Protection
- Corporate Law
- Corporate Law and Corporate Governance
- Crisis Management
- Customs Law & Foreign Trade
- Data Protection
- Energy & Natural Resources
- Environmental & Sustainable Development Law
- Infrastructure & Transportation, Projects and Public Law
- Insurance & Torts
- Intellectual Property
- International Arbitration
- Labor & Immigration Law
- Litigation & Arbitration
- Mergers & Acquisitions (M&A)
- Oil & Gas
- Real Estate Law
- Restructuring & Insolvency
- Tax Law



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POSITIONING

Founded in 1995, Muñoz Tamayo & Asociados is a full-service law firm in Bogotá, Colombia, with extensive expertise in corporate law, M&A, project structuring, banking, financial and capital markets, government procurement, energy and natural resources, competition and antitrust, telecommunications, labor and employment, sports law, among other areas. The firm focuses on providing business-centered solutions that address the competitive and ever-changing current market.

MTA has created a reputation for itself in the Colombian legal market based on its founding principles of pioneering and innovation. The firm became renowned for carrying out the country's first privatization processes. Over the past two decades, the firm has participated in over 80% of privatizations in Colombia's gas and electric energy sectors. The firm's evolution over the years has led to an expansion of its services offerings and a strong presence in Colombia's most prominent business, finance, infrastructure and environmental operations in both the public and private sectors.

The firm leads complex projects for international clients from over 30 countries entering the Colombian market, establishing a strong foundation across 15 diverse practice areas. The synergy of skills across its various practices enables MTA to deliver legal services of the highest quality across all aspects of business operation.

At Muñoz Tamayo & Asociados, legal challenges are a matter of vision, which is why the firm focuses on achieving unique solutions to challenging transactions. We have a highly specialized team of over 20 lawyers, who come from diverse backgrounds and possess an international mindset, allowing us to offer innovative and high-quality legal services. Additionally, our lawyers are multilingual, fluent in English, Spanish, French, German and Portuguese, facilitating effective communication and tailored legal support.

The firm strives to take on projects of all magnitudes and complexity, guaranteeing highly-personalized service adapted to the needs of the client.



BUSINESS

- Corporate Law
- Mergers and Acquisitions
- Banking & Finance
- Privatizations
- Administrative and Regulatory Law
- Environment
- Sports Law
- Tax
- Project and Infrastructure
- Telecommunications, Media and Technology
- Energy, Mining and Natural Resources
- Labor and Employment
- Competition and Antitrust
- Conflict Resolution
- Real Estate



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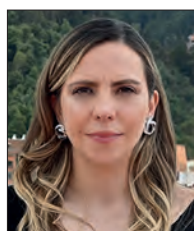
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Valeria Jaramillo
Innovation, Protection
and Transfer Director



Santiago Lombana
Antitrust and Consumer
Protection Law Director



Juan D. Martínez
Head of Investment
Affairs & OMGrow



POSITIONING

Founded in 2003, OlarteMoure is a highly specialized firm with recognized expertise in Intellectual Property, Competition and Antitrust, Unfair Competition, Compliance, Data Protection and Business Law. The firm is led by seasoned practitioners and academics who combine legal, technical, and strategic insight to provide clients with solutions that are both practical and forward-looking. OlarteMoure delivers proactive, integrated counsel grounded in comprehensive legal analysis and a deep understanding of clients' business environments. Its services are structured to ensure high value, competitive pricing, and a work environment that fosters professional development and excellence in client service. While the firm has consolidated a leading IP practice across Latin America—through a network of trusted local firms with strong ties to national IP offices and significant enforcement litigation experience—its reach extends far beyond intellectual property. OlarteMoure is also a top-tier compliance, data protection, competition and antitrust practice in Colombia, advising on complex regulatory matters, commercial disputes, and market-entry strategies across multiple sectors. This integrated approach enables the firm to support multinational and domestic clients with both transactional and contentious matters, offering a holistic view of business and regulatory challenges. OlarteMoure is also at the forefront of legal innovation. Its OMGrow initiative accelerates and invests in deep-tech and science-based ventures across LATAM, while the firm develops legal tech solutions and market intelligence capabilities to meet the evolving needs of innovation-driven clients. Through these initiatives, OlarteMoure combines legal expertise with market insight to support venture creation, capital raising, and go-to-market strategies. The firm serves a diverse and sophisticated client base, including Global 100 companies in TMT and pharmaceutical R&D, local universities and research centers, and leading regional players in finance, industrial manufacturing, transportation, retail, and consumer goods. Its reach is supported by offices in Bogotá, Medellín, Barranquilla, Bucaramanga, and Cali, and its attorneys are fluent in Spanish and English. By combining IP, competition, business law, and innovation-focused services, OlarteMoure positions itself as a strategic partner capable of guiding clients through the full spectrum of legal, commercial, and technological challenges in the Latin American market.

LANGUAGES: Spanish and English.



BUSINESS

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



OFFICES

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- Medellín
- Cali
- Barranquilla
- Bucaramanga



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José Luis Bazallo



**María de los Ángeles
Lombeyda**



Santiago Andrade



POSITIONING

We are a full-service law firm which delivers specialized services in highly competitive and state-regulated industries.

At AVL Abogados, we are committed to fostering the growth of our clients by delivering innovative, efficient, and ethically grounded legal solutions.

We embody technology. We bring proven experience. We deliver results.

We design legal strategies according to the different needs of our clients, with efficiency and innovation in each response.

We are known for our prompt responses and innovative legal strategies tailored to meet the diverse needs of our clients.



BUSINESS

- Commercial & Corporate (M&A) infrastructure
- Technology, fintech, innovation, e-commerce
- Data Protection
- Competition (Antitrust)
- Dispute Resolution
- Energy and natural resources
- Intellectual Property
- Environmental
- Labour
- Taxation
- International investments



SOCIAL MEDIA



<https://www.linkedin.com/company/avl-abogados/>



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Andrés Becdach



Pedro Gómez de la Torre



POSITIONING

BUSTAMANTE FABARA, with over 125 multidisciplinary attorneys and a dedicated team of +190 professionals, offers extensive legal solutions both locally and internationally across 25 practice areas.

Innovation, Technology & Telecoms: The telecommunications team, comprised of 4 lawyers, continually updates its knowledge on regulatory aspects, privacy policies, and data protection to best serve its clients. Representing companies like DirecTV and Telefónica, the firm's lawyers ensure state relations are managed to develop projects safely and efficiently.

Data Protection: With 4 lawyers, the team has advised clients since before the Organic Law on Personal Data Protection, making it a pioneer in the field. Leading lawyers are members of the Ecuadorian Data Protection Association and other associations, actively participating in international congresses, keeping the firm informed about global privacy and data protection trends.

Intellectual Property: The team, comprised of 25 lawyers and professionals, advises on IP rights and new technologies for national and international clients. Active participation in various associations keeps them informed on global IP issues and fosters strong relationships with lawyers and agents worldwide. Noteworthy clients include Warner Bros. Entertainment, Delta Airlines, and many more.

Life Sciences: The team, comprising three lawyers, two chemical engineers, and one biochemical engineer, has extensive experience in IP, drug pricing, marketing authorizations, health registrations, and regulations for human and animal drugs, agricultural products, and chemicals.



BUSINESS

- Patent
- Utility Models
- Industrial Designs
- Trademarks
- Commercial Slogans
- Trade Names
- Plant Breeding Rights
- Copyright
- New Technologies
- Anit-Counterfeiting
- Unfair Competition
- Electronic Commerce
- Digitalization of Content
- License Agreements
- Franchise
- Technology Transfer
- Operating Permits
- Health Registrations



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Ana Samudio



POSITIONING

CorralRosales is a full-service law firm in Ecuador with 50 years' experience advising national and international clients in a broad range of matters.

Intellectual Property

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, being the number one filer of both patents and trademarks in Ecuador.

We have 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.

Innovation, Technology & Telecoms

Our Innovation, Technology & Telecoms practice focuses on helping companies protect and leverage their technological advancements. We specialize in software protection, licensing agreements, cybersecurity, and e-commerce regulations, ensuring that businesses comply with local and international standards while fostering digital transformation. Our team has extensive experience advising startups on the agreements and contracts necessary to implement new artificial intelligence and algorithms solutions. This includes the development of SaaS and PaaS agreements, which are not regulated under any legislation. We have vast experience in advising large telecommunications companies and advising on the obtention of licenses before the different administrative entities, the representation in administrative procedures, relationship and regulatory management and the negotiation of contracts.

Data Protection

CorralRosales is at the forefront of this fledgling legal area for Ecuador. We have advised and continue to train national and international companies on the effects of implementing national and international data protection legislation. Our team advised clients in data breaches situations, the compliance of current regulations, prevention of risks, right to oblivion and ARCO rights, international transfer of personal data, audits of regulatory compliance, design, and implementation of privacy and security policies. CorralRosales has partnered with different compliance tools to provide our clients with risk analysis and data impact assessment.

Regulatory

We have the largest most comprehensive regulatory practice in Ecuador. 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. CorralRosales also represents clients in administrative procedures, relationship and regulatory management, and contract negotiation.



BUSINESS

- Intellectual Property
- Copyright
- Anti-counterfeiting
- Regulatory
- Software
- Ecommerce, Blockchain and Digital Assets
- Cybersecurity
- Technology
- Fintech
- Licensing and Franchising
- Media
- Telecom
- Data Privacy and Protection



OFFICES

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Luis Marín Tobar



Eduardo Espinoza



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Jennifer Acosta



POSITIONING

Our firm recognizes the importance of protecting, enforcing and strategically managing the intellectual assets of our clients. Our intellectual property team combines specialized legal experience with proprietary technological tools designed to deliver proactive communication and a more efficient digital administration of IP portfolios. Through our exclusive trademark management platform, we provide real-time portfolio visibility, instant access to relevant records and documents, high-precision similarity searches, and monthly phonetic watch services to identify potential conflicts at an early stage. We advise on surveillance and prosecution matters in Ecuador, supported by a broad national and international correspondent network. Enforcement is handled through a multidisciplinary approach, coordinating administrative, judicial, criminal and online strategies tailored to each matter.

Our services comprise the protection, prosecution, defense and strategic management of trademarks, patents, utility models, industrial designs, plant varieties, geographical indications, copyright and related rights. We assist clients with clearance and availability searches, filing and prosecution strategies for trademarks and patents, protection of trade names and slogans, software and database protection, and specialized IP due diligence in the context of M&A transactions. In addition, we advise on dispute resolution and enforcement actions, including anti-counterfeiting measures, border measures, customs training, product seizures, unfair competition disputes, and administrative and judicial proceedings.

Our services in this field of law include:

- Representation and counsel throughout the administrative process for the registration and protection of traditional and non-traditional trademarks.
- Representation and counsel throughout the administrative process for the registration of industrial designs, utility models, and patents.
- Registration and protection of national and international geographical indications.
- Representation and counsel throughout the administrative process for the registration of plant varieties.
- Advice and representation in anti-counterfeiting and enforcement actions against piracy and other unauthorized uses of intellectual property.
- Intellectual property audits and IP due diligence in the context of M&A transactions, as well as assessments of scope of protection, intangible asset valuation, and recommendations for strengthening IP portfolios.



BUSINESS

- Trademarks
- Copyright and Related Rights
- Industrial Designs
- Plant Breeder's Rights
- Geographical Indications
- Patents, Utility Models and Patents Clearance
- Slogans and Trade Names
- Database Protection
- Software Application
- Intellectual Property Litigation / Anticounterfeiting / Enforcement
- Border measures
- IP Due Diligence and Portfolio Management



OFFICES

- Quito
- Guayaquil



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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).

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



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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 law firm 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



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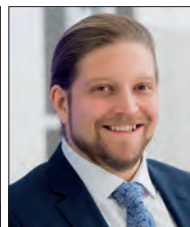
Florian Meyer



Oliver Nilgen



Dr. Andrew J. Parker, LL.M.



Dr. Jasper C. Werhahn



Dr. Stefan M. Zech, LL.M.



POSITIONING

Meissner Bolte is a fully integrated IP law firm specialising in legal services in all areas of intellectual property. Filing more than 2,000 patent applications each year, and as one of Europe's leading representatives for trademarks and designs at EUIPO, Meissner Bolte is one of the largest specialized IP firms in Germany. Boasting eleven offices throughout Germany and one office in the UK, our professionals combine close contact to clients with short lead times. Meissner Bolte strengthened its presence in the IP market by welcoming new partners in the Chemical field to make Meissner Bolte one of the largest Chemical IP firms in Germany. In addition to growing the chemical team, Meissner Bolte further extended its reach with the opening of a new office in Ludwigshafen, a renowned hot-spot for Chemical industry in Europe.

With more than 60 patent attorneys, 20 trade mark and design specialist attorneys and a total of over 300 employees, Meissner Bolte handles patent, trade mark and design portfolios of all sizes. Small and medium-sized companies number amongst our long-standing clients, alongside multinational corporations.

Patent

Our experts in patent prosecution cover all technical fields from electro-mechanical, through computing and AI to (bio)chemistry and pharmaceuticals. The right team of experts is always available to provide tailored services for each of our clients. Meissner Bolte's UK office, headed by Dr Andrew Parker, LL.M. and Samuel Giles, both Chartered UK and European Patent Attorneys, is rapidly expanding and is actively supporting our UK and International clients in this important jurisdiction.

Our partners, lawyer Andreas Kabisch and patent attorney Dr Jasper C. Werhahn, head Meissner Bolte's litigation department. We are convinced that our hybrid approach, combining lawyers and patent attorneys, is the key to successfully handling disputes before the UPC. Meissner Bolte is thus consistently pursuing the path of a hybrid IP law firm. The rapidly growing number of UPC proceedings handled during the reporting period confirms that Meissner Bolte's strategy is paying off. The steady growth of the department, which has recently been strengthened by experienced lawyers from prominent firms (Vossius, Quinn Emanuel, KLAKA), also speaks to the litigation department's strong positioning in the German and European markets.

Trade Mark

A highly specialized team of trade mark attorneys support our head of trade marks and designs Oliver Nilgen, and provide comprehensive filing advice and enforcement strategies on all trade mark and design law issues in Germany and the EU. Our UK trade mark attorneys: Silvana Milnes and Alexander Pickles, complete Meissner Bolte's "European Team", covering all trade mark matters for the UK and complementing our German team.



BUSINESS

- Patents
- Trade Marks
- Designs
- Prosecution
- Litigation



OFFICES

Throughout Germany and in the UK

- Augsburg
- Bremen
- Dusseldorf
- Gera
- Hamburg
- Hanover
- Hebdon Bridge (GB)
- Ludwigshafen
- Munich
- Nuremberg
- Osnabruck
- Schorndorf (B. Stuttgart)



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Oliver Nilgen, Lawyer, Partner

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Dr. Jasper C. Werhahn, Patent Attorney, Partner

Dr. Stefan M. Zech, LL.M., Patent Attorney, Partner

IP LAW GALLI

SOCIETÀ TRA AVVOCATI

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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 2026 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), LES (Licensing Executives Society), 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



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LGV

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Luigi Goglia



Simona Lavagnini



Tankred Thiem



POSITIONING

LGV Avvocati — Independent Italian IP & Technology Law Firm (Milan, est. 2003)

Founded in 2003, LGV Avvocati is an independent Italian firm devoted to intellectual property and the law of new technologies, in both advisory and contentious work, for Italian and international clients. Its practice spans the full range of IP rights — patents, trademarks, designs, copyright, trade secrets and know-how, and unfair competition — together with IT and e-commerce, data protection, advertising, media, antitrust and artificial intelligence. To mention but a few of its areas of activity: in copyright it litigates complex disputes in the music sector, for producers and collecting societies, and on the questions raised by AI; it has long advised BSA | The Software Alliance against infringement and mis-licensing, and assists IIDEA, the Italian videogame association, on rights protection, private copying, minors and esports. It advises leading fashion brands on the creation, protection and enforcement of rights, including AI in generative processes, and has particular depth in know-how litigation, in trademark and design filings before the UIBM and EUIPO, in patent disputes across automotive, machinery and pharmaceuticals, and in digitalisation and outsourcing for the insurance and banking sectors. A dedicated desk serves Germany and the German-speaking markets. The firm and its partners are highly ranked in the principal independent directories. Co-founding partner Simona Lavagnini is President of the Italian Group of AIPPI, the world's principal association for the protection of intellectual property.

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

- “The team is spearheaded by strong partners that blend commercial nous with technical excellence. This allows the team to give punchy advice which aligns with the client's drive - a rare skill in this jurisdiction.”
- “Competence, quality, engagement, empathy.”
- “LGV is able to advise the customer beyond what is purely legal, taking into account the client's commercial and industry-specific needs.”
- “Simona Lavagnini has a long-standing track record of handling complex copyright issues relating to software and media. She is also noted for her work on licence compliance programmes.”
- “Luigi Goglia and Alessandro Bura have extensive expertise in trade mark, design, patent and copyright law, combined with their accessibility, ability to handle complex matters and excellent balance between quality of work and billing.”
- “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.”



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LAW FIRMS



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Gian Paolo Di Santo



Gabriele Girardello



POSITIONING

Pavia e Ansaldo is an independent Italian law firm which has been operating in Italy and abroad for over 60 years. Our 7 offices, in Milan, Rome, Turin, Barcelona, Madrid, Moscow and Tokyo, 23 specialised departments, 7 foreign desks and over 130 lawyers and other professionals provide advice to our clients on all aspects of business law.

INTELLECTUAL PROPERTY

The Firm has several decades of extensive experience in the judicial and extrajudicial handling of matters related to industrial, intellectual, and information technology property law. Within the macro-area of IP/IT, the department provides specific services in the following areas:

- Patents
- Trade marks and other distinctive marks
- Supplementary protection certificates
- Copyright
- Design
- Geographical indications
- Trade secrets, know-how and confidential information
- Unfair competition
- Advertising and labelling
- Telecommunications, Media and Information Technology
- E-commerce
- Franchising and licensing agreements

The department's activities encompass:

- All types of Italian and foreign litigation dispute resolution.
- The development of strategies to protect patents, marks and design (whether national or transnational), in close collaboration with the client and the client's consultants.
- Support in joint ventures, mergers and acquisitions in highly technological sectors and sectors with a high level of IP rights.
- Negotiation and drafting of all types of contracts concerning industrial, intellectual and IT property, including licence and technology transfer agreements.

Since the department was established, the team has assisted clients in all the latest and most controversial developments in their respective sectors, including high stakes "bet-the-company" suits. It has developed specific expertise in the transnational IP litigation sector and examined in-depth the interaction between IPR and antitrust. The team is particularly versed and has extensive experience in Life Sciences patent litigation and litigation in the electronics and IT sectors. It regularly assists major domestic and international luxury brand and fashion groups in protecting their designs and distinctive marks and provides advice and legal assistance to foundations and world-renowned artists of different disciplines with regard to protecting their copyright in Italy and abroad.

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BUSINESS

- Administrative
- Antitrust and Competition
- Aviation, Maritime and Shipping
- Banking and Finance
- Capital Markets
- Compliance
- Construction and Project Finance
- Corporate and Commercial
- Dispute Resolution
- Employment
- Energy
- Environmental
- EU and International
- Food and Beverage
- Health Care and Pharmaceutical
- Industrial and Intellectual Property
- Investment Funds
- Mergers & Acquisitions,
- Private Equity
- Private Clients
- Real Estate
- Restructuring and Insolvency
- Tax
- TMT – Telecommunication, Media and Technology



OFFICES

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Gabriele Lazzeretti



Carloalberto Giovannetti



Francesco Rossi



Noemi Parrotta



Giacomo Molero



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



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Octavio Espejo

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

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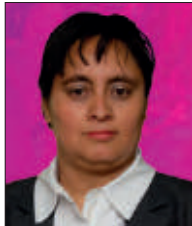
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POSITIONING

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.



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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
- Fintech
- Digital Assets



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POSITIONING

OLIVARES is a leading Mexican law firm dedicated to delivering innovative solutions and specialised legal counsel to clients navigating complex legal and business challenges at the intersection of law and technology. The firm is at the forefront of new practice areas in copyright, litigation, regulatory, anti-counterfeiting, plant varieties, domain names, digital rights, and internet-related matters. With nearly 60 years of experience, the firm has secured precedent-setting decisions in patents, copyrights, and trademarks. Representing some of the world's largest and most renowned brands, it is widely recognised for its role in advancing industry standards and regulatory interpretation across multiple areas, including IP laws and regulatory authorisation procedures in Mexico.

OLIVARES has one of the strongest groups of legal professionals committed to managing the complexity and interdisciplinary orientation that clients require. Today, the firm comprises 11 partners and over 54 associates and professionals working across intellectual property, regulatory, administrative, civil, commercial, and corporate law, serving diverse industries. Two of the firm's renowned partners, Luis C. Schmidt and Antonio Belaunzarán, have recently transitioned to of counsel roles, where they continue to support key practice areas in a senior advisory capacity.

Our team draws on every resource to help clients achieve optimal results, protecting their business interests, IP, and other rights, through thought leadership, lobbying, and landmark cases at the Mexican Federal and Supreme Courts, including constitutional matters, while contributing to Mexico's role in the global economy.

A recent example of the firm's impact is the successful protection of Microsoft's rights in the Xbox trademark after a decade-long dispute across multiple Mexican jurisdictional authorities. This precedent-setting ruling affirmed the legal protection of the iconic trademark in Mexico, highlighting OLIVARES' expertise in IP disputes.

We foster an environment where lawyers, technical experts, and staff collaborate on solutions for outstanding achievements. We drive improvements in Mexico's legal landscape.

OLIVARES has been designated by CEMEFI as an ESR "Empresa Socialmente Responsable" (Socially Responsible Company) for four consecutive years, recognised for responsible practices, ethical conduct, and corporate governance. The firm consistently receives awards for excellence in legal services.



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

- **KNOWLEDGE**
- **INNOVATION**
- **RESPONSIBILITY**
- **TRUST**



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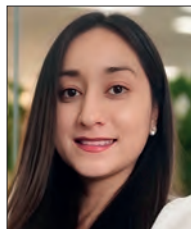
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Gilberto Sánchez



Eduardo Vázquez



Claudia González



María Fernanda Araujo



Sofía Cuevas



POSITIONING

SPECIFIC IP is a Mexico City-based boutique law firm specialized in Intellectual Property, offering strategic legal solutions to protect, manage, and enforce intangible assets in both domestic and cross-border contexts.

With more than 25 years of combined experience, the firm advises clients across a wide range of industries, delivering tailored IP strategies aligned with business objectives and market expansion plans.

The firm combines the agility and responsiveness of a boutique practice with the technical strength and scope of a full-service IP team. Its lawyers are experienced in handling complex matters, including trademark and patent prosecution, copyright protection, IP litigation, and administrative proceedings, including amparo actions.

SPECIFIC IP is particularly recognized for its ability to translate complex legal frameworks into practical, business-oriented solutions, allowing clients to secure, defend, and maximize the value of their intellectual property portfolios.

Through active participation in leading international IP associations and events such as INTA, ECTA, ASIPI, and AMPPI, the firm has developed a strong global network of trusted partners, enabling seamless coordination and protection of IP rights across multiple jurisdictions, including Europe, Asia, and the Americas.

Specific IP

Protecting Your Intellectual Property Assets in This New Global World “Make it yours, make it legal”



BUSINESS

The firm provides comprehensive intellectual property protection services, including:

- Trademark Registration and Maintenance
- Patent Prosecution
- Copyright Registration and Enforcement
- Trade Secret Protection
- IP Licensing and Commercialization
- Intellectual Property Litigation
- IP Due Diligence
- Domain Name Disputes
- Intellectual Property Portfolio Management



SOCIAL MEDIA



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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. Throughout nearly 15 years of continuous and outstanding practice, managing significant IP portfolios and handling complex and high-profile matters, BARLAW has been consistently recognized as a leading firm in IP litigation and enforcement by international rankings and publications such as Chambers and Partners, WTR 1000, IP STARS, Leaders League, Legal 500, World IP Review (WIPR), The Patent Lawyer, The Trademark Lawyer, IAM Patent 1000, Benchmark Litigation, Global IP Awards, Global Law Experts, and Women in Business Law Expert Guide – Euromoney.

BARLAW has been consistently recognized as one of Peru's leading intellectual property firms. In 2026, the firm was nominated as Best Peruvian IP Firm by Managing IP and as Firm of the Year 2026 by Leaders League. BARLAW was awarded Peruvian Firm of the Year at the Managing IP Awards Americas in 2019, 2020, 2022, 2024, and 2025, and Trademark Firm of the Year: Peru at the Global IP Awards by World Trademark Review and IAM in 2020, 2023, and 2024. Individually, IP STARS (Managing IP) has recognized our partner Adriana Barrera among the Top 250 Women in IP for five consecutive years and named both Adriana Barrera and María Inés Herrera as Trademark Stars, while World Trademark Review has distinguished Adriana Barrera as a Global Leader in Private Practice for two consecutive years. The firm and its lawyers are regularly ranked by leading international directories including Legal 500, Chambers and Partners, WTR 1000, Leaders League, IP STARS, Latin Lawyer, WIPR, Benchmark Litigation, The Trademark Lawyer, The Patent Lawyer, and IAM Patent 1000, accumulating more than 320 awards and recognitions to date.

BARLAW is an active member of several international associations, including INTA, MARQUES, AIPPI, IAPP, ASIPI, APPI, IACC, AMCHAM, AIPLA, and ECTA. Since 2024, the firm has also been recognized as an expert member of UNIFAB (Union des Fabricants), an organization that plays a key role in the development of intellectual property legislation in France and Europe. The team regularly participates as speakers and attendees at international conferences and seminars — more than 250 to date — and actively contributes to study committees within these associations.



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



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Javier Duany



Jessica Ortiz



POSITIONING

At Casahierro Abogados, our clients' needs drive us to engage in increasingly sophisticated aspects of Intellectual Property, Competition Law, Personal Data Protection, and emerging technologies, including Artificial Intelligence. Our practice focuses on supporting companies in addressing the legal challenges arising from innovation, providing strategic advice that enables them to compete successfully in an increasingly digitalized environment.

The synergy between these areas allows us to develop comprehensive legal strategies in matters related to innovation, technology, and market regulation. This approach has enabled us to consolidate a leading position in the protection and enforcement of trademarks and in the fight against piracy and counterfeiting, through actions in ports and customs, marketplaces, and digital commerce and marketing environments. Likewise, our practice has been recognized in the field of personal data protection, and we currently advise our clients on the legal challenges arising from the use of emerging technologies, including artificial intelligence, as well as regulatory compliance across various business sectors.

Our firm advises clients from various industries on compliance with the legal framework governing the management and protection of trademark portfolios, patents, copyrights, intangible assets, and new technologies, as well as personal data protection and the legal aspects related to the use of emerging technologies, both nationally and internationally, including intellectual property litigation.

We also have extensive experience in personal data protection, including the registration of personal data databases, the drafting of consent forms, privacy clauses and policies, the management of data subject rights, and the implementation of security measures to safeguard information. Additionally, we advise companies on the implementation and responsible use of artificial intelligence systems, addressing legal challenges related to data protection, intellectual property, transparency and algorithmic governance, liability in the use of automated systems, and compliance with applicable regulatory frameworks.

Finally, we provide preventive advice and litigation services in matters of antitrust, unfair competition, consumer protection, the elimination of bureaucratic barriers, dumping and subsidies, as well as regulatory compliance across various business sectors.



BUSINESS

- Anti Counterfeiting
- Enforcement
- Brand Protection
- Online Brand Protection / Digital Enforcement
- Trademark
- Copyright
- Patents
- Domain Names
- Data Protection
- Privacy & Data Governance
- Artificial Intelligence & Emerging Technologies
- Sanitary Regulation
- Competition & Antitrust
- Consumer Protection
- Regulatory Matters



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POSITIONING

At **KRESALJA IP**, we understand that what you create is unique, and safeguarding it is essential. We take a comprehensive approach to analyze your intellectual property potential, combining both macro and micro perspectives. Whether it's patents, designs, copyrights, trademarks, or securing the rights to a well-known character, we treat every challenge as our own commitment.

Our highly specialized team is made up of outstanding academic, legal and technical professionals, experts in depth and comprehensive analysis of cases to achieve the desired results. We focus on contentious and non-contentious matters, always with an out-of-the-box approach, setting precedents.

We are aware of the time in which our clients need results, so we **proactively** anticipate their needs and, with a **practical** view, we provide our **strategic** and **comprehensive** advice, giving tailor-made solutions.

Connected to the world, to the success and growth of our clients, we are the central hub for the handling and management of their assets, always promoting and accompanying their prosperity.



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



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POSITIONING

With over 97 years of experience, Valencia has grown to become one of the leading firms specializing in intellectual property matters in Peru, representing a broad range of industries that include renowned domestic and international companies.

An interdisciplinary team enables Valencia to provide personalized service to its clients. The combination of legal expertise and a practical, results-oriented approach is the firm's hallmark. The experience of Valencia's team allows them to merge extensive, in-depth knowledge with innovative solutions, a combination that is critical to the success of their clients' cases.

Valencia's core practice areas include trademarks, patents, industrial designs, copyright, plant varieties, IP litigation, anti-piracy, unfair competition, regulatory affairs, technology transfer, and licensing. The team is also well-equipped to handle cross-border IP matters, supported by a strong network of trusted partners around the world.

In recent years, Valencia has significantly expanded its patent practice through the incorporation of dedicated life sciences services. This strategic addition allows the firm to offer comprehensive support to clients in the pharmaceutical, biotechnology, and healthcare sectors covering everything from patent prosecution and protection strategies to regulatory affairs and technology transfer. The integration of life sciences expertise positions Valencia as a full-service partner for companies navigating the increasingly complex intersection of innovation, science, and intellectual property law. Valencia's members actively participate in national and international Intellectual Property conferences and maintain an engaged presence in the associations to which they belong, including APPI, ASIPI, INTA, AIPPI, FICPI, CIPA, and LES, where current and relevant issues are discussed and debated.

Valencia is a team with a proven track record of nearly 100 years, having been featured in leading specialized publications and Intellectual Property rankings, a testament to its clients' trust and the results delivered on their behalf. Excellence is at the core of everything the firm does.

Valencia understands the legal landscape and how it has evolved. The firm has been part of that change, pioneering developments that were once unprecedented. Valencia is proud to demonstrate through its actions that Diversity, Equity, and Inclusion are woven into both its history and its future.

A commitment to society is a cornerstone of who Valencia is. The firm is a strategic partner of the OLI Foundation, a nonprofit platform dedicated to channeling efforts and resources toward equal opportunity, to which Valencia provides ongoing legal support. This social commitment was further strengthened in 2025 with the firm's inclusion in the Pro Bono Alliance of Peru, a network of prestigious law firms that deliver high-quality legal support to those in need. Additionally, Valencia actively participates in ASIPI's Pro Bono Committee, contributing its expertise to advance access to justice in intellectual property matters across the region. These efforts reflect the firm's deep belief that legal excellence and social responsibility go hand in hand.

Valencia continues to invest in its future. The firm has recently relocated to a new, modern office in Lima, Peru, a space designed to foster collaboration, innovation, and the highest standards of client service.

Alongside this move, Valencia is implementing state-of-the-art software to streamline and enhance the management of its clients' trademark portfolios, ensuring greater efficiency, transparency, and precision in every matter handled.

Today, Valencia stands as a benchmark in Intellectual Property for delivering a premier level of service, a business partner that tailors its legal expertise to serve clients who seek the strategy of a chess player, the precision of a surgeon, and the endurance of a marathon runner.



BUSINESS

- Trademark Law
- Entertainment Law
- Fashion Law
- Copyrights
- Domain names
- Plant Breeders' Rights
- Industrial designs
- Patent Law
- IP Litigation
- Due diligence
- IP Contracts
- Enforcement and Anticounterfeiting
- Entrepreneurship support
- Corporate consulting
- Unfair Competition and Advertising Law
- Life Sciences



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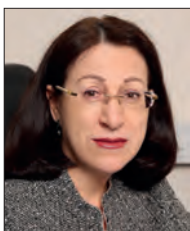
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POSITIONING

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



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Natalia Paladino



Anabel Frachia



Lucía Cantera



Viviana Cervieri



Diego Rocabado



Mónica Rivero



Lorena Sosa



Diego Cervieri



Keesha Fleming Lake



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. Pablo Monsuárez, Dr. Agustina Revetria
- 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:** Potosí 1615, Montevideo, Uruguay /Ph. +598 2603 1038
- **Free Trade Zone:** Parque de las Ciencias, Free Zone Route 101, km 23,500, Building M2B-1 Office 105-106 Ph +598 2683 0354

PARAGUAY

- **Asunción:** Paseo La Galería, Av. Santa Teresa 1827 Tower 1, 23rd Floor / 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:** Janet G Lake Commercial Bldg, Unit 5, Calvin Washington Lake Road, The Valley / Ph. +1 264 497 1254



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