



# 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

2025 EDITION



**BERNHARD PILLEP**  
GIESINGER BRÄU



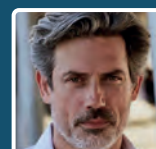
**LUIZ MENEZES**  
TROPE



**CLAIRE BRETTON**  
UNDERDOG



**JAVIER BERMÚDEZ  
DE CASTRO BERBEL**  
DISNEY+



**YANN RIVOALLAN**  
FFPAPF

LEADERS | EXPERT INSIGHTS | DIRECTORY

 FICADE

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**SOPHIE STEVENARD**

Managing Editor

## NAVIGATING THE COMPLEX CHALLENGES OF 2025

In 2025, the world of marketing and brand protection is evolving at unprecedented speed, shaped by global shifts in consumer behavior, regulatory pressures and technological disruption. At the heart of this transformation lies a single imperative: the need to create, manage and defend brand identity in an increasingly complex and digital-first economy.

One of the most significant developments this year is the continued blurring of boundaries between traditional trademarks and digital brand assets. The rise of virtual goods, NFTs and metaverse platforms has forced regulators and legal professionals to rethink trademark classifications and enforcement strategies. Forward-thinking brands are adapting by expanding their IP portfolios to include virtual representations and by monitoring new marketplaces where infringements can spread rapidly.

Artificial intelligence is also playing a dual role – on the one hand, empowering marketers with tools for hyper-personalized content, on the other, raising novel copyright challenges around ownership and originality. In 2025, AI-generated content is ubiquitous, and courts across jurisdictions are beginning to clarify how copyright applies to works created partially or entirely by machines. Legal departments and creative agencies alike are reassessing their content governance frameworks accordingly.

Consumer trust remains a cornerstone of successful branding. As sustainability and transparency become non-negotiable values, brands are investing in authentic storytelling, ESG-driven campaigns, and certifications that must now be substantiated both legally and ethically. This has led to a surge in brand litigation around greenwashing and deceptive marketing practices. Meanwhile, global trademark strategy is becoming more dynamic and proactive. The expansion of fast-moving economies in Asia, Africa and Latin America requires multinational brands to localize while protecting their core identities. Trademark clearance, enforcement and anti-counterfeiting efforts must now span both brick-and-mortar and e-commerce ecosystems. Finally, copyright law is undergoing subtle yet significant changes as digital licensing becomes more sophisticated. Platforms and rightsholders are refining their models for revenue-sharing, attribution and creator rights in a global environment where content crosses borders instantly.

In this landscape, the challenges of 2025 offer a unique opportunity to build more resilient, ethical and innovative brand ecosystems for the years ahead. ♦



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# MARKETING

# Marketing campaigns that work for older generations won't necessarily resonate with Gen Z and Gen Alpha



Interview with  
**LUIZ MENEZES,**  
Founder & CEO, **TROPE**

**“The creator economy is a direct line to the consumer and a way to create genuine connections”**

Luiz Menezes is the CEO and founder of Trope, a Brazilian consulting firm that helps brands build relationships with Generation Z and Alpha. In this interview, he highlights the challenges of being a young leader and how companies can modernize their approach to engaging with younger audiences.

**LEADERS LEAGUE:** How can brands leverage the creator economy to strengthen their digital presence and connect more authentically with younger audiences?

**Luiz Menezes:** I'll share a key finding from a study we conducted called “Who Influences Generation Z?” It showed that what makes creator-driven advertising more relevant than traditional advertising for 57% of Gen Z is the fact that it's more personalized, authentic and creative. It's content that feels like content. In addition, influence strategies driven by the creator economy allow you to echo the same message in different ways. In other words, each creator brings their own personality to the content and the campaign, which helps spread the brand's message further and establishes a lasting impression, so people remember you when it's time to make a purchase decision.

**As one of the pioneers in this space, how did you overcome the obstacles of being a leader in such a dynamic and competitive industry?**

One of the first challenges I faced when starting out in the creator economy was about validation. Being young, I often heard things like: “You've been alive as long as I've been in the market.” This kind of subtle ageism in people's comments tried to discredit my experience in the creator economy – and more than that, it questioned the skills we had as a company capable of helping brands connect with new generations through content and this new era of influence. So I had to work even harder to prove that I could “sit at the adults' table” because I was, in fact, an adult too. Many people still think Gen Z is very young, but in reality, the oldest Gen Zers are about to turn 30. These challenges actually pushed Trope even further as a company, and we kept reinforcing how essential it is to have age diversity and bring people from dif-

ferent generations to the table. Because if we can't combine the experience and knowledge of older generations – who have long dominated the market – with the younger generation's deep understanding of digital content, internet culture and hyper-consumption, it will be very hard to succeed as a company, as a business, and in building a future-oriented vision.

**Many traditional brands struggle to connect with new generations and modernize their image without losing their institutional legacy. What are the main mistakes they make?**

One of the biggest mistakes I see is companies thinking that speaking to Gen Z is just about demographic segmentation and breaking things down by age – when in reality, that's not enough. If it were just about demographics, things would be easy. But marketing campaigns and strategies need to be increasingly designed by and for Gen Z and Gen Alpha if we truly want to connect with these new consumers. And the reason is simple: the communication style and strategies that work for older generations won't necessarily resonate with younger ones. Sometimes, it's not about hiring a nationally famous celebrity for your campaign. Influence often lies in small, meaningful connections – with smaller creators, in private group interactions, and within microcultures. Brands also tend to believe that to appeal to these new generations, they need to completely overhaul their entire strategy. But that's not always the case. The key is for brands to understand where these audiences are, how they interact, and how to build personalized and authentic communication. These efforts don't compromise a brand's history, identity, or legacy in any way. So, it's much more than trying to come across as a modern, cool brand. ♦



# BRANDS & E-COMMERCE

# “With ultra-fast fashion, the worst thing to do would be to leave it unregulated”



Interview with  
**YANN RIVOALLAN**  
President, FFPAPF

**“70% to 80% of the pollution from clothing comes during its manufacture”**

Cheaper and more disposable, ultra-fast fashion is turning the clothing sector on its head. From the challenges of digital transformation to social and environmental issues, brands need to redouble their efforts. Yann Rivoallan, president of the federation of French prêt-à-porter for women, looks at the challenges facing the clothing industry.

**LEADERS LEAGUE:** What does the future hold for the European clothing industry, in the era of ultra-fast fashion?

**Yann Rivoallan:** Brands need to make the transition to either bottom-up or top-down positioning. In other words, with a business model based on price controlled by production volume, i.e. based on “low-price” products, or one centered on image and premium products, with numerous attendant services. Not forgetting that quality status is conferred not only by the piece of clothing itself, but by its packaging, distribution and price. All these ingredients go into a “made in Europe” range that consumers will be proud to buy and wear.

**To curb the ultra-fast-fashion phenomenon, the various aspects of the fast fashion law are due to come into force in France in 2025. Do you think it goes far enough?**

The question is not whether this law is perfect; the worst thing would be to do nothing. By making clothing a regulated product, buying a t-shirt becomes an addictive everyday gesture in the same way as drinking alcohol or smoking cigarettes is. These addictions are fed by social networks and platforms like Shein. This law aims to protect society and the planet, but also to understand the organizational models of ultra-fast fashion brands in order to adapt. The introduction of an ecotax attributed to the consumer responds to a need for education, and will make it possible to reward virtuous companies against those that are not. This represents a real step forward in terms of the strengthening the bond between ecology and capitalism.

**Despite having business models that favor questionable practices, companies like Shein excel at data-exploitation and have well-honed marketing strategies. How can traditional retailers compete?**

Shein has broken records on the environmental front, with unprecedented levels of pollution, on the social front, with labor exploitation in factories, and on the digital front, thanks to its use of AI. Few companies have mastered this level of efficiency. However, the rise of Shein has led to many positive responses, including our industry’s willingness to protect itself from shameful practices, particularly when it comes to pollution or employee exploitation. The Lean method, developed by Toyota 50 years ago, has been particularly well implemented at companies like Zara. Based on the production of small quantities with a high level of recurrence, the brand releases a new collection every three weeks. In the Asian model, it’s every three days.

In fact, Shein takes its inspiration from endless data from all over the world. While the model may be a repugnant, it does enable us to understand customer needs through sometimes unexpected trends, such as nighties for men! Making the most of available data is always going to be useful, including for overcoming certain clothing conventions and observing changes in consumer behavior.

**Environmental and economic imperatives have led to a rise in second-hand clothing purchases. Is this the antidote to overconsumption?**

The main reason people buy second-hand is price, although the environmental aspect is also important. 70% to 80% of the pollution from clothing comes during its manufacture. As well as being a low-cost solution, it’s a godsend for the planet! Second-hand clothing plays a central role, with platforms such as Vinted, but also with brands now that are taking a direct interest in reselling. The impetus will continue with the development of omnichannel distribution strategies and the influence of social networks. ♦

# Choosing the right brands and protecting them effectively is crucial to our success



Interview with

**BERNHARD PILLEP**  
Director, **GIESINGER BRÄU**

**“In the brewing industry brands and logos are protected by trademarks, while recipes used to produce different beer varieties are usually kept as trade secrets”**

Leaders League’s Sophie Stevenard pulled up a barstool alongside Bernhard Pillep, co-owner of Munich beer company Giesinger Bräu, to find out how this up-and-coming brewer is taking on the big-boys of the Bavarian beer market.

**LEADERS LEAGUE:** Tell us about the origins of Giesinger Bräu.

**Bernhard Pillep:** The brewery was founded in 2006 in a garage in Munich’s Giesing district. I joined shortly after and contributed some capital. It wasn’t until the end of 2007 that we officially signed a contract and incorporated the business. Back then, for many locals it was a completely new experience to be able to visit a brewery, meet the people behind the beer, taste it fresh and buy it on the spot. Our ambition was to offer beer that was as fresh as possible, in contrast to the mass-produced beers from the big breweries.

**How does Giesinger differentiate itself from well-known Munich breweries like Hofbräuhaus or Augustiner?**

We are recognized as a young and alternative option compared to Munich’s well-established breweries. For example, we primarily use Facebook and Instagram for advertising, and we make our brewery and team easily accessible through brewery tours and festivals at our premises. Hofbräu – and even more so, Augustiner – are still widely seen by Munich locals as true Munich breweries because they have maintained many brewing traditions.

We differentiate ourselves even further from the other major Munich breweries, as Paulaner/Hacker-Pschorr and Spaten/Löwenbräu rely entirely on industrial brewing processes and are increasingly no longer perceived as “true” Munich breweries.

**What types of IP rights are important in the brewing industry?**

In the brewing industry, the most important IP assets are typically brands and logos, which are protected by trademarks, along with the recipes used to produce different beer varieties – these are usually kept as trade secrets. Patents play a lesser role, as

the brewing process itself is well known. Similarly, design protection is generally of limited importance. However, in our case, we developed a new beer bottle for which we obtained an EU design right. Another highly valuable IP asset for us is that most of our beers meet the criteria for the EU-protected geographical indication “Münchener Bier”, which we actively use as a marketing tool.

**Has Giesinger had to register trademarks for its beer names or logos?**

Yes, we have registered our main logos as figurative marks and several of our beer names as word marks. The registration process itself is straightforward, however, the real challenge lies in developing strong trademarks and designing distinctive logos. Before settling on our current logo, which we still use today, we went through two previous designs for our brewery. Additionally, we have our own custom typography – also protected by registration – which plays an important role in our branding and marketing. We don’t have IR (International Register) trademarks in the strict sense, but we do have national trademark registrations (or pending applications) in several countries worldwide, including the EU, Switzerland, the US, China, Korea, Japan, India, Russia, Brazil, Mexico and Chile.

**What role does brand protection play in marketing and expansion?**

Choosing the right brands and protecting them effectively is crucial to our success. For instance, selecting the name “Giesinger Bräu” was a strategic decision, as Giesing is known as Munich’s blue-collar district and is instantly associated with high-quality beer. For our logo, we chose the Heilig Kreuz Church, the most prominent church in Giesing, and had the design created to ensure it stands proudly alongside the logos of Munich’s established breweries. ♦



# “We want to make reconditioned appliances the new consumer normal”



**CLAIRE BRETTON**  
Co-founder & CEO, **UNDERDOG**

**“Only 3% of the 10 million household appliances thrown away in France each year are reconditioned”**

In 2022, Claire Bretton launched Underdog, a company specializing in reconditioned household appliances. The former Veepee employee is also the co-founder of Climate House, an aggregator of ecological transition initiatives. She spoke to Leaders League about the importance of saving unwanted appliances from the scrap heap.

**LEADERS LEAGUE:** How did you get involved in the impact economy?

**Claire Bretton:** My career began with four years of strategic advisory work at the consultancy Advancy, before I left to set up Daco, an artificial intelligence company. I then spent four years with Veepee, who I'd sold my startup to.

In 2020, like many people, Covid caused me to have an identity crisis. I set up *Sauvons nos commerces*, an organization that, during the lockdowns, enabled small retailers to sell vouchers, which could be redeemed for goods and services after the lockdowns were lifted. This provided both moral and financial support. At this point, I discovered that being involved in the impact economy gave me incredible energy. Jacques-Antoine Granjon, the founder of Veepee, wanted to launch a second-hand clothing business, which I oversaw before leaving the company to co-found Underdog.

**Why did Underdog decide to specialize in repairing and reselling large household appliances?**

There have been several waves in the circular economy. For decades, buying used cars has been commonplace. In the past five years, it has been easy to find refurbished products that are more portable, such as smartphones or clothes. Heavier products such as furniture and electric bicycles, on the other hand, have only become more accessible on the second-hand market more recently.

Every year in France, 10 million major household appliances are thrown away. Only 3% are reconditioned. We want to make reconditioned products the new normal for consumers. We repair 70% of the machines we receive. To replace every defective part, we need to develop industrial tools and processes, and know how to sell products to the French.

**How did you approach the nuts-and-bolts side of the business?**

I founded Underdog with Laura Chavigny and Léa de Fierkowsky, two former Veepee employees. Although there's a difference between a t-shirt and a cooker, we learned the best practices of the second-hand business from a logistics giant. Nevertheless, it was difficult to find repair technicians as there is a shortage of manpower. We launched our own training and retraining program, thanks to which, Underdog has made a real social impact, and this is reflected in the stability of our teams. Working in a company making an impact in society motivates people, which, in turn, makes it easier to manage.

**What's behind this new consumer trend of buying reconditioned household appliances?**

Some want to behave in a more sustainable way, others do it for the price. On average, reconditioned products cost 30% less than new ones. Yet, as they offer the same quality, we guarantee them for two years. We don't sell second-hand, since we repair the machines and change the necessary parts. Underdog offers products in all categories and at all prices. They can be delivered and assembled anywhere in France. There are no barriers to buying reconditioned.

**You co-founded Climate House, an aggregator of ecological transition initiatives. How did that come about?**

It all started with a meeting with Lucie Basch (Too Good To Go), Jack Habra (Context) and Clément Alteresco (Morning). We wanted to accelerate the ecological transition by bringing together each of the stakeholders. In all, 80 entrepreneurs are involved in the project. We opened a five-storey office in central Paris in 2024, offering 200 workstations and over 150 events a year. ♦



# ARTS, CULTURE & COPYRIGHT

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# Legal professionals play a fundamental role in decision-making in the entertainment industry



Interview with

**JAVIER BERMÚDEZ  
DE CASTRO BERBEL,**  
Head of Business Affairs,  
**DISNEY+ ORIGINAL  
PRODUCTIONS IBERIA**

**“Legal professionals’ ability to bridge the gap between legal requirements and commercial objectives makes them indispensable in the entertainment industry”**

Javier Bermúdez de Castro Berbel reflects on the strategic role legal professionals play in business operations and decision-making for companies in the entertainment industry, and discusses the future of the streaming landscape in Iberia over the coming years.

**LEADERS LEAGUE:** What role do legal professionals have in strategic decision-making and business operations for companies in the entertainment industry?

**Javier Bermúdez de Castro Berbel:** Legal professionals play a fundamental role in strategic decision-making and business operations in the entertainment industry. In today’s fast-evolving audiovisual landscape, their responsibilities have expanded to encompass business affairs, financial strategy, risk management and content acquisition.

As a result, legal experts have become key players in shaping the commercial success of entertainment companies. One of the most significant contributions of legal professionals is their involvement in high-level business strategy and negotiations. Their expertise is crucial in structuring agreements with platforms, distributors and broadcasters, ensuring that the company maximizes revenue while maintaining compliance with contractual and regulatory obligations.

Additionally, in-house lawyers, especially those specializing in business & legal affairs, play a key role in securing tax incentives and co-production agreements, not to mention attracting investors, which are all essential elements for the sustainability and expansion of content production companies. In fact, the role of legal professionals in entertainment companies has evolved from a purely legal function to that of a strategic advisor and business enabler. Their ability to bridge the gap between legal requirements and commercial objectives makes them indispensable in an industry where business models, content distribution channels and regulations are constantly changing. As the audiovisual sector continues to grow and transform, the contribution of legal professionals in leadership and strategic decision-making will remain

essential to ensuring sustainable and profitable business operations.

That is why the vast majority of professionals in the entertainment industry working in the business-affairs departments of platforms, channels, studios or content-production companies have a legal background. They bring their legal expertise to the negotiation processes on audiovisual content. As a result, business affairs departments in major industry companies are now frequently led by legal professionals.

**What’s the future for the streaming industry in Iberia, and how does Disney+ plan to help shape it?**

I think the streaming industry in Iberia is poised for continued evolution over the next number of years, driven by increasing competition, shifting consumer habits and growing demand for high-quality local content. We can expect further consolidation among platforms, a stronger emphasis on original productions tailored to Iberian audiences and an expansion of innovative business models, including AVOD (advertising-based video on demand) and hybrid-subscription models. Everything suggests that regulatory frameworks will continue to evolve, influencing production incentives and content quotas, which will shape how international platforms operate in the region.

Disney+ is committed to playing a leading role in this transformation by strengthening its portfolio of original productions in Iberia, supporting local talent and delivering high-quality storytelling that resonates with diverse audiences. As the head of business affairs for original productions in Iberia, my role is to ensure that our projects are strategically structured to maximize creative and commercial opportunities while securing the best possible terms in our negotiations with producers, distributors and talent. ♦

# **RANKINGS 2025**

<b>NORTH AMERICA</b>	20
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<b>EUROPE</b>	92



# 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	
Gowling WLG	Shelagh Carnegie, Monique Couture, Martha Savoy, Jennifer Morton
Smart & Biggar	Mark Evans, Steven Garland, Phillip Lapin, Christian Bolduc
EXCELLENT	
Bennett Jones	Stephen Burns, Dominique Hussey
Borden Ladner Gervais	Kathleen Lemieux, Justine Wiebe
Norton Rose Fulbright	Jean-François Drolet
Osler, Hoskin & Harcourt	Kelly Moffatt
Robic	Catherine Bergeron, Laurent Carrière
HIGHLY RECOMMENDED	
Baker McKenzie	Christopher Aide, Stephanie Vaccari
Blake, Cassels & Graydon	Sunny Handa, Christine Hunter
Cassels Brock & Blackwell	Casey Chisick
CPST Intellectual Property	Anthony Prenol, Antonio Turco
Deeth Williams Wall	Gervas Wall
Fasken	Roger Kuypers
Marks & Clerk	Jonathan Colombo, Catherine Lovrics
McCarthy Tétrault	Daniel Glover
McMillan	Peter Giddens
Torys	Edward Fan, Eileen McMahon





## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

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

# MEXICO

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
Arochi & Lindner		Roberto Arochi, Heidi Lindner, José Antonio Arochi
Basham Ringe y Correa		Eduardo Kleinberg, Adolfo Athié, Eduardo Castañeda, Juan Carlos Hernandez, Mariana Vargas, Santiago Zubikarai
Olivares		Alonso Camargo, Victor Ramirez, Abraham Díaz, Jaime Rodriguez
Uhthoff, Gómez Vega & Uhthoff		Connie González, Eryck Castillo, Marcela Bolland, Gerardo Parra
EXCELLENT		
1 AXKT-IP		Luis Alcaraz, Eduardo Toledo, Manuel Augusto Pérez, Rodrigo Calderón
Becerril, Coca & Becerril		Victor Adames, Juan Carlos Amaro, Carlos Hernandez, Raúl Domínguez, Roberto Durán
Calderon & De la Sierra		Carlos Salazar, Carlos Pérez de la Sierra, Mariel Velez, Alberto Huerta
Clarke Modet Mexico		Fernando Escudero, Claudia Márquez, Roman Soto
Dumont		Laura Collada, Ramon Cruz, Ariadna Galvez, Christian Thomae
2 BGBG - Bello, Gallardo, Bonequi y García		Jonathan Rangel
Goodrich Riquelme y Asociados		Enrique Diaz
Iberbrand		Gilberto Martinez
Méndez + Cortes Abogados		Emmanuel G. Cortés, Oscar Hurtado, Jose Juan Mendez
HIGHLY RECOMMENDED		
Arias & Charua		Oscar Arias, Elias Charua
Bip Legal		Jorge Arteaga, Leticia Natividad
Bufete Soni		Mariano Soni
C&L Attorneys		Ana Castañeda
González Rossi		Alejandro Gonzalez
Hogan Lovells		Bernardo Herreras
Jáuregui y Del Valle		Martha Celis



<b>Ortiz Monasterio Marcas y Patentes</b>	Fernanda Ortiz Monasterio
<b>Panamericana De Patentes y Marcas</b>	Miguel Esteva
<b>TMI Abogados</b>	Kiyoshi Tsuru
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Carlos Davila-Peniche
<b>Be The IP</b>	Alejandro Hernández, Emilio Torres, Erika Córdova
<b>BGAL Asociados</b>	Inti Alva, Flor Bermudez, John Murphy
<b>BGW Legal</b>	Eduardo Birman
<b>Caype Abogados</b>	Pablo Carrillo Riva, Eduardo Ostos
<b>COREip</b>	Jorge Gomez, Carla Sanchez
<b>Gm Attorneys At Law</b>	Gerardo A. Magaña Adame
<b>Ibarra, Del Paso y Gallego</b>	Juan Manuel Álvarez
<b>Isla Del Campo</b>	Gloria Isla
<b>Malpica, Iturbe, Buj y Paredes</b>	Alejandro Agredano Zermeño, Álvaro Huerta
<b>Mcoy Abogados</b>	Alejandro Cardenas, Eduardo Miravete
<b>Noriega + Escobedo Abogados</b>	Alfredo Rangel
<b>VALUABLE PRACTICE</b>	
<b>Breakthrough Ip Intelligence</b>	Alma Alvarez, Sarita Mosqueda
<b>Cannizzo</b>	Stefano Amato, Enrique García
<b>De Alva &amp; Asociados</b>	Sergio De Alva, Luis Gaya
<b>De La Parra &amp; Asociados</b>	Eduardo de la Parra
<b>Dot Consulting</b>	Ignacio Dominguez Torrado
<b>Easymark</b>	Oly Ayala
<b>Echaide, Mendoza &amp; Asociados</b>	Humberto Mendoza
<b>Ecija Mexico</b>	Georgina García
<b>ELS - Peñalosa + Donnadieu</b>	Jean Yves Penalosa
<b>En Sus Marcas</b>	Carla Gavaldon
<b>Garcia Barragan Abogados</b>	Adriana Lopez Gonzalez
<b>Legarreta y Asociados</b>	Luis Legarreta
<b>LEXINF</b>	Cynthia Solis
<b>Müggenburg Gorchs y Peñalosa</b>	Esteban C. Gorchs, Ana Urquizo
<b>Nereo Legal</b>	Patricio Gonzalez, Jorge Montalvo
<b>Perez Correa &amp; Asociados</b>	Israel Perez Correa
<b>Pérez-Llorca Mexico</b>	Pablo Hooper, Alberto Pliego
<b>Rlos Abogados</b>	Agustín Ríos
<b>Regalado Galindo Abogados</b>	Oliver Galindo
<b>Santamarina y Steta</b>	Daniel Legaspi, Jose Pablo Pérez
<b>Solórzano Linaldi</b>	Guillermo Solorzano
<b>Specific IP</b>	Gilberto Sánchez
<b>Von Wobeser y Sierra</b>	Rupert Hüttler, Patricia Kaim



# IP LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
	Arochi & Lindner	Jose Antonio Arochi, Roberto Arochi, Heidi Lindner
	Basham Ringe y Correa	Eduardo Kleinberg, Adolfo Athié, Claudio Ulloa, Eduardo Castañeda, Santiago Zubikarai
	Olivares	Alejandro Luna F, Daniel Sanchez, Abraham Díaz, Armando Arenas, Jaime Rodriguez
	Uhthoff, Gómez Vega & Uhthoff	Xavier Hadad, Saul Santoyo
EXCELLENT		
	Becerril, Coca & Becerril	Juan Carlos Amaro, Carlos Hernández, Octavio Espejo Hinojosa, Víctor Adames, Raúl Domínguez, Roxana Aispuro
	Calderon & De la Sierra	Alberto Huerta, Carlos Pérez de la Sierra
	Dumont	Laura Collada, Israel Escobedo, Mauricio Galindo
	Méndez + Cortes Abogados	Emmanuel G. Cortés, Oscar Hurtado, Jose Juan Mendez
	Panamericana De Patentes y Marcas	Miguel Esteva
HIGHLY RECOMMENDED		
1	AXKT-IP	Luis Alcaraz, Eduardo Toledo, Manuel Augusto Pérez, Rodrigo Calderón
	Bip Legal	Jorge Arteaga, Leticia Natividad
	Goodrich Riquelme y Asociados	Enrique Diaz, Guillermo Sosa
	Hogan Lovells	Bernardo Herrerias
	Müggenburg Gorches y Peñalosa	Esteban C. Gorches G., Ana Urquiza
	Nieto y Castella	Alfredo Pineda
	TMI Abogados	Kiyoshi Tsuru
2	AVA	Agustín Velázquez
	Arankowsky & Asociados	Tomas Arankowsky
	Baker McKenzie	Carlos Davila-Peniche
	Be The IP	Alejandro Hernández, Emilio Torres, Erika Córdova
	BGBG - Bello, Gallardo, Bonequi y García, S.c.	Jonathan Rangel
	Bufete Soni	Mariano Soni
	ELS - Peñalosa + Donnadien	Jean Yves Penalosa
	Iberbrand	Samantha González, Ana Laura Vargas, Christian Nava, Michel Obscura
	Pérez-Llorca Mexico	Pablo Hooper, Alberto Pliego
	Solórzano Linaldi	Eréndira Frías, Guillermo Solorzano
RECOMMENDED		
	Arias & Charua	Oscar Arias, Elias Charua
	BGAL Asociados	Inti Alva, Veronica Garcia
	BGW Legal	Isaac Guakil
	C&L Attorneys	Jorge León
	Clarke Modet Mexico	Sabrina Barrientos, Ana Jiménez, Claudia Márquez, Roman Soto
	COREip	Jorge Gomez
	Gm Attorneys At Law	Gerardo A. Magaña Adame
	Ibarra, Del Paso y Gallego	Juan Manuel Álvarez



## MEXICO

<b>Malpica, Iturbe, Buj y Paredes</b>	Alvaro Huerta
<b>Mcoy Abogados</b>	Alejandro Cardenas
<b>Mijares, Angoitia, Cortés y Fuentes</b>	Claudia Gutiérrez
<b>Noriega + Escobedo Abogados</b>	Alfredo Rangel
<b>Regalado Galindo Abogados</b>	Oliver Galindo, Luis García
<b>Santamarina y Steta</b>	Daniel Legaspi, Jose Pablo Pérez
<b>Specific IP</b>	Gilberto Sánchez
<b>Von Wobeser y Sierra</b>	Rupert Hüttler, Patricia Kaim
<b>VALUABLE PRACTICE</b>	
<b>Alegria Martínez &amp; Fernández Wong</b>	Abraham Alegria, Sergio Gutiérrez
<b>Beltrán Fortuny &amp; Beltrán Rivera</b>	Rafael Beltrán
<b>Breakthrough IP Intelligence</b>	Pablo Fuentes
<b>Caype Abogados</b>	Eduardo Ostos
<b>Cuesta Campos</b>	Mauricio Chozas
<b>Cuesta Llaca Esquivel</b>	Gaston Esquivel
<b>Echaide, Mendoza &amp; Asociados</b>	Humberto Mendoza
<b>Garrigues México</b>	Juan Luis Serrano-Leets
<b>Gonzalez Rossi Abogados</b>	Alejandro Gonzalez
<b>Jalife Caballero &amp; Asociados</b>	Mauricio Jalife
<b>Jáuregui y Del Valle</b>	Martha Celis
<b>Ortiz Monasterio Marcas y Patentes</b>	Fernanda Ortiz
<b>Rlos Abogados</b>	Agustín Ríos, Joseef Saldaña

**AROCHI & LINDNER:  
STRATEGIC IP PROTECTION WITH GLOBAL IMPACT**


Roberto Arochi

**Key Figure(s):** Roberto Arochi, Heidi Lindner, Jorge Mier y Concha and José Arochi  
**Established:** 1994

**Track Record:** Arochi & Lindner stands out for its deep understanding of commercial priorities and robust IP practice, excelling in trademarks, patents, copyrights, life sciences and advertising. With a host of clients in the technology, entertainment, pharmaceutical and luxury goods sectors, the firm combines legal skill with technical expertise, offering comprehensive global IP solutions.

**Team & Differentiation:** The team includes expert attorneys, chemists, biologists, engineers and ex-regulators dedicated to delivering business-driven, risk-aware counsel. With offices in Mexico and Spain, Arochi & Lindner provides full-spectrum intellectual property services and innovative strategies tailored to the needs of each client, a fact that ensures strong protection across multiple jurisdictions.

**JÁUREGUI Y DEL VALLE:  
TRUSTED IP COUNSEL FOR COMPLEX CHALLENGES**


Martha Celis

**Key Figure(s):** Martha Celis  
**Established:** 1975

**Track Record:** Jáuregui y Del Valle stands out for its robust IP litigation practice centered on trademarks, copyright, patents and plant varieties. The firm has led over 20 domain-name recovery cases before WIPO, and regularly handles administrative, civil and criminal claims concerning piracy, counterfeiting and cyber-squatting for major clients like Genomma Lab and A&E.

**Team & Differentiation:** The team offers strategic, multidisciplinary IP counsel with deep litigation experience in trademark, copyright, patent and unfair competition cases. It advises on domain-name disputes under UDRP and LDRP, and supports clients in developing websites and protecting digital content. Jáuregui y Del Valle's digital and tech expertise is a key market differentiator.

**BASHAM RINGE & CORREA: TECH-DRIVEN IP SOLUTIONS**


Eduardo Kleinberg

**Key Figure(s):** Eduardo Kleinberg, Adolfo Athié, Juan Carlos Hernández, Claudio Ulloa, Eduardo Castañeda, Ricardo Land, Renata Buaron and Santiago Zubikarai  
**Established:** 1912

**Track Record:** Basham is renowned for the strength of its trademark and patent prosecution services, as well as an ability to handle high-stakes IP litigation involving infringements, cancellations and anti-counterfeiting. The firm advises on data-protection compliance, cybersecurity and telecommunication infrastructure, including undersea cable and cloud software projects.

**Team & Differentiation:** Basham's deep bench of lawyers, patent experts, chemists, biologists, translators and engineers provides holistic legal solutions with strong technical depth. The firm's interdisciplinary approach ensures precision handling of intellectual property, data and telecommunication issues, including emerging matters like cultural expressions and traditional knowledge.

## 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 Castañeda, Eduardo Kleinberg
Uhthoff, Gómez Vega & Uhthoff	Xavier Hadad, Saul Santoyo Orozco
EXCELLENT	
Becerril, Coca & Becerril	Juan Carlos Amaro
Dumont	Laura Collada, Israel Escobedo, Mauricio Galindo, Francisco Lima
Olivares	Armando Arenas, Alonso Camargo, Abraham Diaz
HIGHLY RECOMMENDED	
AXKT-IP	Luis Alcaraz, Eduardo Toledo, Manuel Augusto Pérez, Rodrigo Calderón
Baker McKenzie	Carlos Davila-Peniche
BGBG - Bello, Gallardo, Bonequi y García	Jonathan Rangel
Bip Legal	Jorge Arteaga, Leticia Natividad
C&L Attorneys	Jorge León
Calderon & De la Sierra	Miguel Angel Merino, Carlos Pérez de la Sierra, Alberto Huerta
Iberbrand	Diego González Rossi, Ana Laura Vargas
Jalife Caballero & Asociados	Joel Garrido, Mauricio Jalife
Müggenburg Gorchés y Peñalosa	Esteban C. Gorchés, Ana Urquiza
TMI Abogados	Irely Aquique, Kiyoshi Tsuru



## 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
De La Parra & Asociados	Eduardo de la Parra
Jalife Caballero & Asociados	José Luis Caballero
Obon Abogados	Juan Ramon Obon
Olivares	Luis C. Schmidt, Jaime Rodriguez
Senn, Ferrero, Asociados Sports & Entertainment	Luis Torres Septien Warren, José María Zayas
EXCELLENT	
Be The IP	Alejandro Hernández, Emilio Torres, Erika Córdova
Arochi & Lindner	Roberto Arochi, José Antonio Arochi
BGBG - Bello, Gallardo, Bonequi y García	Carlos A. Bello-Hernandez
Lexel Abogados	Jesus Martinez
HIGHLY RECOMMENDED	
Baker McKenzie	Carlos Vela-Treviño
Calderon & De la Sierra	Paloma Contreras, Alberto Huerta, Carlos Pérez de la Sierra, Miguel Angel Merino
Cornish + Pani Abogados	Roberto Cornish, Diego Pani
ELS - Peñalosa + Donnadiou	Jean-Yves Peñalosa
Solórzano Linaldi	Miriam Orozco, Guillermo Solorzano
Uhthoff, Gómez Vega & Uhthoff	Javier Uhthoff-Orive
RECOMMENDED	
All Entertainment Abogados	Antonio Rebollar
De Alva & Asociados	Sergio de Alva, Luis Gaya
Echaide, Mendoza & Asociados	Humberto Mendoza
Ecija Mexico	Ricardo Chacon, Joaquin Rodriguez
Ibañez Parkman	Eduardo Castillo
Pérez-Llorca Mexico	Jorge Mondragon
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, Ricardo Lan, Renata Buerón, Erika Rodríguez
BGBG - Bello, Gallardo, Bonequi y García	Carlos Diaz Sobrino, Hector E. Guzman-Rodriguez, Mariana Rodríguez López
Davara Abogados	Isabel Davara
Rivero Lemus Abogados	Carla Beltrán, Luis Mario Lemus
EXCELLENT	
Baker McKenzie	Carlos Vela-Treviño
Lex Informática Abogados	Joel Gomez, Omar Soto
Nieto y Castellá	Rosa Maria Franco
Olivares	Gustavo Alcocer, Luis Schmidt, Abraham Diaz
Rlos Abogados	Fátima Cambronero, Agustín Ríos
HIGHLY RECOMMENDED	
Bufete Quijano	Carmen Quijano
LEXINF	Alfredo Reyes, Cynthia Solis
Pérez-Llorca Mexico	Patricio Martínez, Jorge Mondragon, Pamela Martinez
ProtDataMx	Cristos Velasco
RECOMMENDED	
Arochi & Lindner	David Quezada, Verónica Siten
Assembla	Alfonso Razú
Be The IP	Alejandro Hernández
Becerril, Coca & Becerril	Emilio Garate
Cannizzo	Stefano Amato, Enrique García
Ecija Mexico	Joaquin Rodriguez
Hogan Lovells	Guillermo Larrea, Ana Paula Rumualdo
Lexel Abogados	Jesus Martinez
Lopez Luna Abogados	Paulo López Luna
Ortiz Monasterio Marcas y Patentes	Fernanda Ortiz Monasterio
Solórzano Linaldi	Luis López Linaldi
TMI Abogados	Kiyoshi Tsuru
Uhthoff, Gómez Vega & Uhthoff	Carolina Ponce

## USA

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## TRADEMARK PROSECUTION

## Best Law Firms &amp; 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	Andrew Fredbeck, Leo Kittay, Allison Strickland Ricketts
	Kelly IP	Lynn Jordan, David Kelly
	Kilpatrick Townsend & Stockton	Anthony Malutta
EXCELLENT		
1	Arent Fox	Ricardo Fischer
	Cowan, Liebowitz & Latman	Deborah Squiers
	DLA Piper	Ann Ford, Keith Medansky
	Haynes Boone	David Bell
	Pattishall, McAuliffe, Newbury, Hilliard & Geraldson	Brett August, Thad Chaloehtiarana
2	Fenwick & West	Connie Ellerbach
	Perkins Coie	Patchen Haggerty
	Kirkland & Ellis	Dale Cendali
	Pirkey Barber	Louis Pirkey
	Knobbe Martens	Susan Natland, Jeff Van Hoosear
	McDermott Will & Emery	Jennifer Mikulina
HIGHLY RECOMMENDED		
	Baker McKenzie	Pamela Church
	Cooley	Brendan Hughes, John Paul Oleksiuk
	Foley & Lardner	Mark Diliberti
	Greenberg Traurig	Mark Galis, Susan Heller
	Hunton Andrews Kurth	John Gary Maynard, Susan Smith
	K&L Gates	Sana Hakim
	Holland & Hart	Craig Beaker
	Jones Day	Meredith Wilkes
	Kelley Drye & Warren	Andrea Calvaruso
	King & Spalding	Richard Groos
	Ladas & Parry	Dennis Prah
	Merchant & Gould	Danielle Mattessich, Christopher Schulte
	Morgan, Lewis & Bockius	Karen Butcher
	Norton Rose Fulbright	Timothy Kenny
	Orrick, Herrington Sutcliffe	Beth Goldman

## TRADEMARK INFRINGEMENT

### Best Law Firms

Firms are ordered alphabetically

FIRM
MAPPING
Integrity Risk
Investigative Consultants
Kelly Pioneer Group
Marksmen
Robert Jackson And Associates
Treadstone Group

## 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	Laura Popp-Rosenberg, Barbara Solomon
Kilpatrick Townsend & Stockton	William Brewster, Theodore Davis Jr., David Mayberry, Lisa Pearson
Kirkland & Ellis	Dale Cendali
EXCELLENT	
1 Cowan, Liebowitz & Latman	Meichelle MacGregor, Richard Mandel
Finnegan, Henderson, Farabow, Garrett & Dunner	Danny Awdeh, Douglas Rettew
Kelly IP	David Kelly
Pirkey Barber	William Barber, Louis Pirkey
2 Cooley	Bobby Ghajar
Fenwick & West	Andrew Bridges, Jedediah Wakefield
Pattishall, McAuliffe, Newbury, Hilliard & Geraldson	Phillip Barendolts, Jonathan Jennings, Robert Sacoff
HIGHLY RECOMMENDED	
1 Arnold & Porter	Louis Ederer, Paul Llewellyn, Matthew Salzmann
DLA Piper	Gina Durham
Greenberg Traurig	Mark Galis, Susan Heller
Orrick, Herrington & Sutcliffe	Beth Goldman, David Hosp, Mark Puzella, Peter Vogl
Quinn Emanuel Urquhart & Sullivan	Margret Caruso
2 Crowell & Moring	Andrew Avsec, Valerie Goo, Howard Michael
Fish & Richardson	Lisa Greenwald-Swire, Cynthia Johnson Walden
Hunton Andrews Kurth	Edward Colbert
Loeb & Loeb	David Grace, David Grossman, Douglas Masters
Sheppard, Mullin, Richter & Hampton	Laura Chapman, Jill Pietrini, Carlo Van den Bosch
Weil, Gotshal & Manges	Randi Singer
RECOMMENDED	
Arent Fox	Allan Anderson, Randall Brater
Katten Muchin Rosenman	Floyd Mandell
Jones Day	John Froemming, Meredith Wilkes
King & Spalding	Kathleen McCarthy
Latham & Watkins	Jennifer Barry
Mayer Brown	Richard Assmus, John Mancini
Proskauer Rose	Brendan O'Rourke





## COPYRIGHT

## Best Law Firms

In each tier, the firms are ordered alphabetically

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



# DATA PROTECTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

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

# 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
Leega MKT		Fernando Nieto, Yariana Pérez, Clarissa Pires, Marco Salas
UpWyse		Giselle Bohórquez, Maria Claudia Leguia, Paola Romero, Alejandra Salazar, Natalia Villanueva
EXCELLENT		
1	Gericó Associates	Marc Gericó, María Sol Rubio, Diana Jennen, Mireya Berteau, Juan Paulo Rodríguez, Daniela Mutis
Harpa Legal Marketing		Marco Guasti, François Le Grand, Fernanda Carneiro, Gisela Christiano, Leika Ejiri, Patricio Espinoza
2	C&Ilegal	Judith Caliz, Alejandra Llantada
Ed Comunicación Legal		Fran Dominguez, Anita Encina
Kidd & Aitken Legal Marketing		Jacob Aitken, Giseli Farias, Daniel Kidd
Mirada 360°		Lorena Borgo, Rafael Mery
Real Comunicación Legal		Jimena Altuzarra, Magdalena Rencoret
HIGHLY RECOMMENDED		
Firm Forward		Maria Fernanda Cornejo, Elyssa Lefreve Chayo
Kerma Partners		Leopoldo Hernández
Lomo Comunicaciones		Carlos Mijichich, Bruno Zavaleta
Trébol Comunicaciones		Alejandra Vidal
Williams Salas & Peraza		Paola Jimenez, Cecilia Peraza
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 A. 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	Cana Sfeir, Caterina Verdi, Victor Allan
Bloom Coaching & Marketing	Victoria Pereira
Cesmar Consulting	Maritza Martinez
Laport Coaching & Strategy	Andrea Aguilera Adad
Legal Advanta	Adrián Bravo, Veronica Valles
Leguleya	Denisse Flores, Keyshey Torres

GERICÓ ASSOCIATES:  
GETTING LAW FIRMS ON THE INSIDE TRACK



Marc Gericó

**Key Figure(s):** Marc Gericó, María Sol Rubio, Diana Jennen, Juan Pablo Rodríguez, Alessandra Machado, Gabriel O'Hara and Daniela Mutis  
**Established:** 1939

**Track Record:** Gericó Associates specializes in legal marketing, communications and business development for law firms throughout Europe and Latin America. It provides strategic guidance and expert corporate communication support, such as placement in prestigious international legal directories and media platforms. Its client portfolio includes leading law firms such as Baker McKenzie, Pinsent Masons and CMS.

**Team & Differentiation:** The firm operates across 21 jurisdictions in Latin America, Spain and the UK. Each member of the team has deep experience in law firms, legal directories and leading media and marketing agencies and an unmatched understanding of the legal industry. It delivers outstanding insights and tailored solutions for law firms of all sizes, from specialized boutique practices to large, multinational full-service firms, to meet their unique needs.

UPWYSE:  
LEGAL INNOVATION ARCHITECTS



Alejandra Rojas

**Key Figure(s):** Alejandra Rojas  
**Established:** 2019

**Track Record:** UpWyse empowers law firms across Latin America through its range of specialist marketing, communications and business-development services. With consistent results across seven key practice areas, it supports the full business cycle, covering branding, digital strategy, legal rankings, legal design and training, helping legal organizations grow, innovate and lead in a competitive market.

**Team & Differentiation:** UpWyse stands out for its multidisciplinary team, led by Alejandra Rojas, who brings over 15 years' experience of business development and intellectual property for the legal sector. With a strong presence in Colombia, Mexico and Peru and bolstered by a strategic alliance with legal consultancy KermaPartners, the firm delivers tailored growth strategies for law firms across Latin America.



# 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
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.
Clarke Modet Argentina		María Luisa Santa María, Samanta Sciascio
Ferrer Reyes, Tellechea & Bouché		Diego Bouché, Julia Elena Tellechea, Santiago Ferrer Reyes, Laura Plavnick
Ojam Bullrich Flanzbaum		Mercedes Bullrich, Raquel Flanzbaum, Diego Montangero, Juan Carlos Ojam, Camila Sirianni
Palacio & Asociados		Mercedes Durlach, Hector Palacio, Mingo Palacio, Diego Palacio
2	Baker McKenzie	Ana Paula Gallardo, Bernard W. Malone
Hausheer Belgrano & Fernández		Juan Carlos de la Vega, Graciela Perez
Noetinger Armando Abogados		Miguel Armando, Pablo Armando, Matias Noetinger, Fernando Noetinger
Richelet & Richelet		Gaston Richelet, Ricardo Richelet III
HIGHLY RECOMMENDED		
Berken IP		Pedro Berkenwald, María Aurora García, Guadalupe Ocampo, Federico Ulled
Brons & Salas		Maria José Rodriguez M.



## ARGENTINA

<b>Bruchou &amp; Funes de Rioja</b>	Alejandro Barrientos, Dámaso Pardo
<b>Estudio Chaloupka</b>	Rita Evangelina Colombo, María del Carmen Álvarez, Olga Maidana, Claudia Serritelli
<b>Mitrani Caballero &amp; Ruiz Moreno Abogados</b>	Ignacio Bérèterbide
<b>Obligado &amp; Cia</b>	Juan Martin Aulmann, Federico Aulmann

## RECOMMENDED

<b>Allende &amp; Brea</b>	Pablo Andrés Palazzi, Mariano Peruzzotti
<b>Beccar Varela</b>	Emilio Beccar Varela, Florencia Rosati
<b>Bomchil</b>	Patricio Albornoz, Adrián Furman
<b>Lerman &amp; Szlak</b>	Celia Lerman
<b>Litvin Marzorati Legales</b>	Constanza Capici, Melisa Litvin, Antonio Lopez Forastier, Osvaldo Marzorati
<b>Moeller IP Advisors</b>	Victoria de Lasa Andrés
<b>O'Connor &amp; Power</b>	Santiago Ricardo O'Connor
<b>Pagbam IP</b>	Fernando Alonso, Julio Francisco Lago, Santiago M. Fiorito
<b>Porcario &amp; San Juan - Legal Ruptive</b>	Bárbara Porcario, Juan Manuel San Juan
<b>Ryan-Lussich &amp; Asoc</b>	Matias Bembibre, Juan Felipe Porta

## VALUABLE PRACTICE

<b>Achaval IP &amp; Asociados</b>	Laura Achaval
<b>Barbat y Cia</b>	Matty Barbat
<b>BIP - Buffarini Intelectual Property</b>	Luciano Buffarini
<b>Fernandez Lacort</b>	Claudio Fernandez Lacort
<b>Herrero &amp; Asociados</b>	Ariel Juan Ibáñez
<b>Ipars Abogados</b>	Federico Berger
<b>Lauritsen Marcas &amp; Patentes</b>	Ivana Betina Lauritsen
<b>Sena &amp; Berton Moreno</b>	Gustavo Sena, Alfredo Marcelo Sena
<b>Ungria Patentes Y Marcas</b>	Veronica 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, Mariam Omran
Estudio Chaloupka	Claudia Serritelli, Rita Evangelina Colombo
Ferrer Reyes, Tellechea & Bouché	Laura Plavnick, Diego Bouché, Julia Elena Tellechea, Santiago Ferrer Reyes
Hausheer Belgrano & Fernández	Marina O. Fernández, Gabriela Musante, Graciela Perez
Noetinger Armando Abogados	Fernando Noetinger, Miguel Armando, Matias Noetinger, Pablo Armando
Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Raquel Flanzbaum, Camila Sirianni, Paula Galván
2 Baker McKenzie	Bernard W. Malone, Ana Paula Gallardo
Palacio & Asociados	Hector Palacio, Mingo Palacio, Mercedes Durlach, Diego 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 Rodriguez M.
Clarke Modet Argentina	Maria Luisa Santa Maria, Veronica Kapovic
Mitrani Caballero & Ruiz Moreno Abogados	Ignacio Bérèterbide
Obligado & Cia	Federico Aulmann, Juan Martin Aulmann
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 Alborno
Bruchou & Funes de Rioja	Dámaso Pardo, Alejandro Barrientos
Izquierdo & Vicetto	José María Vicetto, Juan Bautista Vicetto
Litvin Marzorati Legales	Melisa Litvin, Osvaldo Marzorati, Antonio Lopez Forastier
Moeller IP Advisors	Mariano Municoy, Victoria de Lasa Andrés
O'Connor & Power	Santiago Ricardo O'Connor
Porcario & San Juan - Legal Ruptive	Bárbara Porcario, Melisa San Juan, Juan Manuel San Juan
Ryan-Lussich & Asociados	John Ryan-Lussich, Juan Felipe Porta, Victoria Taylor, Eugenia Krieger



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		
Ferrer Reyes, Tellechea & Bouché		Santiago Ferrer Reyes, Laura Plavnick, Diego Bouché, Julia Elena Tellechea, Florencia Malvasio
Noetinger Armando Abogados		Fernando Noetinger, Matias Noetinger, Pablo Armando
HIGHLY RECOMMENDED		
1	Berton Moreno IP Law	Alberto Berton Moreno Jr., Juan Berton Moreno, Ricardo Amigo
	Ojam Bullrich Flanzbaum	Juan Carlos Ojam, Camila Sirianni
	Palacio & Asociados	Mingo Palacio
2	Baker McKenzie	Bernard W. Malone, Ana Paula Gallardo
	Estudio Chaloupka	Claudia Serritelli, Rita Evangelina Colombo
RECOMMENDED		
	Allende & Brea	Pablo Palazzi, Mariano Peruzzotti
	Clarke Modet Argentina	María Luisa Santa María, Verónica Kapovic
	Hausheer Belgrano & Fernández	Gabriela Musante, Graciela Perez
	Litvin Marzorati Legales	Melisa Litvin, Constanza Capici
	Mitrani Caballero & Ruiz Moreno Abogados	Manuel Alonso, Ignacio Bérèterbide
	Richelet & Richelet	Ricardo Richelet III
	Ryan-Lussich & Asociados	Juan Felipe Porta, Victoria Taylor, Eugenia Krieger



## ADVERTISING & MARKETING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Allende & Brea	Pablo Andrés Palazzi, Mariano Peruzzotti
<b>EXCELLENT</b>	
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
<b>HIGHLY RECOMMENDED</b>	
Apellaniz & O'Farrell	Ignacio de Apellaniz, Nicolas O'Farrell
Beccar Varela	Florencia Rosati
Legal4marketing	Mariano Luna
Ojam Bullrich Flanzbaum	Juan Carlos Ojam
Pagbam IP	Julio F. Lago

## DATA PROTECTION & CYBERSECURITY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Allende & Brea	Pablo Andrés Palazzi, Mariano Peruzzotti
Beccar Varela	Florencia Rosati
Marval O'Farrell & Mairal	Diego Fernandez
<b>EXCELLENT</b>	
Avoa Abogados	Romina Iannello, Juan Darío Veltani
Lerman & Szlak	Gabriela Szlak
Ojam Bullrich Flanzbaum	Camila Sirianni, Juan Carlos Ojam, Raquel Flanzbaum, Paula Galván
Richards, Cardinal, Tützer, Zabala & Zaefferer	Lisandro Frene
<b>HIGHLY RECOMMENDED</b>	
Allende Larreta & Asociados	Agustin Allende Larreta
Bomchil	Francisco Zappa
Bruchou & Funes de Rioja	Dámaso Pardo, Alejandro Barrientos
Mitrani Caballero & Ruiz Moreno Abogados	Maria Paula Díaz
Tanús, Steinborn, Kaprielan & Sáenz de Santa María - Abogados	Gustavo Tanús
TCA Tanoira Cassagne	Juan Gregorio Pozzo
<b>RECOMMENDED</b>	
Brons & Salas	María José Rodríguez
Dentons Rattagan Arocena	Santiago Oliva Pinto
G. Breuer	Pedro Breuer-Moreno, Alfonso Campos Carles
Pagbam IP	Arnaldo Cisilino, Mariano Grondona, Pia Politi

# BOLIVIA

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Moreno Baldivieso</b>	Ramiro Moreno Baldivieso, Rodrigo Moreno Gutiérrez
<b>EXCELLENT</b>	
<b>Bolet &amp; Terrero</b>	Juan Ignacio Zapata
<b>Bufete Aguirre, Quintanilla, Soria &amp; Nishizawa - BAQSN</b>	Maira Ascarrunz, Perla Koziner
<b>Cervieri Monsuarez</b>	Mónica Rivero, Diego Rocabado
<b>DAK</b>	Octavio Álvarez, Carlos Arze, Pablo Kyllmann
<b>Landivar &amp; Landivar</b>	Martha Landivar
<b>PPO</b>	Ana Valeria Escobar, Pilar Soruco
<b>HIGHLY RECOMMENDED</b>	
<b>Dentons Guevara &amp; Gutiérrez</b>	Melina Curbelo
<b>Escobar &amp; Escobar</b>	Joaquín Escobar Cabezas
<b>Lima &amp; Asociados</b>	Pablo Marin Salinas
<b>W.A Mendez &amp; Asociados S.R</b>	Álvaro Siles
<b>RECOMMENDED</b>	
<b>C.R. &amp; F. Rojas – Abogados</b>	Paula Bauer, Patricio Rojas
<b>Garrón Bozo Abogados</b>	Rodrigo Javier Garrón Bozo
<b>Rigoberto Paredes &amp; Asociados</b>	Rigoberto Paredes, Mijail Tovar
<b>Trujillo &amp; Fernandez Servicios Legales</b>	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
PPO	Ana Valeria Escobar, Pilar Soruco
EXCELLENT	
Bufete Aguirre, Quintanilla, Soria & Nishizawa - BAQSN	Moirá Ascarrunz, Perla Koziner
Cervieri Monsuarez	Mónica Rivero, Diego Rocabado
DAK	Octavio Álvarez, Carlos Arze, Pablo Kyllmann
HIGHLY RECOMMENDED	
Dentons Guevara & Gutiérrez	Melina Curbelo
Landivar & Landivar	Martha Landivar
RECOMMENDED	
Bolet & Terrero	Juan Ignacio Zapata
C.R. & F. Rojas – Abogados	Paula Bauer, Patricio Rojas
Escobar & Escobar	Joaquín Escobar Cabezas
Lima & Asociados	Pablo Marin Salinas
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)
<b>LEADING</b>	
<b>Daniel Law</b>	Robert Daniel-Shores, Fábio Leme, Isabella Cardozo
<b>Dannemann Siemsen</b>	Luiz Henrique O. Do Amaral, Gustavo Moraes, Peter Eduardo Siemsen
<b>Gusmão &amp; Labrunie</b>	José Roberto Gusmão, Jacques Labrunie, Thiago Arpagaus de Souza
<b>Kasznar Leonardos</b>	Filipe Leonardos, Flávia Tremura, Maria Pia Guerra
<b>EXCELLENT</b>	
<b>Mansur Murad Advogados</b>	Débora Araújo Lopes
<b>Montaury Pimenta, Machado &amp; Vieira de Mello</b>	Eduardo Magalhães Machado, Clarissa Jaegger, Joana Siqueira, Ricardo Vieira de Mello, Anna Terra Calainho, Luana Muniz de Barros
<b>HIGHLY RECOMMENDED</b>	
<b>Bhering Advogados</b>	Pedro Bhering, Philippe Bhering
<b>David do Nascimento Advogados Associados</b>	Marcello do Nascimento, Soraya I. de Mello, Adriana do Valle Garotti
<b>Demarest Advogados</b>	Tatiana Campello
<b>Di Blasi, Parente &amp; Associados</b>	Paulo Parente Marques Mendes, Gabriel Di Blasi, Felipe Augusto Melo de Oliveira
<b>Guerra IP</b>	Cristina Guerra, Adriana Zaidan
<b>Pinheiro Neto Advogados</b>	André Giacchetta, Ciro Torres Freitas, José Mauro Decoussau Machado
<b>Salusse, Marangoni, Parente e Jabur Advogados</b>	Wilson Pinheiro Jabur
<b>Soerensen Garcia Advogados Associados</b>	Mario Soerensen Garcia, Renata Pereira Carneiro



RECOMMENDED	
<b>b/Luz</b>	Vanessa Pirró
<b>Clarke Modet</b>	Patrícia Falção, Fabrize M. P. Da Cruz, Arthur Lourenço
<b>Dias Teixeira Sociedade de Advogados</b>	Diogo Dias Teixeira, Mariana Patané
<b>Felsberg Advogados</b>	Diogo Goulart de Oliveira Vieira
<b>Gruenbaum, Possinhas &amp; Teixeira</b>	Andréa Possinhas, Luciana Noronha, Isadora Lima
<b>Luiz Leonardos &amp; Advogados</b>	Luiz Leonardos, Gustavo Leonardos, Patrícia Lusoli
<b>MNIP - Magalhães Nogueira Sociedade de Advogados</b>	Monica Nogueira
<b>Murta Goyanes Advogados</b>	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
<b>Peduti Advogados</b>	Cesar Peduti, Rafael Bruno Jacintho de Almeida, Lígia Ferreira Marcondes Rocha
<b>Ricci Propriedade Intelectual</b>	Antonio Ferro Ricci, Helcio Ferro Ricci, Daniel Adensohn de Souza
<b>Souto Correa Advogados</b>	Leticia Provedel, Mariana Vicentini Taylor
<b>Trench Rossi Watanabe</b>	Marcela Trigo de Souza, Flávia Rebello, Flávia Vasconcelos
VALUABLE PRACTICE	
<b>Almeida Advogados</b>	Pedro Tinoco
<b>Ariboni, Fabbri &amp; Schmidt Sociedade de Advogados</b>	Hélio Fabbri Jr.
<b>BMA – Barbosa, Müssnich, Aragão</b>	Antonella Carminatti, Claudia Schulz
<b>BVA - Barreto Veiga &amp; Advogados</b>	Felipe Barreto Veiga
<b>IW Melcheds Advogados – Inglês Werneck Mello Rached Advogados</b>	Talita do Nascimento Sabatini Garcia, Juliana Santos Vilela, Julia Pinto Lemos
<b>Lia e Barbosa Propriedade Intelectual</b>	Mauricio Serino Lia
<b>Madrona Fialho Advogados</b>	Luiza Tângari, Lucas Spadano, Bernardo Santos
<b>Mariana Valverde Advogados</b>	Mariana Valverde
<b>Mattos Filho</b>	Paulo Marcos Rodrigues Brancher, Fabio Ferreira Kujawski, Luiz Felipe di Sessa
<b>Ouro Preto Advogados</b>	Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga
<b>Veirano Advogados</b>	Fábio Pereira
<b>VilelaCoelho</b>	Fabiana Marcicano, Mariane Zukauskas Dantas



## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Dannemann Siemsen	Luiz Henrique O. do Amaral, Gustavo Morais, Peter Eduardo Siemsen
	Gusmão & Labrunie	Jose Roberto Gusmão, Jacques Labrunie, João Vieira da Cunha
	Kasznar Leonardos	Nancy Caigawa, Rafael Lacaz Amaral, Luciana Minada
2	Daniel Law	Robert Daniel-Shores, Fábio Leme, Isabella Cardozo
	Montaury Pimenta, Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Ana Paula Affonso Brito, Claudia Zeraik, Yuri Fancher Machado, Maria Eduarda Junqueira
EXCELLENT		
1	BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz, Pedro Frankovsky Barroso
	Di Blasi, Parente & Associados	Paulo Parente Marques Mendes, Gabriel Di Blasi, Felipe Augusto Melo de Oliveira
	Mansur Murad Advogados	Flavia M. Murad-Schaal
	Murta Goyanes Advogados	Antonio Murta, Marcelo Goyanes, Luiza Duarte Pereira
	Pinheiro Neto Advogados	André Giacchetta, José Mauro Decoussau Machado, Márcio Junqueira Leite
2	David do Nascimento Advogados Associados	Marcello do Nascimento, Ana Paula Tempesta, Raphael Lemos Maia
	Licks Attorneys	Eduardo Hallak
	Peduti Advogados	Cesar Peduti Filho, Thaís de Kássia R. Almeida Penteadó, Pedro Zardo Junior
	Trench Rossi Watanabe	Marcela Trigo de Souza, Flávia Rebello, Flávia Amaral
HIGHLY RECOMMENDED		
	Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Lélío Denicoli Schmidt
	Bhering Advogados	Philippe Bhering
	Demarest Advogados	Tatiana Campello, Camila Biral, Cesar Rossi, Maria Helena Bragaglia, Fernando Maluf, Fernanda Leão
	Ouro Preto 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
Souto Correa Advogados	Leticia Provedel, Mariana Vicentini Taylor, João Harres
RECOMMENDED	
b/luz	Vanessa Pirró
BBL Advogados - Becker Bruzzi Lameirão Advogados	José Roberto de Almeida Junior, Paula Celano, Daniel Becker, João Pedro Brigido
BVA – Barreto Veiga Advogados	Felipe Barreto Veiga
Guerra IP	Alberto Guerra, Flavio Leonardos, Cristina Guerra
Gruenbaum, Possinhas & Teixeira	Andréa Possinhas, Isadora Ilma, Luciana Noronha
Luiz Leonardos & Advogados	Luiz Leonardos, Gustavo Leonardos, Patrícia Lusoli, Constanza Woltzenlogel, Daniele Dias Carneiro Machado
Madrona Fialho Advogados	Luiza Tângari, Lucas Spadano, Bernardo Santos
Mansur Murad Advogados	Igor Manzan
SiqueiraCastro	Eduardo Ribeiro Augusto
Veirano Advogados	Fábio Pereira
VALUABLE PRACTICE	
Aoki, Ferreira, Mattioli & Yamashita Propriedade Intelectual	Tânia Aoki Carneiro
Mommallaw - Müller Mazzonetto	Karina Müller, Nathalia Mazzonetto
Soerensen Garcia Advogados Associados	Mario Soerensen Garcia

## MONTAURY PIMENTA, MACHADO & VIEIRA DE MELLO: TRADEMARK LITIGATION WITH TECHNICAL DEPTH



Luiz Edgard  
Montaury Pimenta

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

**Track Record:** Montaury Pimenta stands out in high-stakes trademark litigation, handling must-win cases for major players in the electronics, financial services and fashion sectors. Known for its high success rate, the firm also spearheads preventive strategies, including online brand protection and anti-piracy efforts in complex, high-exposure disputes.

**Team & Differentiation:** Led by Luiz Edgard Montaury Pimenta, a former president of the Brazilian Association of Intellectual Property, the trademark litigation team includes nine partners with deep sectoral knowledge. Thanks to its expertise in electronics, biotechnology and telecoms, the firm is a cornerstone of Brazil's IP legal market.

## KASZNAR LEONARDOS: TRADEMARK LITIGATION AUTHORITY



Rafael Lacaz Amaral

**Key Figure(s):** Rafael Lacaz Amaral, Nancy Caigawa and Luciana Minada  
**Established:** 1919

**Track Record:** With a legacy shaped by over a century of IP advocacy, Kasznar Leonardos is trusted to lead some of Brazil's most complex trademark disputes. The firm blends litigation strategy with deep regulatory insight, routinely acting in infringement claims, cancellation actions and brand protection across physical and digital environments.

**Team & Differentiation:** From Rio and São Paulo, the 100-strong team led by Elisabeth Kasznar and Gabriel Leonardos anchors the firm's litigation excellence. Beyond the courtroom, the firm is known for advancing alternative dispute resolution in IP, championing mediation and arbitration as agile tools for safeguarding intangible assets in an evolving legal landscape.



## MEDIA & ENTERTAINMENT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1 CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados</b>	Fabio Cesnik, Rodrigo Salinas, Jose Mauricio Fittipaldi, Ygor Valerio, Felipe Senna, Aline Akemi Freitas
<b>2 b/luz</b>	Pedro H. Ramos, Andressa Bizutti, Fernando Bousso
<b>Bitelli Advogados</b>	Marcos Alberto Sant'Anna Bitelli
<b>Murta Goyanes Advogados</b>	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
<b>EXCELLENT</b>	
<b>Caio Mariano Advogados</b>	Caio Mariano, Caio Fujiyama
<b>Lins de Vasconcelos e Carboni Advocacia</b>	Claudio Lins de Vasconcelos, Guilherme Carboni, Orlando Netto
<b>Mattos Filho</b>	Fabio Ferreira Kujawski, Lisa Workman, Paulo Marcos Rodrigues Brancher
<b>Sanches Advogados Associados</b>	Sydney Sanches
<b>Souto Correa Advogados</b>	Leticia Provedel, Mariana Vicenti Taylor, João Harres
<b>HIGHLY RECOMMENDED</b>	
<b>Gusmão &amp; Labrunie</b>	João Vieira da Cunha, Laetitia Maria Alice Pablo d'Hanens, Gabriela Lima
<b>Kaszner Leonardos</b>	Clara Dorigo, Isabel Cautiero, Naiad Malveira, Larissa Martins, Nancy Caigawa
<b>mcs.law   Miranda Chaves &amp; Sá Advogados</b>	Dagorberto Chaves, Íris Sá
<b>Pinheiro Neto Advogados</b>	Raphael de Cunto, André Giacchetta, José Mauro Decoussau Machado
<b>Schivartche Advogados</b>	André Schivartche
<b>Senna Advogados</b>	Eduardo Ghiaroni Senna, Roberta Rodrigues, Barbara Fraga
<b>Veirano Advogados</b>	Fábio Pereira, Valdir Rocha, Denise Louzano
<b>RECOMMENDED</b>	
<b>BFA - Bialer Falsetti Associados</b>	Ana Paula Bialer
<b>BMA - Barbosa, Müssnich, Aragão</b>	Antonella Carminatti
<b>Bronstein, Zilberberg, Chueri e Potenza Advogados</b>	Adriana Rollo
<b>Dannemann Siemsen</b>	Gustavo Piva de Andrade, Peter Eduardo Siemsen, Joaquim Eugenio Goulart
<b>Dias Carneiro Advogados</b>	Vanessa Pareja Lerner, Eduardo Turkienicz
<b>FAS Advogados, in cooperation with CMS</b>	Marcio Lamonica, Paulo Mertz Focaccia
<b>Huck Otranto Camargo</b>	Luiz Otávio Rodrigues Ferreira, Priscila Furgeri Morando
<b>KLA Advogados</b>	Melissa Kanô, Ana Carolina Cesar
<b>Lahorgue Advogadas Associadas</b>	Simone Lahorgue Nunes
<b>TozziniFreire Advogados</b>	Marcela Waksman Ejnisman, Carla do Couto Hellu Battilana, Stephanie Consonni De Schryver
<b>Trench Rossi Watanabe</b>	Flavia Rebello, Marcela Trigo De Souza, Flavia Amaral

### CQS/FV: SHAPING LEGAL STRATEGY IN THE CREATIVE INDUSTRIES



Fabio Cesnik

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

**Track Record:** CQS/FV plays a pioneering role in the professionalization and growth of Brazil's media and entertainment market, advising a wide range of players, from global corporations to individual creatives, on complex mandates in sponsorships, broadcasting, advertising, and digital rights. The firm's ability to adapt to market shifts and legislative changes has kept it at the forefront of the sector for three decades.

**Team & Differentiation:** With offices in São Paulo, Rio, Brasília and Los Angeles, CQS/FV brings a multidisciplinary team fluent in the business, language and culture of entertainment. With 10 partners and 26 associates, including recently arrived new partners, the team stands out for its sector-specific insight, international client base and ability to advise across the media, technology, and creative industries in Latin America.



# COPYRIGHT

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>CQS/FV – Cesnik, Quintino, Salinas, Fittipaldi e Valerio Advogados</b>	Rodrigo Salinas, José Maurício Fittipaldi, Priscila Beltrame, Felipe Senna
<b>Gusmão &amp; Labrunie</b>	João Vieira Da Cunha, Laetitia d'Hanens, Vanessa Ribeiro, José Eduardo Pieri, Gabriela Lima
<b>Kasznar Leonardos</b>	Rafael Lacaz Amaral, Nancy Caigawa, Luciana Minada
<b>Murta Goyanes Advogados</b>	Antonio Murta Filho, Marcelo Goyanes, Luiza Duarte Pereira
<b>EXCELLENT</b>	
<b>Dannemann Siemsen</b>	Attilio Gorini, Gustavo Piva de Andrade, José Henrique Werner
<b>Eliane Y. Abrão Advogados Associados</b>	Eliane Y. Abrão
<b>Lins de Vasconcelos e Carboni Advocacia</b>	Claudio Lins de Vasconcelos, Guilherme Carboni
<b>Manoel J. Pereira dos Santos - Sociedade de Advogados</b>	Manoel Joaquim Pereira dos Santos
<b>Sanches Advogados Associados</b>	Sydney Sanches
<b>Souto Correa Advogados</b>	Leticia Provedel, João Harres
<b>HIGHLY RECOMMENDED</b>	
<b>1 Bitelli Advogados</b>	Marcos Alberto Sant'Anna Bitelli
<b>Pinheiro Neto Advogados</b>	André Zonaro Giacchetta, José Mauro Machado, Larissa Galimberti
<b>Veirano Advogados</b>	Fábio Pereira, Valdir Rocha
<b>2 Daniel Law</b>	Alicia Daniel-Shores, Robert Daniel-Shores
<b>Gustavo Martins de Almeida Advogados</b>	Gustavo Martins de Almeida
<b>RECOMMENDED</b>	
<b>Bhering Advogados</b>	Pedro Bhering, Philippe Bhering
<b>BSA Legal - Borges Sales e Alem</b>	Olivia Bonan
<b>Caio Mariano Advogados</b>	Caio Mariano
<b>Campos Mello Advogados</b>	Paula Mena Barreto
<b>KLA Advogados</b>	Ana Carolina Cesar
<b>Lima &amp; Feigelson Advogados</b>	Bruno Feigelson, Helio Oliveira
<b>Madrona Advogados</b>	Luiza Tângari, Lucas Spadano, Bernardo Santos
<b>Montaury Pimenta, Machado &amp; Vieira de Mello</b>	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, Ana Paula Brito, Maria Eduarda Junqueira, Isabella Aguiar, David F Rodrigues
<b>Salusse, Marangoni, Parente e Jabur Advogados</b>	Wilson Pinheiro Jabur, Fabio Jose Zanetti de Azeredo, Beatriz Fernandes Caldin
<b>Trench Rossi Watanabe</b>	Marcela Trigo de Souza, Flávia Rebello, Flavia Amaral



## FASHION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
D.Portilho	Deborah Portilho
Gusmão & Labrunie	Laetitia D'Hanens, João Vieira da Cunha, Thiago Arpagaus de Souza
Mansur Murad Advogados	Débora Araujo Lopes, Igor Manzan
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	Luiz Edgard Montaury Pimenta, Eduardo Machado, Marianna Furtado de Mendonça, Ana Paula Brito, Joana de Mattos Siqueira, Clarissa Jaegger
Mosse IP, Fashion & Social Media Law	Cássio Mosse
Veirano Advogados	Bruna Rego Lins, Valdir de Oliveira Rocha Filho
HIGHLY RECOMMENDED	
Baril Advogados	Natan Baril, Alysson Hautsch Oikawa, Maikon Oliveira
Chiarottino & Nicoletti Advogados	Erika Yumi Tukiama
Daniel Law	Isabella Cardozo, Roberta Arantes
Dannemann Siemsen	Filipe Fonteles Cabral
RECOMMENDED	
AGFF Law - Andrade Gomes & Ferreira Filho Advogados	Andreia de Andrade Gomes
Demarest Advogados	Tatiana Campello, Claudio Mattos, José Diaz
Denis Borges Barbosa Advogados	Lívia Barboza Maia, Pedro Marcos Nunes Barbosa
Garé Advogados	Luiz Claudio Garé, Elisson Garé, Sari Franco Schnaider
Gruenbaum, Possinhas & Teixeira	Andréa Possinhas, Isadora Lima, Luciana Noronha
HMA Hamuche Advogados	Michelle Hamuche
Stocche Forbes Advogados	Paola Carrara de Sambuy Gomes, 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 Henrique Mendonça, Danielle Maiolini
EXCELLENT	
Ambiel, Belfiore e Hanna Advogados	Carlos Eduardo Ambiel, Marcel Belfiore
Asseff Advogados	Michel Asseff Filho, João Marcello Costa, Amanda Tonani Borer
CCLA Advogados	Cristiano Caús, Márcio Fernando Andraus Nogueira, Alécio Ciaralo
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
Mattos de Paiva, Nogueira e Ribeiro Advogados	Gustavo Nogueira Mendes, Luiz Fernando Ribeiro, Thomaz Sousa Lima Mattos de Paiva
Milton Jordão Advocacia	Milton Jordão
PVBT Law	Rafael Botelho, Vinicius Lucílio, Flavio Torres
RECOMMENDED	
BMA - Barbosa, Müssnich, Aragão	Vitor Butruce
Corrêa da Veiga Advogados	Luciano Andrade Pinheiro
Campos Mello Advogados in cooperation with DLA Piper	Jorge Gallo
Huck Otranto Camargo	Luiz Otávio Rodrigues Ferreira, Fabio Floriano Melo Martins
Trengrouse.Gonçalves Advogados	Vantuil Gonçalves Jr., Pedro Trengrouse
VALUABLE PRACTICE	
CQS/FV Advogados	Luiz Felipe Santoro
Franklin Advogados	Marcelo Franklin
Martins Castro Monteiro Advogados	Luiz Roberto Martins Castro
Souto Correa Advogados	Tiago Gomes



## SPORTS BETTING &amp; ONLINE GAMBLING

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Carvalho, Sica, Muszkat, Vidigal e Carneiro – CSMV Advogados	José Francisco Cimino Manssur
Maia Yoshiyasu Advogados	Luiz Felipe Maia, Flavio Augusto Picchi
EXCELLENT	
Bichara e Motta Advogados	Bichara Abidão Neto, Marcos Motta, Udo Seckelmann
Demarest Advogados	Débora Sejtman Gartner, Gabriel Ricardo Kuznietz
Souto Correa	Tiago Gomes
TozziniFreire Advogados	Jun Makuta, Caio Loureiro, Adriana Ferreira Tavares
HIGHLY RECOMMENDED	
Ambiel, Belfiore e Hanna Advogados	Gustavo Centeno Biglia, Felipe Augusto Loschi Crisafulli, Carlos Eduardo Ambiel
b/luz	Pedro H. Ramos, Vanessa Pirró, Fernando Bousso
Veirano Advogados	Pedro Simões, Clarissa Yokomizo
RECOMMENDED	
BetLaw	Leonardo Henrique Roscoe Bessa, Bernardo Cavalcanti Freire
Brasil Fernandes Advogados	Roberto Carvalho Brasil Fernandes
Lefosse	Eduardo Carvalhaes
VALUABLE PRACTICE	
Bronstein, Zilberberg, Chueri & Potenza Advogados	Priscila Menezes, Adriana Rollo
FAS Advogados - in cooperation with CMS	Paulo Mertz Focaccia
KLA Advogados	Melissa Kano
Madrona Advogados	Pedro Porcaro, Danilo Mininel, Fabio Alem
Pinheiro Neto Advogados	Thiago Del Pozzo Zanelato
NOTABLE PRACTICE	
Jantalia Advogados	Fabiano Jantalia, Filipe Senna, Nubia Matos
Montgomery & Associados	Neil Montgomery



## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

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



BRAZIL

## VALUABLE PRACTICE

Alexandre Atheniense Advogados	Alexandre Atheniense
Almeida Advogados	Márcio Chaves
Assis e Mendes Sociedade de Advogados	Adriano Mendes, Henry Magnus, Bianca Pinheiro
Barroso, Fontelles, Barcellos & Mendonça Advogados	Andre Zanatta, Eduardo Mendonça, Felipe Monnerat, Felipe Terra
BBL Advogados - Becker Bruzzi Lameirão Advogados	Beatriz Haikal, Daniel Becker
Cascione Advogados	Marcelo Padua Lima, Brunno Morette
CGM Advogados	Adriano Chaves, Marcia Mandelbaum
Dannemann Siemsen	Filipe Fonteles Cabral
FAS Advogados, in cooperation with CMS	Marcio Lamonica Bovino, Paulo Mertz Focaccia
Gusmão & Labrunie	Vanessa Ribeiro, José Eduardo Pieri
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
Manassero Advogados	Fernando Eid Philipp
Mansur Murad Advogados	Flavia M. Murad-Schaal, Alexandre Fragoso Machado, Rodrigo Carvalho

## NOTABLE PRACTICE

Advocacia Correa de Castro & Associados - ACC	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 Quevedez
Cabanellos Advocacia	Cristhian Homero Groff
Chenut Advogados	Fernando Antônio Santiago Júnior, Iara Peixoto Melo
Felsberg Advogado	André Zanatta
Lima Feigelson Advogados	Bruno Feigelson, Jean Marc Sasson, Tatiana Coutinho
Licks Attorneys	Douglas Leite, Alexandre Dalmasso
Mello Torres	Fabricio A. Cardim de Almeida
Rayes & Fagundes Advogados Associados	João Paulo Fogaça de Almeida Fagundes, Felipe Leoni Carteiro Leite Moreira
Viseu Advogados	Antonielle Freitas, Gustavo Viseu
VPBG - Vella Pugliese Buosi Guidoni Advogados	Rodrigo Vella, Patricia Barbosa, Isabella Rovesta

## LOESER E HADAD ADOVAGADOS: LEGAL INTELLIGENCE IN DATA PROTECTION



Enrique Tello Hadad

Key Figure(s): Enrique Tello Hadad, Raphael Valentim and Bibianna Peres  
Established: 1989

**Track Record:** Loeser e Hadad Advogados is recognized for its precision in navigating data protection laws across regulated sectors such as aviation, banking and sanitation. The firm builds robust privacy frameworks, ensures LGPD compliance, and advises DPOs, while integrating AI and automation to deliver bespoke, technology driven legal solutions.

**Team & Differentiation:** With offices in São Paulo, Brasília, Rio and Campinas, the data protection team is led by Enrique Tello Hadad and includes five highly specialized lawyers. Backed by a strong international network, the firm is well positioned to manage cross-border risks and offer strategic guidance on global privacy governance and business structuring.

# ANTI-COUNTERFEITING

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Daniel Law	André Oliveira, Rafael Rocha, Igor Morgado
David do Nascimento Advogados Associados	Marcello do Nascimento, Mariana Benfati
Garé Advogados	Luiz Claudio Garé, Elisson Garé, Sari Franco Schnaider, Rodrigo Gianni Carney, Marcelo Toledo de Camargo
EXCELLENT	
Dannemann Siemsen	José Henrique Werner
Kasznar Leonardos	Elisabeth Kasznar, Nancy Caigawa, Rafael Lacaz Amaral
Meirelles IPC	Flavio Augusto Nunes de Meirelles
HIGHLY RECOMMENDED	
Ariboni, Fabbri & Schmidt Sociedade de Advogados	Hélio Fabbri Jr., Maurício Ariboni, Lélío Denicoli Schmidt
Bhering Advogados	Philippe Bhering, Jiuliano Maurer
Gusmão & Labrunie	Thiago Arpagaus de Souza, Vanessa Ribeiro
Marcio Gonçalves Advogados	Marcio Costa de Menezes e Gonçalves
Montaury Pimenta Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta, Marianna Furtado de Mendonça, David Fernando Rodrigues, Yuri Fancher Machado, Gabriela Moura Mendonça
SiqueiraCastro	Eduardo Ribeiro Augusto
RECOMMENDED	
Azevedo Sette Advogados	Luiz Augusto Azevedo Sette
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
EXCELLENT	
Across RH	Regina Helena Azzi Camargo, Fernanda Bueno, Annie Tartari
Afferolab	Beatriz Vassimon
Egon Zehnder	Angela Pegas, Maitée Camargo, Weider Campos
Heidrick & Struggles	Luís Arrobas
HSM	Reynaldo Gama
Lewin Haft Projetos em Gestão	Mariana Lewin Haft, Arnaldo Haft
Mercer	Marisabel Ribeiro
Tailor Exec	Fernanda Nogueira, Bruno da Matta Machado, Ana Miranda
Wisnet	Airam Corrêa, Marcos Vicentini
HIGHLY RECOMMENDED	
Bold HRO	Maria Eduarda Silveira
Crescimentum	Renato Curi, Arthur Diniz
Exec	Cadu Altona, Rodrigo Forte, André Freire
Integração Escola de Negócios	Fernando Cardoso
LHH	José Augusto Figueiredo
Movidaria	Leonardo Zagotta, Cauê Vicente, Alcir Miguel Jr.
Spencer Stuart	Raquel Medeiros, Laura Menezes
RECOMMENDED	
Borea	Mario Esequiel
Escola de Gente	Claudia Werneck
Leme Consultoria	Rogério Leme, Renan Sinachi

# LEGAL MARKETING

## Best Consulting 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
Lets Marketing	Amanda Paccola, Fabio Bernardes, Rafael Gagliardi, Willian Fernandes, Karina Ifanger, Thais Rago
2 Leal Marketing Jurídico	Flavio Leal, Tati Daré, Lucas Tófoli, Erik Stromfeld, Gerson Bocato
EXCELLENT	
1 Harpa	Marco Guasti, François Le Grand, Fernanda Carneiro
Leega MKT	Fernando Nieto
Matters: Marketing Jurídico	Quim Alcantara, Ricardo Felice, Ximena Bautista, Carol Hannud, Dilene Mattos, Andreia Henriques
2 AGomes Marketing e Desenvolvimento de Negócios	Andréia Gomes, Edna Souza, Nikolas Andrade
Arabia Comunicação	Paula Melo Arabia
CMpress	Carolina Memran, Tatiana Akashi
Markle Comunicação	Priscilla Adaime, Mila Langel Van Erven, Marina Descio, Fabrício González, Carolina Tenorio, Marcio Presgrave Souto
HIGHLY RECOMMENDED	
Fita Métrica	Marcela Laje Ferreira, Ludmila Pimenta
Midori	Rafael Midori
RECOMMENDED	
Agência Javali	Leandro Ramos
Exclusiva Comunicação	Mauricio Khalil
LSD	Yasmin Gomes, Christiano Xavier, Nathalia Soares
Original 123	Alessandro Cristo, Silvana Deolinda, André Aron
Q Comunicação	Fernanda Quintanilha Pinheiro, Gabriel Goerhing, Marcos Correia
TM Comunicações	Fernanda Malcher, Caroline Romero, Jeane Morais, Joana Santos, Flávia Galembeck
VALUABLE PRACTICE	
Alia RP	Lígia Batista





BRAZIL



<b>BBDE Comunicação e Marketing</b>	Bruno Pedro Bom
<b>Ceci</b>	Luiza Good God Chelotti
<b>Evoqia - Consultoria de Marketing Jurídico</b>	Suzanne Guimarães
<b>In Company</b>	Alexandre Teixeira
<b>Kidd Aitken</b>	Julia Horvath
<b>Secco Attuy Comunicação</b>	Alexandre Secco, Gabriel Attuy
<b>tÁLIGADO</b>	Mariellen Romero, Raphael Maia, Mayra Oliveira

## NOTABLE PRACTICE

<b>ELA Comunica</b>	Adriana Fegyveres, Priscyla Costa
<b>FGX</b>	Fernando Gomes Xavier, Antônio Fausto, Monica Bari
<b>Inrise</b>	Alexandre Motta
<b>Law Consulting</b>	André Porto Alegre
<b>M2 Comunicação Jurídica</b>	Márcio Santos, Aline Moura
<b>Selem, Bertozzi &amp; Consultores Associados</b>	Rodrigo Bertozzi
<b>Unitri</b>	Alexandre Muta, Daniel Carbonari, Ticiane Paschoal

### CHIQUETTO COMUNICA: LEGAL MARKETING LEADERSHIP



Clarice Chiquetto

**Key Figure(s):**  
Clarice Chiquetto  
**Established:** 2018

**Track Record:** Founded by Clarice Chiquetto, Chiquetto Comunica is the leading legal marketing and communications agency in Brazil. With deep expertise acting for members of the legal sector, the agency has grown from a solo consultancy in its early days to a 19-person team today, offering strategic, high-level marketing advice to law firms across the country.

**Team & Differentiation:** Chiquetto Comunica's skilled team of marketing consultants brings experience from major law firms, media outlets and top agencies. Under Clarice's leadership, the firm stands out for its personalized, on-demand approach, offering services in rankings, branding, media, training, websites, legal design and firm positioning.

### ARABIA COMUNICAÇÃO: BOOSTING THE PROFILE OF LAW FIRMS



Paula Melo Arabia

**Key Figure(s):**  
Paula Melo Arabia  
**Established:** 2012

**Track Record:** Arabia Comunicação continues to shape the communications strategy of leading law firms across Latin America, such as Mattos Filho, Dentons and ASBZ. It is frequently called upon for high-level advisory on brand positioning, rankings strategy, reputation management, press relations and talent acquisition, and is known for an ability to align legal expertise with market impact.

**Team & Differentiation:** Founded and led by Paula Melo Arabia, a marketing specialist with over 20 years' experience, the agency brings together deep industry insight and a sharp understanding of law-firm dynamics. Operating from São Paulo with a network that spans 18 countries, Arabia has helped more than 2,700 legal professionals globally build long-term reputational value.

# CORPORATE COMMUNICATION

## Best Communication Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Grupo Burson</b>	Rosa Vanzella
<b>Edelman</b>	Ana Julião, Marcília Ursini, Natalia Martinez
<b>FSB</b>	Francisco Soares Brandão
<b>Grupo In Press</b>	Roberta Machado
<b>Ideal Axicom</b>	Ricardo Cesar, Paula Nadal
<b>EXCELLENT</b>	
<b>1 Approach</b>	Beth Garcia, Germana Costa Moura, Tatiana Coura
<b>CDI Comunicação</b>	Antonio Salvador Silva
<b>CDN Comunicação</b>	Fábio Santos
<b>Nova PR</b>	Cláudia Vassallo, Tiago Lethbridge
<b>2 2PRÓ</b>	Carolina Mendes, Giuliana Vallone, Myrian Vallone
<b>Ketchum</b>	Caio Bamberg
<b>TM Comunicações</b>	Fernanda Malcher, Caroline Romero
<b>Weber Shandwick</b>	José Schiavoni
<b>HIGHLY RECOMMENDED</b>	
<b>Agência Ecomunica</b>	Ellen Bileski, Annie Bileski
<b>Agência Fato Relevante</b>	Danilo Vivan, Angelita Gonçalves
<b>Danthi</b>	Hélio Sussekind
<b>GBR Comunicação</b>	Guilherme Barros
<b>Nectar Comunicação Corporativa</b>	Marcelo Aguiar
<b>RPMA</b>	Claudia Rondon, Marcio Cavalieri
<b>Smart PR</b>	Karina Lotze
<b>XCom</b>	Viviana Toletti, Daniel Bruin
<b>RECOMMENDED</b>	
<b>Agência Lema</b>	Leandro Matulja, Letícia Zioni
<b>Brunswick Group</b>	Roberta Lippi
<b>Grupo Fala</b>	Maria Cecília Bere
<b>LLYC</b>	Anatricia Borges
<b>PiaR Group</b>	Bruno Pinheiro
<b>Pine PR</b>	Helena Prado
<b>Ricardo Viveiros e Associados</b>	Ricardo Viveiros
<b>TORRE Comunicação e Estratégia</b>	Thiago Vitale, Marcone Gonçalves, Rodrigo Ledo
<b>VCRP</b>	Vinícius Cordoni, Ludmilla Amaral
<b>VALUABLE PRACTICE</b>	
<b>First Com</b>	Luis Claudio Allan
<b>Profile PR</b>	Rodrigo Cunha
<b>Tamer Comunicação</b>	Sergio Tamer
<b>Temple Comunicação</b>	Cleide Pinheiro
<b>Textual</b>	Carina Almeida
<b>ViaNews</b>	Pedro Cadina
<b>NOTABLE PRACTICE</b>	
<b>Deal Comunicações</b>	Clarissa Toscano, Stefânia Akel
<b>Dupla Comunicação</b>	Michele Cruz
<b>GWA Comunicação Integrada</b>	Waldomiro Carvas Jr
<b>Talquimy</b>	Fábio Siqueira



## ENVIRONMENT

## Best Consulting Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1</b> ERM	Ricardo Camargo
MRS Ambiental	Alexandre Nunes da Rosa, Fabiano Oliveira Mingati, Adriana Soares Trojan
<b>2</b> EBP	Rubens Spina, Enrico Valente
WSP Brasil	Lucila Telles
<b>EXCELLENT</b>	
Ambipar	Tércio Borlenghi Junior
Arcadis	Karin Formigoni
Brandt	Allan Brandt
Figueiredo & Associados - Perícias, Avaliações e Ambiental	Adriano de Figueiredo, Flavio Figueiredo
KPMG	Nelmara Arbex
Walm	Jacinto Costanzo Junior
<b>HIGHLY RECOMMENDED</b>	
Deloitte	Anselmo Bonservizzi, Alex Lelis Borges
EY	Leonardo Dutra
Grant Thornton	Daniele Barreto e Silva, João Silverio, Glória Lucena
Ideia Sustentável	Ricardo Voltolini
ImaFlora	Rafael Brevigliero, Eduardo Trevisan
JGP	Ana Maria Iversson de Piazza, Juan Gottardo Piazza
PwC	Eliane Kihara
SGW Services	Sidney Aluani
WayCarbon	Breno Rates
<b>RECOMMENDED</b>	
Ambientare	Felipe Stahlhoefer Lavorato, Michael Dave Cançado Goulart, Raquel Alves Medeiros
Ambplus	João Kramp
Eccon	Marcelo Stabile, Fernando Montanari, Cecília Ferronato
Tetra Mais	Filipe Martinez Biazzi
Tetra Tech	Eduardo Yassuda
<b>VALUABLE PRACTICE</b>	
Bicho do mato	Tudy Câmara, Roberto Murta
Clam	Marcelo Rocha Figueiredo
Oikos	Thaís Flávia de Menezes
Prosul	Wilfredo Brillinger
<b>NOTABLE PRACTICE</b>	
Antea	Hilton Lucio
Cetrel	João Lins
Concremat	Luiz Fernando Nogueira
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)
<b>LEADING</b>	
<b>1 IDIS</b>	Paula Jancso Fabiani, Marcos Alexandre Manoel, Guilherme Sylos
<b>2 Instituto Phi</b>	Luiza Serpa
<b>KPMG</b>	Marcio Barreto, Maria Eugênia Buosi, Andre Winter
<b>MGN Consultoria</b>	Marcelo Nonohay
<b>PonteAponte</b>	Rachel Añón, Vanessa Prata
<b>EXCELLENT</b>	
<b>Atados</b>	Daniel Moraes Assunção, Alana Jorge
<b>Phomenta</b>	Rodrigo Cavalcante
<b>Prosas</b>	Bruno Barroso, Tadzia Schanoski
<b>Simbi</b>	Mathieu Anduze, Raphael Mayer
<b>HIGHLY RECOMMENDED</b>	
<b>Move Social</b>	Antonio Ribeiro, Arthur da Hora, Elis Alquezar
<b>Proactiva</b>	Rafael Benke
<b>Quintessa</b>	Anna de Souza Aranha, Gabriela Bonotti
<b>REOS Partners</b>	Christel Scholten, Guilherme Rodrigues, Ana Paula Borges
<b>Sitawi</b>	Leonardo Letelier
<b>RECOMMENDED</b>	
<b>Agenda Pública</b>	Sergio Andrade
<b>Bússola Social</b>	Vinicius Schlup, Aureo Giunco Jr
<b>Compreender Consultoria em Responsabilidade Social</b>	Mônica Maldonado, Laudiene Alcântara
<b>Synergia Consultoria Socioambiental</b>	Maria Albuquerque, Alessandra Benevides, Alexandre de Araujo Pinho

## CUSTOMER RELATIONSHIP MANAGEMENT

### Best SaaS Companies

Companies are ordered alphabetically

COMPANY	KEY FIGURE(S)
<b>MAPPING</b>	
<b>ActiveCampaign</b>	Cristiana Lage
<b>BizApp CRM</b>	Flavio Degrandi, David Rock
<b>HubSpot</b>	Alejandro Rico
<b>Mailchimp</b>	Dan Kurzius
<b>Microsoft</b>	Mauricio Ferreira
<b>Pipedrive</b>	Paulo Cunha
<b>SalesForce</b>	Andrers Prieto
<b>SAP</b>	Adriana Aroulho
<b>Zendesk</b>	Walter Hildebrandi, Rafael Lameirão

## CHILE

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## TRADEMARK PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Albagli Zaliasnik	Ariela Agosin, Eugenio Gormáz
	Carey	Guillermo Carey, Francisco Carey, Fernando Garcia, Jorge Fuentes
	Sargent & Krahn	Cristián Barros, Pablo Cariola, Eduardo Lobos, Juan Pablo Egaña
	Silva	Ricardo Montero, Juan Pablo Silva, Francisco Silva
2	Alessandri	Santiago Ortuzar, Rodrigo Velasco A.
	Covarrubias	Arturo Covarrubias
	Villaseca Abogados	Álvaro Arévalo, Felipe Pavez
EXCELLENT		
	Claro & Cia	Felipe Claro
	Dellafori	Franco Dellafori, Mauro Dellafori
	Johansson & Langlois	Christopher Doxrud
	Porzio Rios García	Cristobal Porzio, Hernan Rios
HIGHLY RECOMMENDED		
1	Beuchat - Barros & Pfenniger	Andres Melossi
	Jarry IP	Magdalena Barros, Arantazu Bermudez
	Marinovic Y Cia	Luis Olmedo
2	Andes IP	Andrea Lobos, Rodrigo Sammut
	Clarke Modet Chile	Daniela Meza
	Garay Puga	Juan Enrique Puga
	Puga Ortiz	Cristian Mir Balmaceda



<b>Russi Eguiguren / Quadrant</b>	Nicole Alfero, Francisca Figueroa
<b>Sáenz de Santa María Abogados</b>	Pablo Sáenz de Santa María, José Manuel Urenda
<b>RECOMMENDED</b>	
<b>AEM Abogados</b>	Magdalena Cruzat, Ignacio Martínez
<b>Baker McKenzie</b>	Valentina Venturelli
<b>BBD Badilla Davis</b>	Javiera Badilla, Agustina Davis
<b>CMS Carey &amp; Allende</b>	Matias Somarriva
<b>Cooper &amp; Cia</b>	Rodrigo Cooper
<b>Diaz Wiechers</b>	Luis Morales Osorio, Domingo Catalán
<b>Flores Acevedo Abogados</b>	Pablo Acevedo
<b>Larrain &amp; Asociados</b>	José Baraona, Sebastián Prieto
<b>Magliona Abogados</b>	Claudio Magliona, Rodrigo Valenzuela, Nicolás Yuraszeck
<b>Muñoz Jeanneret Álvarez Abogados</b>	Carmen Paz Álvarez, Noëlle Jeanneret
<b>Santa Cruz IP</b>	Catalina Olivos, Maximiliano Santa Cruz
<b>SCR Abogados</b>	Juan Francisco Reyes
<b>VALUABLE PRACTICE</b>	
<b>Cuche López</b>	Fernanda López Lagos, Andrés Cuche Cartagena
<b>De La Barra, Ernst &amp; Siebel</b>	Christian Ernst S.
<b>Dentons Larrain Rencoret</b>	María Carolina Del Rio
<b>Guerrero Olivos</b>	Diego Morandé
<b>MICP Legal</b>	Rodrigo Marré
<b>Morales &amp; Besa</b>	Juan Ignacio Eymin
<b>Obrador Digital</b>	María José Arancibia
<b>Paiva &amp; Cia Intellecta</b>	Gabriela Paiva
<b>Pereira Covarrubias Montes</b>	Rafael Covarrubias
<b>Schusterdautor</b>	Felipe Schuster
<b>Vae Abogados</b>	Juan Pablo De la Jara
<b>Zamora IP</b>	Juan Pablo Zamora

## DELLAFIORI ABOGADOS: IP PROTECTION AND MANAGEMENT EXPERTS



Mauro Dellafiori

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

**Track Record:** Dellafiori Abogados is a renowned Chilean firm specializing in intellectual property. With four decades' experience to its name, the firm advises major companies on trademarks, patents, litigation and tech issues. It has extensive expertise in IP litigation, including unfair competition and counterfeiting, and offers comprehensive corporate IP services, supported by a global network spanning more than 150 countries.

**Team & Differentiation:** The firm is distinguished by its experienced team, which includes Mauro Dellafiori, who handles intellectual property litigation and corporate matters, and Franco Dellafiori, who focuses on international and tech-related issues. The firm's personalized approach, efficient service, and competitive pricing, along with its global network, set it apart in the intellectual property field.



CHILE

## 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	Guillermo Carey, Francisco Carey, Fernando Garcia, Jorge Fuentes
Sargent & Krahn	Alfredo Montaner, Juan Pablo Egaña
EXCELLENT	
Claro & Cia	Felipe Claro
Covarrubias	Arturo Covarrubias, Matias Valenzuela, Fernanda Chamorro
Dellafiori	Franco Dellafiori, Mauro Dellafiori
Porzio Rios Garcia	Marcelo Correa, Hernan Rios
Silva	Andrés Grunewaldt
Villaseca Abogados	Felipe Pavez, Alvaro Arévalo
HIGHLY RECOMMENDED	
Beuchat - Barros & Pfenniger	Andres Melossi
Clarke Modet Chile	Daniela Meza, Danica Mardesic
CMS Carey & Allende	Matias Somarriva
Jarry IP	Magdalena Barros, Allan Jarry
Johansson & Langlois	Christopher Doxrud, Max Montero
Marinovic Y Cia	Luis Olmedo
RECOMMENDED	
Baker McKenzie	Valentina Venturelli
De La Barra, Ernst & Siebel	Helena Siebel
Flores Acevedo Abogados	Pablo Acevedo
Garay Puga	Juan Enrique Puga
Guerrero Olivos	Diego Morandé
Larrain Y Asociados Abogados	José Pedro Baraona
Magliona Abogados	Claudio Magliona, Rodrigo Valenzuela, Nicolás Yuraszcek
MICP Legal	Rodrigo Marré
Morales & Besa	Juan Ignacio Eymin
Russi Eguiguren / Quadrant	Nicole Alfero, Francisca Figueroa
Sáenz de Santa María Abogados	Pablo Sáenz de Santa María
SCR Abogados	Juan Francisco Reyes

## VALUABLE PRACTICE

Andes IP	Andrea Lobos, Rodrigo Sammut
BBD Badilla Davis	Javiera Badilla, Agustina Davis
Epic Litigios & PI	Bernardita Dittus
Lineros & Cía.	Pablo Lineros, Jimena Moreno
Obrador Digital	María José Arancibia
Santa Cruz IP	Catalina Olivos, Maximiliano Santa Cruz
Schusterdautor	Felipe Schuster
Zamora IP	Juan Pablo Zamora

### ALBAGLI ZALIASNIK: VISIONARY PERSPECTIVE ON IP MATTERS



Eugenio Gormáz

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

**Track Record:** With over 30 years' experience, Albagli Zaliasnik boasts expertise in patent litigation, anti-counterfeiting, intellectual property, data protection, copyright, domain names, trademarks, advertising, consumer law and antitrust. The firm offers client-focused, results-oriented legal services across diverse industries and in emerging technology. Genomma Lab, Kimberly-Clark and Hasbro are clients.

**Team & Differentiation:** The team is recognized for its multidisciplinary and client-focused approach. Led by Eugenio Gormáz and Ariela Agosin, its expertise spans various industries, including pharmaceuticals, telecommunications and consumer goods, providing tailored solutions that address complex legal challenges in the digital age. The team is instrumental in managing major brand portfolios across Latin America.

### CAREY: CROSS-DISCIPLINARY ENFORCEMENT OF IP RIGHTS



Francisco Carey

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

**Track Record:** Carey's IP practice is a market leader in Chile, known for its strong track record in trademarks, patents, copyrights, licensing and litigation. The team advises major global and local clients across diverse industries, combining deep legal expertise with strategic enforcement and portfolio management capabilities. It also excels in regulatory, advertising and consumer protection matters.

**Team & Differentiation:** Carey's intellectual property team stands out in Chile for its depth of experience and reputation. It delivers end-to-end IP services, including trademarks, patents and disputes, while guiding major international clients with a strategic, business-oriented focus. Francisco Carey's practice focuses on trademark and patent procedures and prosecution; licensing, distribution and franchise agreements; and anti-counterfeiting.

## SPORTS

### Best Law Firms

In each tier, the firms are ordered alphabetically

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



CHILE

## ENFORCEMENT & ANTI-COUNTERFEITING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Albagli Zaliasnik	Ariela Agosin, Eugenio Gormáz
Carey	Francisco Carey, Fernando Garcia
CMS Carey & Allende	Matias Somarriva
Marinovic Y Cia	Antonio Marinovic
<b>EXCELLENT</b>	
AEM Abogados	Macarena Barrenechea, Ignacio Martínez
Alessandri	Raúl Montero, Rodrigo Velasco A.
Silva	Andrés Grunewaldt
Villaseca Abogados	Felipe Pavez
<b>HIGHLY RECOMMENDED</b>	
Baker McKenzie	Sebastian Doren
Beuchat - Barros & Pfenniger	Andres Melossi
Clarke Modet Chile	Samuel Hammer, Daniela Meza
Contreras Velozo	Natalia Diuana, Francisco Velozo
Covarrubias	Arturo Covarrubias
Dellafiori	Enrique Dellafiori, Franco Dellafiori, Mauro Dellafiori
Garay Puga	Juan Enrique Puga
Jarry IP	Magdalena Barros
Johansson & Langlois	Max Montero
Magliona Abogados	Claudio Magliona, Rodrigo Valenzuela, Nicolás Yuraszeck
MICP Legal	Rodrigo Marré
Porzio Rios Garcia	Cristobal Porzio
Puga Ortiz	Cristian Mir Balmaceda
Sargent & Krahn	Alfredo Montaner
SCR Abogados	Constanza Contreras, Juan Francisco Reyes

### MARINOVIC Y CIA ABOGADOS: LEGAL STRATEGIES FOR COMBATTING COUNTERFEITING



Antonio Marinovic

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

**Track Record:** The firm specializes in the registration of trademarks, patents, utility models, industrial designs and copyrights, as well as the criminal prosecution of intellectual and industrial property crimes, in addition to providing anti-piracy campaigns. The firm also advises on contractual matters related to licensing, franchising and technology transfer, as well as on consumer protection and advertising issues.

**Team & Differentiation:** Antonio Marinovic has led anti-piracy campaigns in Chile and other Latin American countries, and advised Congress on amendments to Chile's trademark and copyright laws. Luis Olmedo focuses on the prosecution of copyright and trademark infringement, both civil and criminal. He has collaborated with local authorities on the implementation of the agreements on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

# 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 Gomez
Cavelier Abogados	Jorge Chávarro, Andrés Rincón, Eduardo Varela
Gómez-Pinzón	Mauricio Jaramillo, Juanita Perez
Olartemoure	Juan Moure, Maria Clara Munera, María Alejandra Pava
EXCELLENT	
Baker McKenzie	Juan Pablo Concha Delgado
Clarke Modet Colombia	Carolina Daza, Juliana Gonzalez, Miguel Rujana, Juan Felipe Acosta, Nathalia Nieto
Dentons Cárdenas & Cárdenas	Juanita Acosta, Luz Helena Adarve
Lloreda Camacho	Natalia Franco
Philippi Prietocarrizosa Ferrero DU & Uría	Gerardo Florez, Mauricio Patiño
Posse Herrera Ruiz	Helena Camargo
Sergio Cabrera Abogados	Claudia De Cabrera
HIGHLY RECOMMENDED	
1 Castellanos & Co	Ximena Castellanos, Margarita Castellanos
Muñoz Abogados	Guillermo Navarro, Cristian Cortés, Camila Espinosa





## COLOMBIA

	<b>Triana Uribe &amp; Michelsen</b>	Marcela Gómez, Andrés Medina, Juan Carlos Uribe, Nicole Van Boxel
	<b>Vera Abogados</b>	Carolina Vera Matiz
	<b>Wolf Mendez Abogados Asociados</b>	Salvatore Marcenaro, Carmen Monroy
<b>2</b>	<b>Cuesta Lawyers</b>	Juan Carlos Cuesta, Diana Romero
	<b>Herrera Díaz Abogados</b>	José Herrera Díaz
<b>RECOMMENDED</b>		
<b>1</b>	<b>Aristizabal Abogados Consultores</b>	Francisco Aristizábal
	<b>BBGS Abogados Colombia</b>	Claudia Lozano, Myriam Montenegro, Felipe Rubio
	<b>Castillo Grau Abogados</b>	Felipe Castillo-Gibsone, Adriana Castillo-Gibsone
	<b>CMS Rodríguez-Azuero</b>	Karl Mutter, Felipe Andrade
	<b>Erazo Abogados</b>	Liza Erazo
	<b>Holland &amp; Knight</b>	Danilo Romero Raad
	<b>LLP – Latam Law Partners S.A.S</b>	Emilio García
	<b>Marquez Robledo</b>	María Alejandra Ahumada, Santiago Márquez
	<b>MPR Moreno Advisors</b>	Diana Moreno, Carlos Moreno
	<b>Nidia Osorio &amp; Co</b>	Nidia Osorio
	<b>Raisbeck &amp; Associates</b>	Ian Raisbeck
	<b>Rubio &amp; Associates</b>	Humberto Rubio
<b>2</b>	<b>Abello Abogados</b>	Felipe Abello
	<b>Espinosa Olarte Abogados</b>	Jorge Olarte
	<b>Estrategia Jurídica</b>	Claudette Vernot
	<b>Estrella &amp; Sandoval Abogados</b>	Liliam Estrella, José Fernando Sandoval
	<b>Guerrero &amp; Asociados Propiedad Intelectual</b>	Manuel Guerrero
	<b>Pinzón Pinzón &amp; Asociados</b>	Mauricio Pinzón Pinzón
	<b>Pons IP</b>	Claudia Caro

# 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 Gomez
Cavelier Abogados	Andrés Rincón, Eduardo Varela
Gómez-Pinzón	Mauricio Jaramillo, Juanita Perez
Lloreda Camacho	Natalia Franco
Olartemoure	Juan Moure, Carlos Olarte, Alexander Agudelo
Triana Uribe & Michelsen	Sandra Ávila, Fernando Triana
EXCELLENT	
Clarke Modet Colombia	Carolina Daza, Juan Felipe Acosta, Nathalia Nieto
CMS Rodríguez-Azuero	Felipe Andrade, Karl Mutter
Philippi Prietocarrizosa Ferrero DU & Uría	Mauricio Patiño
Posse Herrera Ruiz	Helena Camargo
HIGHLY RECOMMENDED	
BBGS Abogados Colombia	Claudia Lozano, Lorenzo Pizarro
Cuesta Lawyers	Juan Carlos Cuesta, Diana Romero
Dentons Cárdenas & Cárdenas	Juanita Acosta, Luz Helena Adarve
Herrera Díaz Abogados	José Herrera Díaz
Holland & Knight	Danilo Romero Raad
Marquez Robledo	María Alejandra Ahumada, Santiago Márquez
Nidia Osorio & Co	Nidia Osorio
Sergio Cabrera Abogados	Sergio Cabrera Torres
Vera Abogados	Jorge Vera, Carolina Vera Matiz
Wolf Mendez Abogados Asociados	Gustavo Palacio Correa
RECOMMENDED	
Castellanos & Co	Ximena Castellanos, Margarita Castellanos
Erazo Abogados	Liza Erazo
Espinosa Olarte Abogados	Andrés Espinosa, Jorge Olarte
Estrategia Juridica	Claudette Vernot
Guerrero & Asociados Propiedad Intelectual	Camila Correa, Manuel Guerrero, Natalia Perez
LLP – Latam Law Partners S.A.S	Emilio García
MPR Moreno Advisors	Diana Moreno, Carlos Moreno
Peña Mancero	Daniel Peña
Pinzón Pinzón & Asociados	Mauricio Pinzón Pinzón



# 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
Olartemoure	Juan Moure, Santiago Lombana, María Clara Múnera
Wolf Mendez Abogados Asociados	Jesús María Méndez, Mónica Wolf
EXCELLENT	
AtoZ Legal Consulting	Andrés Zapata
Cavelier Abogados	Eduardo Varela, Andrés Rincón, Jorge Chavarro
Clarke Modet Colombia	Juan Felipe Acosta, Carolina Daza, Nathalia Nieto
Dentons Cárdenas & Cárdenas	Luz Helena Adarve
Estrategia Jurídica	Claudette Vernot
Herrera Díaz Abogados	José Herrera Díaz
Lloreda Camacho	Natalia Franco
Nidia Osorio & Co	Nidia Osorio
Philippi Prietocarrizosa Ferrero DU & Uría	Gerardo Florez, Camilo Suárez
Posse Herrera Ruiz	Helena Camargo
Triana Uribe & Michelsen	Sandra Ávila, Fernando Triana
HIGHLY RECOMMENDED	
BBGS Abogados Colombia	Myriam Montenegro
Brigard Castro	Laura Angel, Juan Pablo Cadena, Martín Torres Cardozo
CMS Rodríguez-Azuero	Karl Mutter
Espinosa Olarte Abogados	Andrés Espinosa, Jorge Olarte, Nathalia Acevedo
Gómez-Pinzón	Mauricio Jaramillo
Holland & Knight	Danilo Romero Raad
Marquez Robledo	Felipe Ortega
Muñoz Abogados	Diego Muñoz
Raisbeck & Associates	Ian Raisbeck
Sergio Cabrera Abogados	Eduardo Cabrera
Vera Abogados	Mauricio Cheyne Tenorio, Jorge Vera

# 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
	CMS Rodriguez-Azuero	Lorenzo Villegas Carrasquilla
EXCELLENT		
	Baker McKenzie	María Carolina Pardo Cuéllar
	Brigard Urrutia	Sergio Michelsen
	Dentons Cárdenas & Cárdenas	Juanita Acosta, Luz Helena Adarve
	Garrigues Colombia	José Miguel de la Calle
HIGHLY RECOMMENDED		
1	Gómez-Pinzón	Mauricio Jaramillo
	Lloreda Camacho	Dario Cadena, María Alejandra de los Ríos
	Martínez Quintero Mendoza González Laguado & De La Rosa	María Claudia Martínez
	Olartemoure	Juan Moure, Daniela Gonzalez, Martha Gaitan, Nicolas Gossain, Andres Zapata
	Peña Mancero	Daniel Peña
	Posse Herrera Ruiz	Jorge De los Ríos
	Vanegas Morales	Stella Vanegas
2	Data & Tic	Rafael Gamboa Bernate, Nicolle Rojas
	Ecija Colombia	Pablo Márquez
	MS Legal	Mónica Moreno, Pedro Novoa
RECOMMENDED		
	Abello Abogados	Felipe Abello
	Alzate & Asociados Asesores Jurídicos	Juan Pablo Alzate Ospina
	Deloitte Legal	Jose Luis Jerez
	FuturLex	Iván Dario Marrugo
	Herrera Díaz Abogados	José Herrera Díaz
	Marquez Robledo	Santiago Márquez
	Muñoz Abogados	Guillermo Navarro
	RAD/DF	Alejandro Acevedo
	Studio Andino Legal	Camilo Andrade, Emilio García, Wilmer Reatiga
	Triana Uribe & Michelsen	Sandra Ávila



SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
EXCELLENT	
GHER Sports	César Giraldo
Muñoz Tamayo & Asociados	Joe Bonilla Galvez
HIGHLY RECOMMENDED	
Brigard Urrutia	José Alejandro Sierra
Castrillón & Cárdenas Abogados Consultores	Santiago Cadavid
Rincón-Cuellar & Asociados	Luis Fernando Rincón

MUÑOZ TAMAYO & ASOCIADOS: PREMIER SPORTS-LAW ADVISORS



Joe Bonilla Galvez

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

**Track Record:** Muñoz Tamayo & Asociados is highly regarded for its expertise in sports law in Colombia. The firm has extensive experience advising national football clubs, including Millonarios FC, América de Cali and Junior FC, on player contracts, labor disputes, transfers, image rights and media agreements. The team also maintains strong connections with the Ministry of Sport.

**Team & Differentiation:** The sports-law team is led by Joe Bonilla Gálvez, a partner with extensive experience in labor and sports law. He is supported by Alejandra Vidaurre Tugues, a senior associate specializing in the same areas of law. The team is distinguished by its in-depth knowledge and strategic approach to high-stakes sporting matters wherever they intersect with the law.



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.



## 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
Marquez Robledo		Santiago Márquez, María Alejandra Ahumada
EXCELLENT		
1	Brigard Urrutia	Sergio Michelsen
Olatemoure		Juan Moure, María Alejandra Pava, Santiago Lombana, Andrés Alonso, Camilo Cortés
2	Cavelier Abogados	Eduardo Varela, Andrés Rincón, Jorge Chavarro
Ecija Colombia		Patricia Renjifo
Espinosa Olarte Abogados		Nathalia Acevedo, Jorge Olarte
Herrera Díaz Abogados		José Herrera Díaz
Palacio Abogados Asociados		Gustavo Palacio
Triana Uribe & Michelsen		Sandra Ávila, Juan Carlos Uribe
HIGHLY RECOMMENDED		
Baker McKenzie		Juan Pablo Concha Delgado
CMS Rodríguez-Azuero		Lorenzo Villegas Carrasquilla
Felipe Carreño & Asociados		Felipe Carreño
Gómez-Pinzón		Mauricio Jaramillo, Juanita Perez
Holland & Knight		Danilo Romero Raad
Lloreda Camacho		Alicia Lloreda
Martínez Quintero Mendoza González Laguado & De La Rosa		María Claudia Martínez, Camilo Martínez Beltrán
Peña Mancero		Daniel Peña

# ECUADOR

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bustamante Fabara</b>	José Rafael Bustamante E., María Rosa Fabara Vera
<b>Corralrosales</b>	Francisco Gallegos, Maria Cecilia Romoleroux
<b>Falconi Puig Abogados</b>	Carlos Alberto Arroyo, Cecilia Falconi, Sasha Mandakovic, Jaime Mantilla, Angeles Puente
<b>Pérez Bustamante &amp; Ponce (PBP)</b>	Francisco Pérez Gangotena, Margarita Romero
<b>EXCELLENT</b>	
<b>Guerrero IP Office</b>	Johana Aguirre Guerrero, Omar Alban Cornejo, Verónica Montenegro
<b>Lexvalor Abogados</b>	Luis Marín-Tobar
<b>HIGHLY RECOMMENDED</b>	
<b>AVL Abogados</b>	Maria de los Angeles Lombeyda
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo Andrade, Rodrigo Bermeo Rosales
<b>Robalino Law</b>	Pedro Cordova, María José Peñaherrera
<b>Sur Legal</b>	Marco Avila, Antonio Martinez Montesinos
<b>Tobar ZVS</b>	Andrea Guevara, Alfonso Rivera, Alvaro Sevilla, Oscar Vela
<b>RECOMMENDED</b>	
<b>Aguirre Noboa Law Firm</b>	Carlos Aguirre Noboa, María Cristina Guerra
<b>Arosemena Burbano &amp; Asociados</b>	Flavio Arosemena Burbano
<b>Dentons Paz Horowitz</b>	Verónica Chiriboga, Monica Cortez
<b>Divergent Law</b>	Paúl Peña, María-Belén Rivadeneira Reyes
<b>Luzuriaga &amp; Castro Abogados</b>	Gonzalo Luzuriaga, Alejandra Castro
<b>Meythaler &amp; Zambrano</b>	María Belén Rivera, Margarita Zambrano
<b>Pluslaw IP</b>	Daniela Moreira Sarmiento, Francisco Villacreses Real
<b>Quevedo &amp; Ponce Estudio Jurídico</b>	Alejandro Ponce, Juan Esteban Ponce
<b>Spingarn</b>	Byron Robayo
<b>VALUABLE PRACTICE</b>	
<b>Altac Internacional</b>	Daniel Díaz
<b>Crealegis</b>	María Gabriela Campoverde
<b>Ecija GPA</b>	Gonzalo Muñoz, Gabriela Balseca, Juan Fernando Valdivieso, Ingrid Rodríguez
<b>Flor Bustamante Pizarro &amp; Hurtado</b>	Juan Serrano, Erika Alarcon
<b>Pino Elizalde Abogados</b>	Jaime Arosemena, María Ritha Guillén Fernández
<b>Puente &amp; Asociados</b>	Geovanna Puente
<b>Romero Arteta Ponce Abogados</b>	Gustavo Romero, Carolina Guerrero
<b>Solines &amp; Asociados</b>	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., Pablo Fabara, María Rosa Fabara Vera
Corralrosales		Francisco Gallegos, Maria Cecilia Romoleroux
Falconi Puig Abogados		Carlos Alberto Arroyo, Cecilia Falconi, Sasha Mandakovic, Jaime Mantilla, Santiago Mosquera
Pérez Bustamante & Ponce (PBP)		Alysa Arcos, Rafael González, Camila Mateus, 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, Sebastian Meythaler, Maricruz Cepeda Torres
Robalino Law		Pedro Córdova, María José Peñaherrera
Tobar ZVS		Alvaro Sevilla, Oscar Vela, Alfonso Rivera Canales, Andrea Guevara
HIGHLY RECOMMENDED		
1	AVL Abogados	Maria de los Angeles Lombeyda, Juan Jose Arias
	Guerrero Propiedad Intelectual	Johana Aguirre Guerrero, Christian Bandre
	Solines & Asociados	Juan Carlos Solines, Pablo Solines
	Spingarn	Byron Robayo, Mario Cedeño
2	Aguirre Noboa Law Firm	Carlos Aguirre Noboa, María Cristina Guerra, Priscila Ordonez Arteaga
	Arosemena Burbano & Asociados	Flavio Arosemena Burbano
	Ecija GPA	Gonzalo Muñoz, Juan Valdivieso, Michael Veintimilla
	Luzuriaga & Castro	Gonzalo Luzuriaga, Alejandra Castro
	Sur Legal	Marco Avila, Antonio Martinez 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)
<b>LEADING</b>	
<b>Corralrosales</b>	Maria Cecilia Romoleroux, Francisco Gallegos, Eduardo Rios
<b>Luzuriaga &amp; Castro</b>	Gonzalo Luzuriaga, María Alejandra Castro
<b>EXCELLENT</b>	
<b>Bustamante Fabara</b>	María Rosa Fabara, Jose Rafael Bustamante Espinosa, Maria Clara Bustamante
<b>Falconi Puig Abogados</b>	Cecilia Falconi, Angeles Puente
<b>Meythaler &amp; Zambrano</b>	Andrea Araujo, José Meythaler, Sebastian Meythaler, Mary Mar Samaniego, Margarita Zambrano
<b>Tobar ZVS</b>	Andrea Guevara, Alvaro Sevilla, Oscar Vela, Alfonso Rivera
<b>HIGHLY RECOMMENDED</b>	
<b>Fexlaw Abogados</b>	Francisco Estupiñán, Alicia Salgado
<b>Guerrero Propiedad Intelectual</b>	Johana Aguirre Guerrero, Christian Bandre
<b>Lexvalor Abogados</b>	Luis Marín-Tobar
<b>Pérez Bustamante &amp; Ponce (PBP)</b>	Alysa Arcos, Rafael González, Camila Mateus, Francisco Pérez Gangotena, Margarita Romero
<b>Sur Legal</b>	Marco Avila, Antonio Martínez
<b>RECOMMENDED</b>	
<b>AVL Abogados</b>	Maria de los Angeles Lombeyda
<b>Dentons Paz Horowitz Abogados</b>	Verónica Chiriboga
<b>VALUABLE PRACTICE</b>	
<b>Aguirre Noboa Law Firm</b>	Carlos Aguirre Noboa
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo Andrade
<b>Robalino Law</b>	Pedro Cordova, María José Peñaherrera
<b>Spingarn</b>	Byron Robayo

### LUZURIAGA & CASTRO: PRECEDENT-SETTING IP ENFORCEMENT FIRM



Gonzalo Luzuriaga

Key Figure(s): Gonzalo Luzuriaga and Alejandra Castro

Established: 2008

**Track Record:** Enforcement & anti-counterfeiting experts Luzuriaga & Castro Abogados routinely obtain court orders for the destruction of large-scale counterfeit shipments, and secure significant compensation for rights holders. Clients include major fashion & luxury goods, consumer goods & retail, technology & electronics and automotive & industrial brands, as well as e-commerce & digital services platforms.

**Team & Differentiation:** The firm works closely with the IP Office, Customs, the Prosecutor's Office and law enforcement agencies, applying technology-driven enforcement which facilitates the early detection of high-risk shipments and preventive enforcement before counterfeit goods reach consumers. It constantly works to strengthen international cooperation to prevent the entry and exit of counterfeit goods.

## DATA PROTECTION & CYBERSECURITY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Corralrosales	Rafael Serrano
Ecija GPA	Felipe Gonzalez, Christian Espinosa
Solines & Asociados	Juan Carlos Solines, Pablo Solines
<b>EXCELLENT</b>	
AVL Abogados	Santiago Andrade
Bustamante Fabara	María Rosa Fabara, Esteban Davila
Robalino Law	Pedro Córdova, María José Peñaherrera
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Heka Law Firm	Andrés Teran
Lexvalor Abogados	Ricardo Peñaherrera
Niubox	Diego Alvarez
Spingarn	Lorena Naranjo, Daniela Macias, Matthew Armijos
<b>2</b> Dentons Paz Horowitz Abogados	Gabriel Santelices
Luzuriaga & Castro	Gonzalo Luzuriaga, Alejandra Castro
Pérez Bustamante & Ponce (PBP)	Francisco Pérez-Gangotena
<b>VALUABLE PRACTICE</b>	
CCB Abogados	Daniela Cevallos Casals
Falconi Puig Abogados	Jaime Mantilla, Carlos Arroyo del Río
Legaltech Asesores & Consultores	Janette Colamarco
Marcelo Boderó & Asociados	Emilio Gallardo, Marcelo Boderó, Jose Paul Mendoza
Tobar ZVS	Hipatía Donoso, René De Sola, Bernardo Tobar, Alvaro Sevilla

### CORRALROSALES: LEADING ANTI-COUNTERFEITING TEAM



Maria Cecilia Romoleroux

**Key Figure(s):** Maria Cecilia Romoleroux, Francisco Gallegos, Hugo García-Larriva, Gabriel Kuri, Xavier Rosales, Rafael Serrano and Ana Samudio  
**Established:** 1975

**Track record:** CorralRosales holds the distinction of being one of Ecuador's top law firms. Its intellectual property practice encompasses litigation, trademarks, patents, copyrights, franchising and anti-counterfeiting. The firm is also highly engaged in technology, telecommunications and data-protection issues, exhibiting notable expertise in e-commerce and drafting computer and software contracts.

**Team & differentiation:** The firm boasts a well-rounded team equipped to address all client needs related to technology, intellectual property and data protection. Rafael Serrano is widely respected for his data-protection expertise. Last year, Hugo García-Larriva returned to the firm as a partner. Its portfolio of clients includes companies from the telecommunications, finance, insurance and education industries, among others.





ECUADOR

## Analysis

### LEXVALOR: HIGH STANDARDS AND DEEP IP KNOWLEDGE



Luis Marín Tobar

**Key Figure(s):**  
Luis Marín Tobar  
**Established:** 2005

**Track record:** Lexvalor knows how business is done today and adds a modern vision to its legal advisory. This, combined with its deep expertise in law and business matters, allows the firm to deliver outstanding results. It provides proactive guidance, manages risks effectively and provides practical solutions. Team members approach cases with high standards of rigor and creativity, in the best interests of the client.

**Team & differentiation:** The firm boasts a team of IP specialists, which allows it to provide advice on all matters related to this area of law. Each team member is highly specialized professional with deep expertise in the industries they serve. Among the firm's clients are companies from the food and beverage, consumer goods, retail, automotive, transport and pharmaceutical industries.

### ROBALINO LAW: PIONEERING DATA-PROTECTION EXCELLENCE



Pedro Cordova

**Key Figure(s):** Pedro Cordova Balda and María José Peñaherrera  
**Established:** 2015

**Track Record:** Robalino is at the forefront of innovation and excellence. It is one of Ecuador's leading firms for legal consulting and advisory services, having earned a distinguished reputation for its innovative approach to IP litigation negotiations and data protection matters. It provides a comprehensive range of services, covering strategic and registry advice as well as contractual and litigation matters.

**Team & Differentiation:** Robalino's clients range from entrepreneurship ventures to multinational corporations. It has a disruptive approach to personal data protection. Pedro Cordova has over a decade's experience in IP and data protection negotiations. He is recognized as one of the industry's key players. Together with María José Peñaherrera and the rest of Robalino's team, he provides excellent IP advice, delivering tailored solutions to each client.

### BUSTAMANTE FABARA: MULTIDISCIPLINARY IP TEAM



Maria Rosa Fabara

**Key Figure(s):** Maria Rosa Fabara, Jose Rafael Bustamante, Pablo Fabara, Esteban Davila, Diego Ramirez and Daniel Castelo  
**Established:** 2022

**Track Record:** Bustamante Fabara oversees an extensive trademark portfolio and has experienced significant growth in patent activity of late. It leads thousands of ongoing litigation and administrative cases, with high skills in copyright, anti-counterfeiting and plant variety protection matters. The firm actively counsels clients in the pharmaceutical and life-sciences industries on data protection matters.

**Team & Differentiation:** The firm's multidisciplinary intellectual property team includes lawyers, food chemists and biochemists. Maria Rosa Fabara is highly regarded for her outstanding legal acumen. The firm maintains a comprehensive and frequently updated trademark database, enabling its lawyers to offer clients the most current information on local trademark registrations and all-related to IP regulation.

### AVL ABOGADOS: THRIVING FULL-SERVICE FIRM



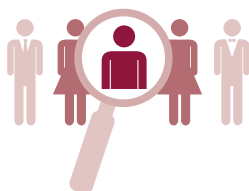
José Luis Barzallo

**Key Figure(s):** Maria de los Angeles Lombeyda, Santiago Andrade and José Luis Barzallo  
**Established:** 1974

**Track Record:** AVL Abogados is a full-service law firm which delivers specialist services in highly competitive and state-regulated industries. The firm fosters the growth of its clients by delivering innovative, efficient and ethically grounded legal solutions. It designs legal strategies tailored to its clients' diverse requirements, with agility and innovation at every turn.

**Team & Differentiation:** José Luis Barzallo, a leading innovation, technology, telecommunications and data-protection lawyer, recently joined the firm. His addition further strengthens AVL Abogados' position as a key player in intellectual property, technology and innovation matters in Ecuador. He joins María de los Angeles Lombeyda, Santiago Andrade and the rest of the highly specialized and experienced team at AVL Abogados.

## 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
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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.

# PANAMA

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## ENFORCEMENT & ANTI-COUNTERFEITING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
EXCELLENT	
De Puy & Asociados	Miguel De Puy III, Delia Arosemena
Estudio Benedetti	Audrey Williams
Moran IP	Hugo Morán R.
HIGHLY RECOMMENDED	
Bralep & Co	Raul Zappi, Cesar Augusto Amaya
Cedeño & Méndez	Roberto Emilio Gómez Cedeño
Guinard & Noriega	Luis Guinard Rennert, Marta Almanza
Icaza, González-Ruiz & Alemán	Gabriela Tejada de Britton, Moisés Rivera
Jimenez, Molino & Moreno	Edwin Molino, Cristina de Molino



## GENERAL IP

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Alfaro, Ferrer & Ramírez	Monique Ferrer
Estudio Benedetti	Ramon R. Benedetti, Audrey Williams, Diana Carolina Leandro, Ramon Benedetti Alemán
Guinard & Noriega	Luis Guinard Rennert, Vanessa Noriega
Icaza, González-Ruiz & Alemán	Gabriela Tejada de Britton, Moisés Rivera
EXCELLENT	
Cedeño & Méndez	Roberto Emilio Gómez Cedeño
Jimenez, Molino & Moreno	Edwin Molino, Cristina de Molino
Morgan & Morgan	Maria Eugenia Brenes, Allen Candanedo
HIGHLY RECOMMENDED	
Arias, Fábrega & Fábrega	Melissa del Busto
Central Law	Yolianna Arosemena Benedetti
Eproint Panamá	Mariola Vásquez
RECOMMENDED	
Arosemena Noriega & Contreras	Shanina Contreras
Bufete Candanedo	Rolando Candanedo
De Puy & Asociados	Miguel De Puy III, Delia Arosemena
Law Services PC	Julie Martinelli
Legalia IP	Alexandra Kourany, Nadia Jorge, Li An Chong
Moran IP	Hugo Morán R., Luz Hernandez
Pedreschi & Pedreschi	Ivette Llerena Acuña
Tapia, Linares Y Alfaro	Anabel Gamallo

# 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	Fernando Barreda, Gonzalo Barreda, Alfredo Barreda, Marcela Escobar, Micaela Mujica
	Estudio Colmenares & Asociados	Luis Gayoso, Viviana C. Durand, Yanet Tineo, Guillermo Gayoso, Maria Luisa Soto
2	Estudio Echecopar - Member of Baker McKenzie International	Manlio Bassino
EXCELLENT		
1	Allende & Garcia Abogados	Jorge Allende, Magali Garcia
	BARLAW - Barrera & Asociados	Medalith Albarracin, Adriana Barrera, Maria Ines Herrera
	Clarke Modet Peru	Alvaro Arias, José Marquis, Valeria Solano, Guillermo Hiraoka
	Diez Canseco Abogados	Omar Alvarado, Luis Diez Canseco, Marta Fernandez Pepper
	Rodrigo Elías & Medrano Abogados	Maria del Carmen Alvarado, Ximena Aramburú
	Thorne Echeandia & Lema Abogados	Alvaro Echeandia
2	Espinosa Bellido Abogados	Francisco Espinosa Reboa
	Estudio Muñiz	Piero Calderon Oliva, Johana Calderón Valencia
	Kresalja IP	Rosa María Kresalja, Baldo Kresalja, Marcela Robles, Roselina Liza
	Osterling Abogados	Arturo Tello, Ximena Souza Ferreira, Mauricio Martinez, Scilia Flores
	Scavia & Scavia	Renzo Scavia
HIGHLY RECOMMENDED		
1	OMC Abogados	Fernando De Taboada, Oscar Mago, Federico Mevius
	Rosselló Abogados	Carolina Castro, Ruddy Medina, Eliana Vilchez





PERU

Valencia	Mariela Valencia, Juber Valencia, María Isabel Valencia
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2 BRDA Abogados	José Barreda
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Carolina Oré Gomez & Asociados	Carolina Oré, Alexander Trujillo
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DS Casahierro Abogados	Javier Duany, Jessica Ortíz
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Durand Abogados	Christian Durand Grahammer
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Estudio Olacchea	Monica Germany
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Intrinsecus	Luis Alonso García, Alvaro Gutierrez
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MCG Law Firm	Dafne Ramos
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Mertz Peru	Daniel Coaguila, Claudia Fernandini, Yajaira Saavedra, Stephany Soto
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Pacon & Schiantarelli	Juan Pablo Schiantarelli
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Perez-Albela & Asociados	Jorge Perez-Albela
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Philippi, Prietocarrizosa Ferrero DU & Uria	Veronica Vergaray
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Pierola & Asociados	José de Pierola, María Nolzco
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Properly	Ana Belen Martell
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### RECOMMENDED

Benites Vargas & Ugaz Abogados	Fabricio Sánchez
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Bueno Lercari Consultores	Rosa Bueno de Lercari
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CMS Grau	Maria Delia Oxley
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DLA Piper Perú	Ana Teresa Barreto
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Estudio Fernandez & Vargas Abogados	Luis Gonzalo Ramirez, Maria Luz Vargas
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Estudio Llona & Bustamante Abogados	Alfonso Fernández Maldonado, Raúl Villacencio
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Fernández-Dávila Abogados	Carlos Fernández Dávila, Ivette Luque, Neunlyn Marín Díaz, María del Rosario Zúñiga, Evelyn Sanchez
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Hernández & Cia Abogados	Giancarlo Baella
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León e Iparraguirre Abogados	Jimena Carrera, Luis Miguel León
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Niubox Legal Digital	Oscar Montezuma, Fiorella Colonna, Anita de la Piedra, Daniela García, David Vasquez, Joshue Napurí
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Ontier Peru	Fernán Altuve-Febres
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Perez Correa & Asociados	Israel Pérez Correa
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Rodríguez García & Encinas Abogados	Gustavo Rodriguez Garcia
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Torres y Torres Lara Abogados	Mauricio Paredes
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Union Andina	Alejandro Castro
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Vega & Abogados	Enrique Caverio
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# IP LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Rodrigo Elías & Medrano Abogados	Hector Alvarez, Maria del Carmen Alvarado
2	Estudio Echeconar - Member of Baker McKenzie International	Manlio Bassino
EXCELLENT		
1	BARLAW - Barrera & Asociados	Medalith Albarracin, Adriana Barrera, Maria Ines Herrera
	Barreda Moller	Alfredo Barreda, Fernando Barreda, Carlos Auza, Micaela Mujica, Marcela Escobar, Gonzalo Barreda
	Espinosa Bellido Abogados	Francisco Espinosa Reboa
	Estudio Colmenares & Asociados	Ysella Arguedas, Carmen Arana, Liria Bustios, Patricia Albino, Guillermo Melgarejo, Manuel Fernandez-Stoll
	Thorne Echeandia & Lema Abogados	Alvaro Echeandia
2	Estudio Muñiz	Piero Calderon Oliva, Johana Calderón-Valencia
	Kresalja IP	Rosa Maria Kresalja, Baldo Kresalja
	Osterling Abogados	Arturo Tello, Ximena Souza Ferreira, Mauricio Martinez, Scilia Flores
HIGHLY RECOMMENDED		
	Allende & Garcia	Jorge Allende, Magali Garcia
	Clarke Modet Peru	Alvaro Arias, Cynthia Huaman, José Marquis, Valeria Solano
	Diez Canseco Abogados	Omar Alvarado, Luis Diez Canseco, Marta Fernandez Pepper
	DLA Piper Perú	Ana Teresa Barreto
	DS Casahierro Abogados	Javier Duany Garcia, Jessica Ortiz
	Estudio Olaechea	Monica Germany
	Fernández-Dávila Abogados	Carlos Fernández Dávila, Ivette Luque, Julisa Quiliche, Neunlyn Marín, María del Rosario Zúñiga, Evelyn Sanchez
	Garrigues	Ivo Gagliuffi
	Intrinsecus	Luis Alonso Garcia, Alvaro Gutierrez
	León e Iparraguirre Abogados	Jimena Carrera, Luis Miguel León
	Mertz Peru	Claudia Fernandini, Stephany Soto, Yajaira Saavedra, Daniel Coaguila, Norberto Rodriguez, Aldahir Romaní
	Pacon & Schiantarelli	Juan Pablo Schiantarelli



PERU

Rodríguez García & Encinas Abogados	Gustavo Rodríguez
Valencia	Mariela Valencia, Juber Valencia, María Isabel Valencia
RECOMMENDED	
Benites Vargas & Ugaz Abogados	Fabricio Sánchez Concha
BRDA Abogados	José Barreda
Carolina Oré Gomez & Asociados	Carolina Oré, Alexander Trujillo
CMS Grau	Maria Delia Oxley
Durand Abogados	Armando Pastor
Estudio Fernandez & Vargas Abogados	Luis Gonzalo Ramirez, Maria Luz Vargas
Fernández, Heraud & Sánchez	Gustavo Heraud Perez
MCG Law Firm	Dafne Ramos, Ray Meloni, Jean-Carlo Costa
Payet, Rey, Cauvi, Pérez Abogados	Carlos Patrón
Perez Albela & Asociados	Jorge Perez-Albela
Pierola & Asociados	José de Pierola, María Nolzco
Properly	Ana Belen Martell
Scavia & Scavia	Renzo Scavia
Stucchi Abogados	Pierino Stucchi, Jose Antonio Bezada
Vega & Abogados	Enrique Cavero
VALUABLE PRACTICE	
Bueno Lercari Consultores	Rosa Bueno de Lercari, Álvaro Pinasco
Estudio Llona & Bustamante Abogados	Alfonso Fernández Maldonado, Raúl Villacencio
Hernández & Cia Abogados	Giancarlo Baella
Niubox	Fiorella Colonna, Oscar Montezuma
Ontier Perú	Fernán Altuve Febres
Rosselló Abogados	Carolina Castro, Ruddy Medina, Eliana Vilchez
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, Maria Ines Herrera, Medalith Albarracin
2	DS Casahierro Abogados	Javier Duany, Jessica Ortíz
EXCELLENT		
	Barreda Moller	Carlos Auza, Fernando Barreda, Gonzalo Barreda, Alfredo Barreda
	Estudio Colmenares & Asociados	Guillermo Melgarejo, Diego Pozo, Liria Bustios, Carmen Arana
	Estudio Muñiz	Piero Calderón, Melissa Costa
HIGHLY RECOMMENDED		
	Estudio Ehecopar - Member of Baker McKenzie International	Manlio Bassino
	Kresalja IP	Rosa María Kresalja, Roselina Liza
	Osterling Abogados	Arturo Tello, Ximena Souza Ferreira, Mauricio Martinez, Scilia Flores
RECOMMENDED		
	Allende & Garcia Abogados	Jorge Allende, Magali Garcia
	Carolina Oré Gomez & Asociados	Carolina Oré, Alexander Trujillo
	Clarke Modet Peru	José Marquis, Valeria Solano, Guillermo Hiraoka
	Diez Canseco Abogados	Omar Alvarado, Luis Diez Canseco, Marta Fernandez Pepper
	Estudio Fernandez & Vargas Abogados	Luis Gonzalo Ramirez, Maria Luz Vargas Chavez
	Mertz Peru	Claudia Fernandini, Stephany Soto, Yajaira Saavedra, Daniel Coaguila
	Rodrigo Elias & Medrano Abogados	María del Carmen Alvarado, Ximena Aramburu



PERU

## Analysis

### BARLAW - BARRERA & ASOCIADOS: PROVIDING PRESTIGIOUS IP SOLUTIONS



Adriana Barrera

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

**Track Record:** With over 500 clients including Apple, Sony and Chanel, Barlaw is one of the very best IP firms in Peru. It offers robust expertise in trademarks, patents, copyright, litigation, enforcement and regulatory matters. The firm handles complex prosecution cases and supports clients active in the tech, pharma, fashion, retail and finance sectors.

**Team & Differentiation:** Led by Adriana Barrera and fellow partners María Inés Herrera and Medalith Albarracín, who all have decades of IP experience, Barlaw's 50-strong team includes scientists, engineers and legal experts. Known for its international presence and leadership in IP enforcement, the firm actively shapes IP policy through participation in global forums and associations like INTA, AIPPI and UNIFAB.

### DS CASAHIERRO: IP PROTECTION EXPERTS



Javier Duany

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

**Track Record:** DS Casahierro sets the benchmark in Peru for IP solutions, and is trusted by top brands in the entertainment, tech, automotive and healthcare sectors. The firm's robust approach combines investigations, customs actions, raids and digital surveillance, ensuring fast and effective IP protection aligned with administrative and judicial authorities.

**Team & Differentiation:** Bolstered by partners with decades of experience in the market, the firm's IP team offers deep expertise in trademark, copyright, unfair competition and new technology. Known for delivering swift action, strategic coordination with authorities and client-centric solutions, DS Casahierro utilizes both preventive and repressive measures that set the standard in the region.

### CMS GRAU: UNLOCKING CLIENTS' INNOVATION POTENTIAL



María Delia Oxley

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

**Track Record:** Trusted by major multinationals, such as Google, Unilever, Microsoft and Telefonica, CMS Grau provides exemplary advice on IP, digital transformation, AI, fintech and data-protection matters. It is a go-to advisor for issues pertaining to food, finance, gaming and sustainability. The firm combines local expertise with global reach to deliver preventive, strategic legal counsel.

**Team & Differentiation:** With vast experience, CMS Grau's team excels at managing IP portfolios and disputes, including trademarks, patents, unfair competition and consumer protection. Known for the depth of their regulatory expertise, the team provides comprehensive, attentive support to clients on everything from brand launches to copyright contracts, minimizing legal and reputational risk in the process.

### VALENCIA: NEARLY A CENTURY OF TRUSTED IP COUNSEL



Mariela Valencia

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

**Track Record:** 96 years of specialist experience and counting, Valencia is one of Peru's longest established IP boutiques. The firm manages over 9,800 active trademark registrations and 170 records of plant varieties, patents and industrial designs. Its services span IP registration, litigation, unfair competition, anti-piracy and corporate advisory, delivering trusted counsel to national and international clients alike.

**Team & Differentiation:** Valencia's interdisciplinary team delivers strategic, client-centered legal support, blending deep IP knowledge with innovative problem-solving capabilities. The firm is known for its confidentiality, commitment and results-driven mindset. As part of its institutionalized pro-bono program, Valencia partners with Fundación OLI to support equal-opportunity initiatives through legal outreach.



## 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 MUÑOZ: STRATEGIC ADVISORY SERVICE INNOVATORS



Alex Sosa

**Key Figure(s):** Jorge Muñoz, Alex Sosa, Bruno Merchor and Johan Rosales  
**Established:** 1981

**Track Record:** Estudio Muñoz advises prominent companies such as Bayer, Pfizer, Scotiabank, Experian, and Sony on complex matters involving data protection, advertising regulation, and unfair competition. The firm offers preventive strategies and effective defense in consumer and advertising disputes. It also provides comprehensive legal support for the registration and proper use of personal data across all business activities.

**Team & Differentiation:** With a team of advertising and data-protection law specialists, and a strong mix of public and private sector experience, Estudio Muñoz offers a strategic, forward-looking approach. The firm is a recognized leader in competition and advertising matters, known for its proactive advice, innovative legal defenses and deep understanding of the regulatory frameworks that impact business operations.

## ADVERTISING

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Estudio Echeopar - Member of Baker McKenzie International</b>	Teresa Tovar
<b>León e Iparraguirre Abogados</b>	Gianfranco Iparraguirre, Luis Miguel León
<b>Payet, Rey, Cauvi, Pérez Abogados</b>	David Kuroiwa, Julia Loret de Mola, Carlos Patrón
<b>EXCELLENT</b>	
<b>Diez Canseco Abogados</b>	José Gonzáles Cucho
<b>Rodríguez García &amp; Encinas Abogados</b>	Gustavo Rodríguez García
<b>Stucchi, Bezada, Rodas &amp; Pelaez Abogados</b>	José Antonio Bezada, Carlos Rodas, Pierino Stucchi
<b>Torres y Torres Lara Abogados</b>	Christian Guzmán, Guadalupe Montenegro, Alonso Morales, Alejandro Morales
<b>HIGHLY RECOMMENDED</b>	
<b>1 CMS Grau</b>	Maria Delia Oxley
<b>Fernández-Dávila Abogados</b>	Carlos Fernández-Dávila, Neunlyn Marín, María del Rosario Zúñiga, Evelyn Sánchez
<b>Rodrigo Elías &amp; Medrano Abogados</b>	Maria del Carmen Alvarado, Maritza Reátegui
<b>2 Allende &amp; García</b>	Jorge Allende
<b>BARLAW - Barrera &amp; Asociados</b>	Adriana Barrera, Maria Ines Herrera
<b>DLA Piper Perú</b>	Daniel Flores
<b>RECOMMENDED</b>	
<b>1 Estudio Fernandez &amp; Vargas Abogados</b>	Marco Antonio Palomino, Maria Luz Vargas, Francisco Cabezas
<b>Estudio Muñiz</b>	Jorge Muñiz, Alex Sosa
<b>García-Godos &amp; Lindley-Russo</b>	Alfredo Lindley-Russo, Luis Adrianzen
<b>2 Kresalja IP</b>	Rosa María Kresalja, Baldo Kresalja
<b>Osterling Abogados</b>	Ximena Souza Ferreira
<b>Rosselló Abogados</b>	Ruddy Medina, Eliana Vilchez, Carolina Castro
<b>Santivañez Abogados</b>	Jessica Hondermann
<b>Vega &amp; Abogados</b>	Enrique Caverio

## FASHION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Estudio Muñiz</b>	Annalucia Fasson Llosa
<b>EXCELLENT</b>	
<b>BARLAW - Barrera &amp; Asociados</b>	Medalith Albarracin, Adriana Barrera, Maria Ines Herrera
<b>Osterling Abogados</b>	Ximena Souza Ferreira
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli
<b>Rodríguez García &amp; Encinas Abogados</b>	Gustavo Rodríguez García





## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
1	Niubox	Oscar Montezuma, Fiorella Colonna, Anita de la Piedra, Daniela García, David Vasquez, Joshue Napuri
2	Estudio Echecopar - Member of Baker McKenzie International	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 Elías & Medrano Abogados	Ramón Vidurizaga
	Stucchi, Bezada, Rodas & Pelaez Abogados	José Antonio Bezada, Pierino Stucchi
HIGHLY RECOMMENDED		
1	Porto Legal	Jose Miguel Porto
	Torres y Torres Lara Abogados	Alejandro Morales, Rafael Torres
2	DLA Piper Perú	Daniel Flores
	Osterling Abogados	Fernando Allasi, Arturo Tello
	Pacon & Schiantarelli	Juan Pablo Schiantarelli, Rosalina Susano
	Vega & Abogados	Enrique Caveró
	Zegarra & Schipper	Diego Zegarra
RECOMMENDED		
1	BARLAW - Barrera & Asociados	Adriana Barrera, Maria Ines Herrera, Medalith Albarracin
	Baxel Consultores	Christián Chávez
	CPB Abogados	Macarena Del Busto
	Diez Canseco Abogados	José Gonzáles Cucho
	DS Casahierro Abogados	Javier Duany, Jessica Ortiz

León e Iparraguirre Abogados	Gianfranco Iparraguirre, Luis Miguel León
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Miranda & Amado	Enrique Felices, Willy Pedreschi, Fiorella Zumaeta
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2 CMS Grau	Juan Carlos Escudero, Carolina Gajate, Juan José Hopkins, Ramon Huapaya
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Cuatrecasas	Ivan Blume, Fernando Salhuana, Ralph Salas, María Pía Agramonte
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Estudio Muñiz	Alex Sosa, Camila Mallqui
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Estudio Olaechea	Carol Quiroz
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Fernández-Dávila Abogados	Carlos Fernández-Dávila, Gustavo Cusman
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## VALUABLE PRACTICE

Benites Vargas & Ugaz Abogados	Fabricio Sánchez Concha
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Bueno Lercari Consultores	Rosa Bueno de Lercari
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Caro & Asociados	Richard Aguilar, Carlos Caro, Luis Miguel Reyna
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Damma Legal Advisors	Álvaro Castro, Gabriela Cuadros
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Dentons Perú	Alexandra Egas, Julio Gallo
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Estudio Fernandez & Vargas Abogados	Marco Antonio Palomino, Maria Luz Vargas, Frank Sanchez
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Garrigues	Franco Muschi
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Philippi, Prietocarrizosa Ferrero DU & Uria	Verónica Vergaray
---	-------------------

Rebaza, Alcázar & De Las Casas	Rafael Alcázar
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Rodríguez García & Encinas Abogados	David Encinas
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Santivañez Abogados	Jessica Hondermann
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Mertz Peru	Aldahir Romani, Daniel Coaguila, Claudia Fernandini, Yajaira Saavedra, Stephany Soto, Norberto Rodriguez
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Vargas Pareja Abogados & Consultores	Alberto Vargas Pareja, Eddy Ramirez
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## NIUBOX: LEGAL INNOVATION FOR THE DIGITAL ECONOMY



Oscar Montezuma

**Key Figure(s):** Oscar Montezuma, Fiorella Colonna and Anita de la Piedra  
**Established:** 2018

**Track Record:** Known for its ability to blend legal and technical insight, Niubox supports cutting-edge digital businesses, including Solgas, Delivery Hero and Agora Servicios Digitales, across sectors like fintech, telecom, AI and satellite broadband. It provides comprehensive counsel on compliance, cybersecurity, data governance and regulatory strategy, positioning itself as a vital partner to companies.

**Team & Differentiation:** Led by Managing Partner Oscar Montezuma, a digital law expert with over 15 years' experience, the team plays a key role in shaping public policy and legal frameworks across Latin America. Niubox professionals actively contribute to major forums including APEC Digital Weeks, Cirion Forum, and Peruvian Congressional roundtables, providing clients with anticipatory legal strategies and unparalleled insight.

# 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
Fox & Lapenne	Victoria Fox, Juan Lapenne
Vanrell Propiedad Intelectual Abogados	Lucía Espinosa, Fabiana Mateos
EXCELLENT	
Cervieri Monsuarez	Andrea Casales, Madelón Landa, Natalia Paladino
Ferrere	Agustín Mayer West, Stella Weng
Fischer Abogados	Gustavo Fischer, Federico Fischer, Mercedes Castells
HIGHLY RECOMMENDED	
Clarke Modet Uruguay	Fabiana Penades
Pittaluga Abogados	Martín Pittaluga
RECOMMENDED	
Bacot & Bacot	Oscar Bacot Silveira
Dubourg	Andrés Gallo Dubourg
Jones & Cia	Diego Dufrechú
Mercomark	Carlos Sarlabós

### CERVIERI MONSUAREZ & ASOCIADOS: LEADING LIGHTS IN TRADEMARK MATTERS



Virginia Cervieri

**Key Figure(s):**  
Virginia Cervieri, Natalia Paladino, Pablo Monsuarez, Anabel Frachia and Lucia Cantera  
**Established:** 2008

**Track Record:** The firm is a leading name in anti-counterfeiting and enforcement matters, and in the registration and protection of IP rights. The founding partners of the firm, which has offices in Uruguay, Bolivia, Paraguay and Anguila, boast three decades of experience. In 2004, the firm established the Cervieri Monsuarez Foundation to promote art and strengthen high-impact cultural and educational programs in the community.

**Team & Differentiation:** The team intervenes in iconic cases which has earned it a sterling reputation. Its partners participate as speakers in IP-related events, at both regional and international levels. Virginia Cervieri is a top referent in enforcement & anti-counterfeiting matters in Uruguay. It is the only local law firm to have developed its own software package, Horus, which helps monitor client's brands and products to ensure optimal protection.

## 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
Fox & Lapenne	Victoria Fox, Juan Lapenne
Vanrell Propiedad Intelectual Abogados	Marcel Perdigón
HIGHLY RECOMMENDED	
Bergstein Abogados	Silvina Vila, Leonardo Melos
Clarke Modet Uruguay	Fabiana Penades
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
EXCELLENT	
1 Cikato Abogados	Matias Cikato, Mauro Marín
Fischer Abogados	Gustavo Fischer, Federico Fischer, Mercedes Castells
Vanrell Propiedad Intelectual Abogados	Fabiana Mateos, Juan Vanrell
2	
Fernandez Secco & Asociados	Agustina Fernández Giambruno, Gonzalo Fernández Secco
Ferrere	Agustín Mayer West
HIGHLY RECOMMENDED	
Bacot & Bacot	Oscar Bacot Silveira
Fox & Lapenne	Victoria Fox, Juan Lapenne
Pittaluga Abogados	Martín Pittaluga, Juan Manuel Pittaluga



# EUROPE



# AUSTRIA

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

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

\*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 Wegrostek
Geistwert		Constantin Kletzer, Max Mosing, Alexander Schnider, Rainer Schultes
Schoenherr		Dominik Hofmarcher, Gudrun Irsa-Klingspiogl, Christian Schumacher, Michael Woller
EXCELLENT		
1	CMS Reich-Rohrwig Hainz	Egon Engin-Deniz
Schwarz Schoenherr		Markus Grötschl, Georg Schönherr
2	Dorda	Axel Anderl, Andreas Seling
Pendl Mair		Sebastian Feurstein, Gerald Mair, Rudolf Pendl
HIGHLY RECOMMENDED		
Binder Grösswang		Michael Horak, Ivo Rungg
Taylor Wessing		Thomas Adocker, Martin Prohaska-Marchried
Wiltschek Plasser		David Plasser
Wolf Theiss		Maren Jergolla-Wagner*, Georg Kresbach
RECOMMENDED		
ABP Burger & Partner		Clemens Ofner
Baker McKenzie		Lukas Feiler
Brauneis		Martin Reinisch
Freshfields		Lutz Riede
KWR Karasek Wietrzyk		Barbara Kuchar
Paragon		Konrad Lenneis, Mathias Görg
Tonninger Schermaier & Partner		Markus Albrecht, Bernhard Tonninger

\*Senior associate

# BELGIUM

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## TRADEMARK PROSECUTION

### Best IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Gevers	Bram Dejan
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
Kirkpatrick	Lidy-Anne Jeswiet - van Westenbrugge
KOB	Trui Castelein
Novagraaf	Ingrid Mennens



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	
Fieldfisher	Stijn Debaene
Monard Law	Stephane Criel, Daan De Jaeger, Sébastien Verva, Kristof Zadora
NautaDutilh	Florence Verhoestraete
Stibbe	Ignace Vernimme
HIGHLY RECOMMENDED	
1 & De Bandt	Karel Janssens
Altius	Olivier Vrins
Co & Delarue	Dieter Delarue
Inteo	Sofie Cubitt
Lejeune Legal	Frédéric Lejeune
Lexing	Jean-François Henrotte
Liedekerke	Etienne Kairis
MKL Law	Edwin Kat
Prioux Culot	Pierre-Yves Thoumsin
Taylor Wessing	Christian Dekoninck
2 Baker McKenzie	Koen De Winter
CMS	Renaud Dupont, Tom Heremans
Crowell Moring	Jan-Diederik Lindemans
Ethikos	Annick Mottet
IP Porta	Karen Ongena
Janson	Mireille Buydens
Linklaters	Pieter Van Den Broecke
Wiggin	Carina Gommers

ANDERSEN IN BELGIUM: INNOVATIVE SOLUTIONS FOR COMPLEX TRADEMARK LITIGATION



Sebastien Watelet

Key Figure(s):  
Sebastien Watelet  
Established: 2024

**Track Record:** The team has handled over 30 new cases in the past year, representing a diverse portfolio of clients from the media, IT and creative industries. Recent successes include securing favorable advance tax rulings, defending creative professionals against aggressive tax reclassifications and obtaining landmark judicial victories that clarify the scope of copyright and trademark protection for design works and creative output.

**Team & Differentiation:** The firm stands out for its unique combination of intellectual property and tax expertise, reinforced by the integration of a specialist tax-law team. A multidisciplinary approach allows for delivery of tailored, pragmatic solutions that address both legal and fiscal dimensions of trademark and copyright litigation. Law Tax has proven ability to secure favorable outcomes in both administrative and judicial settings.

# COPYRIGHT, MEDIA & ENTERTAINMENT

## Best Law Firms

In each tier, the firms are ordered alphabetically

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

## MONARD LAW: CREATIVE POWERHOUSE FOR COPYRIGHT, MEDIA & ENTERTAINMENT



Daan De Jaeger

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

**Track Record:** The team has a proven track record advising major players in the music, fashion, gaming, luxury and sports worlds, handling over 350 cases annually. Their expertise spans high-profile copyright disputes, anti-counterfeiting actions and strategic support for leading festivals, global brands, and digital innovators, consistently securing favorable outcomes in complex, cross-border matters.

**Team & Differentiation:** The team stands out for its dynamic, partner-driven approach, combining deep sector knowledge with pragmatic solutions tailored to each client. Its multidisciplinary expertise covers copyright, media law, entertainment contracts and digital innovation (NFTs, AI, Web3). The team's open culture, legal tech adoption and international alliances ensure responsive, business-focused advice.



# DENMARK

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
<b>AWA</b>	Claus Marcussen
<b>Bech-Bruun</b>	Claus Barrett Christiansen, Jeppe Brinck-Jensen, Inge Kirstine Skou
<b>Gorrissen Federspiel</b>	Kenneth Kvistgaard-Aaholm, Lars Segato, Lasse Søndergaard Christensen
<b>Kromann Reumert</b>	Frank Bøggild, Kolja Staunstrup
<b>Lundgrens</b>	Anne Mette Sloth Berner
<b>Plesner</b>	Kasper Frahm, Sture Rygaard
<b>Zacco</b>	Thomas Mølsgaard, Heidi Rehné, Knud Wallberg
EXCELLENT	
<b>Bugge Valentin</b>	Jens Jakob Bugge
<b>Njord Law Firm</b>	Jeppe Brogaard Clausen
<b>Patrade</b>	Eva Nødskov Aaen, Charlotte Rask Boddum
<b>Plougmann Vingtoft</b>	Ellen Breddam
HIGHLY RECOMMENDED	
<b>Accura Advokatpartnerselskab</b>	Christina Type Jardorf
<b>Bird &amp; Bird</b>	Mogens Dyhr Vestergaard, Peer Petersen
<b>Horten</b>	Jakob Krag Nielsen
<b>Løje IP</b>	Doga Cansi, Kim Larsen, Johan Løje
<b>Otello Advokatfirma</b>	Martin Hoffgaard Rasmussen



# TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bech-Bruun	Claus Barrett Christiansen, Jeppe Brinck-Jensen, Inge Kirstine Skou
Gorrissen Federspiel	Kenneth Kvistgaard-Aaholm, Lars Segato, Lasse Søndergaard Christensen
Plesner	Kasper Frahm, Sture Rygaard, Mikkel Vittrup
EXCELLENT	
Bugge Valentin	Jens Jakob Bugge, Anders Valentin
Kromann Reumert	Nicolai Lindgreen, Kolja Staunstrup
Lundgrens	Søren Danelund Reipurth, Nina Ringen
Njord Law Firm	Jeppe Brogaard Clausen, Torben Krath
HIGHLY RECOMMENDED	
Accura Advokatpartnerselskab	Morten Bruus, Christina Type Jardorf
AWA	Lisa Webster
Horten	Asger Heine Jensen, Jakob Krag Nielsen
Løje IP	Johan Løje
Patrade	Eva Nødskov Aaen
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)
<b>LEADING</b>	
<b>Boco IP</b>	Peter Åkerlund, Elina Heikkilä, Laura Roselius, Jerry Härkönen
<b>Castrén &amp; Snellman</b>	Nina Mikander, Sakari Salonen
<b>Properta Attorneys</b>	Hanna-Maija Elo, Kukka Tommila
<b>Roschier</b>	Rainer Hilli, Markku Tuominen
<b>EXCELLENT</b>	
<b>Borenius</b>	Lasse Laaksonen
<b>Eversheds Sutherland</b>	Kati Rantala, Lassi Lepistö
<b>Heinonen &amp; Co - part of Eversheds Sutherland Finland</b>	Petteri Häkkinen, Lassi Lepistö, Kati Rantala
<b>Laine IP Oy</b>	Tom-Erik Hagelberg, Joose Kilpimaa
<b>Papula-Nevinpat</b>	Heidi Mikkola, Riikka Palmos
<b>Waselius</b>	Bernt Juthström, Åsa Krook
<b>HIGHLY RECOMMENDED</b>	
<b>Backström &amp; Co</b>	Petri Eskola, Markus Lampinen, Timo Mäenpää
<b>Berggren</b>	Kaisa Fahllund, Soile Järvenpää, Milla Lehtoranta
<b>Dottir Attorneys</b>	Johanna Rantanen
<b>Hannes Snellman</b>	Panu Siitonen
<b>Kaulo &amp; Partners</b>	Jani Kaulo, Maria Puronvarsi
<b>Kolster Oy Ab</b>	Kristiina Kaislisto
<b>Krogerus</b>	Kalle Hynönen

# TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

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

# FRANCE

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## BRANDS, DESIGNS & MODELS

### Best IP Agencies

In each tier, the agencies are ordered alphabetically

AGENCY		KEY FIGURE(S)
LEADING		
	<b>Casalonga</b>	Caroline Casalonga, Karina Dimidjian-Lecomte, Pauline Freulon, Laurence Schardt, Aude Thrierr
	<b>Germain Maureau</b>	Julien Fialletout, Bertrand Geoffray, Isabelle Hegedus, William Lobelson
	<b>Ipsilon</b>	Florence Bricc, Michèle Dietrich, Olivier Girard, Audrey Lachaud, Jacques Vigneron
	<b>Lavoix</b>	Béatrice Daubin, Philippe Lods, David Millet, Gwénaél Toussaint
	<b>Novagraaf</b>	Olivier Boland, Aurélie Guétin, Fabienne Maucarré, Carole Roger, Marianne Tissot
	<b>Plasseraud IP</b>	Patrick Boyle, Bérénice Dejadins, Frédéric Glaize, Guylène Kiesel Le Cosquer, Charlotte Montaud, Laurent Nowak, Nathalie Pacaud, Christophe Pelèse, Philippe Picard, Guillaume Vermader
	<b>Regimbeau</b>	Martine Bloch-Weill, Olivier Prats, Isabelle Thill
EXCELLENT		
<b>1</b>	<b>Beau De Lomenie</b>	Grégory Ingrand, Emmanuelle Machinet
	<b>Dreyfus &amp; Associés</b>	Nathalie Dreyfus, Emmanuel Harrar
	<b>Santarelli Group</b>	Angélique Afonso, Sylvette Benquet, Frédérique Chinchole, Jean-Baptiste Durantont, Marie Eschard, Éric Le Bihan, Hélène Lecornu, Sophie Marc, Guillaume Mortreux, Nathalie Rey
	<b>Taoma Partners</b>	Melissa Cassanet, Laurine Janin-Reynaudo, Gaëlle Loinger-Benamran, Jean-Charles Nicollet, Malaurie Pantalacci
	<b>Tmark</b>	Nicolas Debaisieux, François Deschamps, Valérie Dorey, Nadine Royer, Olivier Thrierr
<b>2</b>	<b>Ardan</b>	Julien Delucenay, Stève Félix
	<b>Cabinet Camus Lebkiri</b>	Stéphanie Rito
	<b>Cabinet Netter</b>	Aurore Simon Druon
	<b>Jacobacci Coral Harle</b>	Maria Luisa Arce-Torrecilla, Sandrine Cugini, Sophie Gaillard, Fabienne Orsini, Marion Vidal-Lachaud
	<b>LLR</b>	Kristell Erout, Gilles Escudier
	<b>Lynde &amp; Associés</b>	Jean-Michel Flu, Stéphane Lynde

## HIGHLY RECOMMENDED

<b>Abello IP Firm - CPI</b>	Mathilde Junagade
<b>Gevers &amp; Orès</b>	Émilie Artuphel, Nathalie Rousset
<b>GPI Marques</b>	Frédéric Marlot, Caroline Redon
<b>Groupe Vidon</b>	Soazig Thémoïn, Clémence Touillier, Patrice Vidon
<b>Guiu IP</b>	Stéphanie Bois, Sandrine Guiu, Dorian Guiu, Emilie Naisson
<b>Icosa</b>	Laurence Rivière
<b>Lhermet &amp; Lefranc-Bozmarov</b>	Marion Lefranc-Bozmarov, Bruno Lhermet
<b>MIIP - Made In IP</b>	Eric Schahl

## RECOMMENDED

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

## TMARK: TRUSTED IP PARTNER TO THE CAC 40 STOCK EXCHANGE



François Deschamps

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

**Track record:** Tmark's team stability enables them to handle long-term and complex matters on a range of subjects, including a landmark IGP trademark case they've advised on for over 30 years. The firm serves a prestigious client base, including CAC 40 companies from the luxury, automotive, cosmetics, wine and agri-food sectors.

**Team & differentiation:** With over three decades of experience, Tmark can rely upon a strong international network. Its partners are deeply involved in the IP community – Olivier Thrierr teaches at CEIPI, while Valérie Dorey serves as President of AACeipi, an alumni network connecting past and current CEIPI students.





## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
1 Armengaud Guerlain	Stéphane Guerlain, Catherine Mateu
Bird & Bird	Géraldine Arbant, Anne-Charlotte Le Bihan
Deprez Guignot Associés - DDG	Jean Daniel Bouhenic, Annabelle Dalex, Frédéric Dumont, Vincent Fauchoux
DTMV Avocats	Thomas Cuche, Eleonore Gaspar, Pascal Lefort
Plasseraud IP Avocats	Julien Blanchard, Sandrine Bouvier-Ravon, Jean-Christophe Guerrini, Claire Herissay-Ducamp, Gilles Ringeisen
2 Casalonga	Caroline Casalonga, Arnaud Casalonga, Floriane Codevelle, Karina Dimidjian-Lecomte, Marianne Gabriel, Pascaline Vincent
Cousin & Associés	Jean-Martin Chevalier, Myriam Moatty
De Gaulle Fleurance	Georgie Courtois, Louis De Gaulle, Julien Horn, Francine Le Péchon-Joubert, Serge Lederman
EBL Lexington	Christophe Glénat, Laurent Levy, Michaël Piquet-Fraysse
Havard Duclos & Associés	Pauline Casanova, Sophie Havard Duclos, Constance Percevaux
Hoyng Rokh Monegier	Sophie Micallef, Denis Monégier du Sorbier
Marchais & Associés	Emmanuelle Limouzy, Guillaume Marchais, Philippe Martini-Berthon
Nfalaw	Fabienne Fajgenbaum, Judith Harari, Thibault Lachacinski
EXCELLENT	
1 Bardehle Pagenberg	Rebecca Delorey, Clément Jaffray, Axel Munier
BCTG Avocats	Gaëlle Bloret-Pucci
Benoliel Avocats	Sylvie Benoliel, Anne-Sophie Leroi
Bouchara & Avocats	Vanessa Bouchara, Adèle Maier
Cabinet Arénaire	Thibault Lentini, Pierre Massot
Christophe Caron	Christophe Caron, Clotilde Fouquet
Cléry Devernay	Alain Cléry, Coralie Devernay
De Pardieu Brocas Maffei	Barbara Levy
DLA Piper	Frank Valentin
Franklin	Sandra Strittmatter
Gide Loyrette Nouel	Raphaëlle Dequiré-Portier, Emmanuel Larere
Herbert Smith Freehills	Alexandra Neri
HLSK	Gautier Kaufman, Annette Sion
Hoffman	Pierre Hoffman, Emmanuelle Hoffman
Hogan Lovells	Marie-Aimée De Dampierre
Hw&h - Hertslet Wolfer & Heintz	Christophe Chapoullié
Jacobacci Avocats	Jean-Mathieu Bertho, Alexia de Maulde, Diane de Valbray, Olympe Vanner
Legrand Lesage-Catel LLCG	Stéphanie Legrand, Olivier Legrand
M-P Escande Avocats	Michel-Paul Escande
2 Agil'IT	Salomé Garlandat, Marie-Emmanuelle Haas, Jérôme Tassi
Al Avocats	Marion Aitelli, Muriel Antoine-Lalance
DS Avocats	Charles-Antoine Joly, Catherine Verneret

<b>EKV Avocats Associés</b>	Caroline Hiltgen-Lebouvier
<b>Fabregat Avocats</b>	Marie Fabregat
<b>Gilbey Legal</b>	Jehan-Philippe Jacquey, Joanne Quirin
<b>Gowling WLG</b>	Céline Bey, Marianne Schaffner
<b>Guillemin Avocats</b>	Alexis Guillemin
<b>Harlay Avocats</b>	Sabine Lipovetsky
<b>Jones Day</b>	Emmanuel Baud, Thomas Bouvet, Edouard Fortunet
<b>JP Karsenty &amp; Associés</b>	Martine Karsenty-Ricard, Béatrice Moreau-Margotin
<b>Le Stanc Avocats</b>	Bruno Carbonier, Lisa Le Stanc, Christian Le Stanc
<b>Linklaters</b>	Gaëlle Bourout, Pauline Debré, Jean-François Merdrignac
<b>Mandel Pariente Associés</b>	Isabelle Mandel, Lauren Pariente
<b>Scan Avocats</b>	Sandra Cabanne, Alexandre Nappey
<b>Simmons &amp; Simmons</b>	Sarah Bailey
<b>Szleper Henry Naumann Avocats</b>	Guillaume Henry, Dariusz Szleper
<b>Taylor Wessing</b>	Marc Schuler
<b>Valther</b>	Xavier Près, Vincent Varet

## HIGHLY RECOMMENDED

<b>1 Advant Altana</b>	Armand Aviges, Pierre Lubet, Laura Morelli
<b>Atlan &amp; Boksenbaum Avocats</b>	Alexandra Atlan-Elhaik, Nathalie Boksenbaum
<b>Benech</b>	Alexandre Jacquet, Virginie Lehoux
<b>Bmh Avocats</b>	Stéphane Dassonville
<b>Cleach Avocats</b>	Melvina Valerii
<b>Coblence Avocats</b>	Mélanie Erber
<b>Cornet Vincent Ségurel</b>	François Herpe
<b>Dechert</b>	Olivia Bernardeau-Paupe
<b>Dentons</b>	Loïc Lemercier
<b>Fidal</b>	Cyril Chauvin, Lucie Corvisier, Laurence Dreyfuss-Bechmann, Karine Etienne, Antoine Le Brun, Thibaud Lelong, Nadège Lemarchand
<b>FTPA Avocats</b>	Emmanuel De Marcellus, Antoine Gautier-Sauvagnac, Fabrice Lorvo, Philippe Pochet
<b>Grefte</b>	Pierre Grefte
<b>Hoche Avocats</b>	Régis Carral
<b>Joffe &amp; Associés</b>	Véronique Dahan, Emilie de Vaucresson
<b>K&amp;L Gates</b>	Claude-Étienne Armingaud
<b>Kern &amp; Weyl</b>	Giulia Cortesi, Tania Kern, Claire Weyl
<b>Lexing Avocats</b>	Virginie Brunot, Anne-Sophie Cantreau, Marie Soulez, Rébecca Véricel
<b>Momentum Avocats</b>	Julien Canlorbe
<b>Nomos</b>	Hélène Delabarre, Éric Lauvaux
<b>Oaklance Avocats</b>	Pascale Demoly
<b>Osborne Clarke</b>	Claire Bouchenard
<b>Osmose Avocats</b>	Antoine Gendreau, Alexandra Le Corroncq, Alexis Vichnievsky



## FRANCE

	<b>Promark</b>	Elisabeth Berthet, Alain Berthet, Bénédicte Devevey, Aline Mugard
	<b>Redlink</b>	Céline Cuvelier, Frédéric Fournier
	<b>Schmidt Brunet Litzler</b>	Marie André-Nivet, Delphine Brunet-Stoclet
	<b>Stephenson Harwood</b>	Boriana Guimberteau
	<b>Taoma Partners</b>	Laurine Janin-Reynaud, Anne Messas
	<b>Twelve</b>	Claire de Chassey
	<b>UGGC Avocats</b>	Zhen Huang, Corinne Khayat, Elisabeth Logeais, Anne-Marie Pecoraro
	<b>Valérie Perrichon Avocats</b>	Valérie Perrichon
<b>2</b>	<b>A&amp;O Shearman</b>	Alexandre Rudoni
	<b>Alerion Avocats</b>	Corinne Thiérache
	<b>Amar Goussu Staub</b>	Grégoire Goussu, Anne-Lyne Roche
	<b>Bblm Avocats</b>	Myriam Angelier
	<b>Bessis Avocats</b>	Philippe Bessis
	<b>Bignon Lebray</b>	Nicolas Moreau, Benjamin Mourot
	<b>Blanche Avocats</b>	Louis Jestaz, Sarah Madi, Florent Mattern
	<b>CBR &amp; Associés</b>	Judith Vuillez
	<b>Colbert</b>	Carine Piccio
	<b>De Baecque-Bellec Avocats</b>	Stéphane Bellec, Olivier De Baecque
	<b>Delsol Avocats</b>	Stéphane Perrin
	<b>Derriennic Associés</b>	Jérémy Cardenas, François-Pierre Lani
	<b>Elkrief Avocat</b>	Danielle Elkrief
	<b>Fiducial Legal by Lamy</b>	Karine Disdier-Mikus
	<b>Fieldfisher</b>	Nathalie Hadjadj-Cazier, Franck Veisse
	<b>Firsh</b>	Claire Poirson
	<b>Godefroy Larcher Avocats</b>	Nicolas Godefroy
	<b>H2O Avocats</b>	Sandra Benabou, Nicolas Herzog, Isabelle Vedrines
	<b>Haas Avocats</b>	Gérard Haas
	<b>Herald Avocats</b>	Richard Milchior
	<b>Illouz Avocats</b>	François Illouz
	<b>Jacob Avocats</b>	Julie Jacob
	<b>Jasper Avocats</b>	Pascal Lê Dai
	<b>Kantor-Le Borgne</b>	Maïa Kantor
	<b>Lavoix</b>	Valérie Genin, Pierre-Emmanuel Meynard, Camille Pecnard
	<b>LPA Law</b>	Prudence Cadio, Romain Viret
	<b>Quatrebarbes</b>	Nathalie de Quatrebarbes
	<b>Santarelli Group (Avocats)</b>	Gwendal Barbaut
	<b>Seattle Avocats</b>	François Ronget
	<b>Veil Jourde</b>	Nicolas Brault

## RECOMMENDED

<b>1</b>	<b>Ad Valoria, société d'avocats</b>	Mathieu Martin
	<b>BG2V</b>	Xavier Carbasse, Marie Georges-Picot
	<b>Carlara - Carbonnier Lamaze Rasle</b>	Michel Rasle
	<b>Circle Law</b>	Edmond Tahar
	<b>DWF</b>	Stéphanie Berland, Florence Karila
	<b>Féral</b>	Richard Willemant
	<b>Forward Avocats</b>	François Frassati, Nicolas Weissenbacher
	<b>Fourlon Avocats</b>	Armelle Fourlon
	<b>Mathias Avocats</b>	Garance Mathias
	<b>Ox Avocats</b>	Jean Aittouares
	<b>Racine</b>	Charles Bouffier, Valérie Ledoux
	<b>Roman André</b>	Jean André
	<b>Tgs France Avocats</b>	Claire Cambernon, Ladan Dirickx
	<b>Valmy Avocats</b>	Margaux Nègre
	<b>Woog &amp; Associés</b>	Coralline Manier Galas
	<b>Ydès</b>	Jean-Christophe Chevallier, Cyril Fabre
<b>2</b>	<b>Addleshaw Goddard</b>	Elisabeth Marrache
	<b>Alter Via Avocats</b>	Amélie Capon
	<b>Astura</b>	Matthieu Mélin
	<b>Bats Avocats</b>	Hugo Bats
	<b>Bonnier Saint-Félix</b>	Antoine Bonnier, Julien Saint-Félix
	<b>Claire &amp; Dauphine</b>	Dauphine de Marion de Glatigny, Claire Mourrieras
	<b>Crossen &amp; Borowsky</b>	Sophie Borowsky
	<b>Effective Ip</b>	François-Xavier Boulon
	<b>Fusco-Vigné</b>	Ariane Fusco-Vigné
	<b>Gomis &amp; Lacker</b>	Guillaume Gomis, Julien Lacker
	<b>ITLAW Avocats</b>	Claudia Weber
	<b>Kelten - Association D'Avocats</b>	Nicolas Martin-Teillard
	<b>Morgan Lewis</b>	Mathilde Carle
	<b>Squair</b>	Chloé Brotons, Véronique Piguet, Quentin Renaud
	<b>Weisselberg Avocats</b>	Élise Weisselberg

## GILBEY LEGAL: STRATEGIC TRADEMARK PORTFOLIO MANAGEMENT



Joanne Quirin

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

**Track Record:** Joanne Quirin and Jehan-Philippe Jacquey lead a tight-knit team focused on litigation before courts and IP offices, as well as strategic portfolio management. Their full-service offering in trademarks, designs and models, as well as in copyright and domain matters reinforces their position as highly specialized, trusted advisors. The firm continues to grow steadily and attract new clients.

**Team & Differentiation:** The firm regularly handles high-profile disputes for prestigious brands incl. in the sectors of consumer products, health-care, beauty, food, beverages, social media, hospitality and sports, showcasing sharp litigation skills and international reach. The partner duo fosters strong internal cohesion and mentorship at Gilbey Legal, creating a stable environment that benefits both associates and clients alike.

# GERMANY

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## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms & IP agencies are ordered alphabetically

FIRM		KEY FIGURE(S)
LEADING		
	<b>Bardehle Pagenberg</b>	Claus Eckhardt, Henning Hartwig, Philipe Kutschke
	<b>Bird &amp; Bird</b>	Joseph Fesenmair, Mascha Grundmann, Uwe Lüken, Frederik Thiering
	<b>Boehmert &amp; Boehmert</b>	Peter Gross, Florian Schwab, Martin Wirtz
EXCELLENT		
1	<b>Grünecker</b>	Anja Franke, Holger Gauss, Maximilian Kinkeldey, Cornelia Schmitt
	<b>Klaka</b>	Carola Onken, Oliver Rauscher
	<b>Meissner Bolte</b>	Jochen Kilchert, Oliver Nilgen, Jasper Werhahn, Tanja Wittmann, Gert Würtenberger
2	<b>CMS Hasche Sigle</b>	Nikolas Gregor, Thomas Manderla
	<b>Dentons</b>	Stefan Dittmer, Constantin Rehaag
	<b>Gleiss Lutz</b>	Andreas Wehlau
	<b>Harmsen Utescher</b>	Martin Kefferpütz, Till Lampel, Andrea Marx, Karin Sandberg
	<b>Harte-Bavendamm</b>	Michael Goldmannn, Malte Lieckfeld
	<b>Hoffmann Eitle</b>	Isabelle Kuschel, Michaela Ring
	<b>Hoyng Rokh Monegier</b>	Mathis Breuer, Thomas Schmitz, Christina Tenbrock
	<b>Nordemann</b>	Stanislaus Jaworski, Michael Maier, Axel Nordemann, Anke Nordemann-Schiffel
	<b>Taylor Wessing</b>	Wiebke Baars, Sebastian Fiscoeder, Olaf Gillert
	<b>Vossius &amp; Partner</b>	Mathias Kleespies, Simone Schäfer
HIGHLY RECOMMENDED		
	<b>Eisenführ Speiser</b>	Rainer Böhm, Julian Eberhardt
	<b>Friedrich Graf von Westphalen &amp; Partner</b>	Stephan Dittl, Morton Douglas, Norbert Hebeis, Eva Kessler, David Kipping
	<b>Heuking</b>	Georg Jacobs, Andreas Schabenberger, Thorsten Wieland
	<b>Jonas</b>	Martin Viefhues, Nils Weber
	<b>LSG - Lorenz Seidler Gossel</b>	Christian Rassmann, Dirk Wiedemann



	<b>Maiwald</b>	Aliki Busse, Susanna Heurung, Christian Meyer
	<b>Noerr</b>	Christoph Rieken
	<b>Orka</b>	Anja Doepner-Thiele, Ulla Kelp, Philipp Mels
	<b>Preu Böhlig</b>	Christian Donle, Torben Düsing
	<b>Schalast Law I Tax</b>	Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc
	<b>SKW Schwarz</b>	Dorothee Altenburg, Margret Knitter
	<b>Weickmann</b>	Udo Herberth, Christoph Vischer
	<b>RECOMMENDED</b>	
<b>1</b>	<b>ADVANT Beiten</b>	Christina Hackbarth, Tanja Hogh Holub
	<b>Ampersand</b>	Alexandra Heyn
	<b>Arnold Ruess</b>	Peter Ruess
	<b>Cohausz &amp; Florack</b>	Rebekka Schiffer
	<b>FPS Law</b>	Georges Brox, Andreas Freitag, Christoph Holzbach
	<b>Görg</b>	Oliver Spieker, Kai Tumbrägel
	<b>Hildebrandt.</b>	Ulrich Hildebrandt, Anja Wulff
	<b>LBP Lemcke, Brommer &amp; Partner</b>	Dietrich Blumenroehr
	<b>LSWF</b>	Stefan Hennigs, Hartwig Schmidt-Hollburg
	<b>Prinz &amp; Partner</b>	Ute Feldmann, Adrian Kleinheyer
	<b>Unit 4 IP</b>	Ursula Stelzenmüller
<b>2</b>	<b>Betten &amp; Resch</b>	Alexandra Parr
	<b>D Young &amp; Co</b>	Jana Bogatz
	<b>Keller Schneider</b>	Giedre Neverauskas, Martin Schneider, Hannes Spillmann
	<b>Kreuels Henrichs</b>	Philipp Henrichs
	<b>Loschelder</b>	Stefan Maassen, Thomas Schulte-Beckhausen
	<b>Maikowski &amp; Ninnemann</b>	Fabian Sokolowski
	<b>Merh-IP</b>	Timo Schwamb, Herbert Skreinig
	<b>RSM Ebner Stolz</b>	Albrecht von Bismarck, Björn Schallock
	<b>Schultz-Süchting</b>	Dirk Bruhn, Torsten Spiegelhalder
	<b>Simon Graeser</b>	Simon Graeser, Karin Simon
	<b>Squire Pattons Boggs</b>	Reinhart Lange, Sandra Müller
	<b>Teal</b>	Patrick Baronikians, Susanne Schmidt
	<b>Wuesthoff &amp; Wuesthoff</b>	Beatrix Breitingner, Steffen Kirschstein-Freund

## HOFFMANN EITLE: PAN-EUROPEAN IP PROTECTION



Michaela Ring

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

**Track Record:** Hoffmann Eitle's Soft-IP department continuously strives for excellence in IP protection. With highly specialized teams of attorneys operating across Germany, an in the UK, Italy, the Benelux and, soon, France, the firm is able to deliver true pan-European consulting strategies and efficiently coordinate litigation cases while ensuring high-quality standards and streamlined processes throughout.

**Team & Differentiation:** With 48 equity partners and 24 associate partners, Hoffmann Eitle provides both prosecution and litigation services from a single source. The team's 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. The Munich office's UK-based trademark attorney is a key asset post-Brexit.



## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1 Bird &amp; Bird</b>	Richard Dissmann, Constantin Eikel, Joseph Fesenmair, Uwe Lüken, Frederik Thiering
<b>Hogan Lovells</b>	Yvonne Draheim, Burkhard Goebel, Erhard Keller, Thorsten Klinger, Morten Petersenn
<b>2 CMS Hasche Sigle</b>	Nicolas Gregor, Gordian Hasselblatt, Carsten Menebröcker
<b>Harmsen Utescher</b>	Martin Kefferpütz, Till Lampel, Karin Sandberg, Christoph Schumann
<b>Harte-Bavendamm</b>	Michael Goldmann, Andrea Jaeger-Lenz, Malte Lieckfeld
<b>EXCELLENT</b>	
<b>1 Bardehle Pagenberg</b>	Pascal Böhner, Claus Eckhardt, Henning Hartwig, Philipe Kutschke
<b>bock legal</b>	Andreas Bock, Jan Müller-Broich, Reinhard Döring, Benedikt Frank
<b>Boehmert &amp; Boehmert</b>	Rudolf Boekenholt, Andreas Dustmann, Silke Freund, Carl-Richard Haarmann, Eckhard Ratjen
<b>Dentons</b>	Stefan Dittmer, Constantin Rehaag
<b>Klaka</b>	Stefan Abel, Stefan Eck, Ralf Hackbarth, Carola Onken, Andreas Schulz
<b>Taylor Wessing</b>	Sebastian Fiscoeder, Olaf Gillert
<b>2 Grünecker</b>	Anja Franke, Holger Gauss, Maximilian Kinkeldey
<b>LSG - Lorenz Seidler Gossel</b>	Christian Rassmann, Dirk Wiedemann
<b>Lubberger Lehment</b>	Cornelis Lehment
<b>Nordemann</b>	Stanislaus Jaworski, Andreas Lubberger, Michael Maier, Axel Nordemann, Anke Nordemann-Schiffel
<b>HIGHLY RECOMMENDED</b>	
<b>1 ADVANT Beiten</b>	Christina Hackbarth, Tanja Hogh Holub, Matthias Stecher, Holger Weimann
<b>Arnold Ruess</b>	Peter Ruess, Cordula Schumacher
<b>Gleiss Lutz</b>	Marcel Pemsel*, Matthias Werner, Andreas Wehlau
<b>CBH</b>	Ingo Jung
<b>DLA Piper</b>	Stefan Engels, Burkhard Fürmeyer
<b>FPS</b>	Georges Brox, Askan Deutsch, Christoph Holzbach
<b>Friedrich Graf von Westphalen &amp; Partner</b>	Stephan Dittl, David Kipping
<b>Heuking</b>	Georg Jacobs, Astrid Luedtke, Andreas Schabenberger, Thorsten Wieland
<b>Hoffmann Eitle</b>	Isabelle Kuschel, Michaela Ring
<b>Hoyng Rokh Monegier</b>	Mathis Breuer, Ivan Dimitrov, Thomas Schmitz, Christina Tenbrock
<b>Jonas</b>	Karl Hamacher, Linda Thiel, Martin Viefhues, Nils Weber
<b>Kather Augenstein</b>	Christof Augenstein, Sören Dahm, Peter Kather, Miriam Kiefer, Christopher Weber
<b>Preu Bohligh</b>	Alexander Bayer, Torben Düsing, Astrid Gérard
<b>Vossius &amp; Partner</b>	Mathias Kleespies, Simone Schäfer
<b>2 Eisenführ Speiser</b>	Julian Eberhardt
<b>K&amp;L Gates</b>	Julia Goetz*, Daniel Marschollek, Manuel Merling*
<b>Meissner Bolte</b>	Jochen Kilchert, Florian Meyer, Oliver Nilgen, Julian Würmser
<b>Noerr</b>	Jessica Loew, Valentina Niess, Christoph Rieken
<b>Orka</b>	Anja Doepner-Thiele, Ulla Kelp, Philipp Mels
<b>SKW Schwarz</b>	Dorothee Altenburg, Magnus Hirsch, Margret Knitter, Rembert Niebel
<b>Weickmann</b>	Udo Herberth, Christoph Vischer
<b>RECOMMENDED</b>	
<b>1 Freshfields</b>	Matthias Koch
<b>Heussen</b>	Sabine Hohmann, Hermann Waldhauser
<b>Hildebrandt.</b>	Ulrich Hildebrandt, Anja Wulff

LSWF	Stefan Hennigs, Hartwig Schmidt-Hollburg
Luther	Geert Johann Seelig
Norton Rose Fulbright	Clemens Rübel
Osborne Clarke	Marcus Sacré
Schalast Law I Tax	Alexander Hauch, Kerstin Gründig-Schnelle, Thomas Sambuc
Schultz-Süchting	Dirk Bruhn
Teworte-Vey Simon Schumacher & Partner	Jan Schumacher, Marie Teworte-Vey
Unit 4 IP	Ekkehard Stolz, Jan Weiser
<b>2 Ampersand</b>	Alexandra Heyn
Balder IP	Jeans-Christian Jahnke
Boesling IP	Thies Bösling, Inga George
df-mp	Ortrun Günzel
D Young & Co	Jana Bogatz
Eversheds Sutherland	Tobias Maier, Axel Zimmermann
Görg	Oliver Spieker, Kai Tumbrägel
GvW Graf von Westphalen	Kristofer Bott, Nicolas Dumont, Gabriel Wittmann
KNPZ	Christian Klawitter, Mathias Zintler
LBP Lemcke, Brommer & Partner	Dietrich Blumenroehr, Anke Leitner
LLR.	Markus Bagh
Löffel Abrar	Michael Fammmler
Loschelder	Thomas Schulte-Beckhausen
Maikowski & Ninnemann	Ralf Emig
Maiwald	Aliki Busse, Susanna Heurung
Mayer Brown	Ulrich Worm
Menold Bezler	Manfred Hammer
RSM Ebner Stolz	Albrecht von Bismarck, Björn Schallock
RZWH	Julian Wachinger, Michael Zoebisich
TEAL	Patrick Baronikians. Susanne Schmidt
Teworte-Vey Simon Schumacher & Partner	Marie Teworte-Vey
Vogel & Partner	Jürgen Held
Wuestoff & Wuestoff	Beatrix Breitingner, Steffen Kirschstein-Freund
Zierhut IP	Christian Zierhut

\*Counsel

## WEICKMANN: 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 who 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: TRADEMARK LAW LEADERS



Oliver Nilgen

**Key Figure(s):** Jochen Kilchert, Florian Meyer, Oliver Nilgen and Julian Würmsner  
**Established:** 1908

**Track Record:** Bremen-founded Meissner Bolte has 12 offices, including one in the UK. As a specialist IP firm, it provides legal services in all areas of intellectual property. The firm is one of the leading applicants for European Trademarks, International Applications and designs, as well as one of the main country representatives for European Trademarks, International Applications and designs at EUIPO.

**Team & Differentiation:** Backed by a team five specialist attorneys-at-law and twelve paralegals, Oliver Nilgen comprehensively advises clients on trademark and design law issues. In order to better serve clients in the Düsseldorf region, Meissner Bolte has moved to larger premises in the city and is expanding its team. The 350-employee firm boasts teams fluent in English, Japanese and Korean, ensuring seamless service for global clients.



GERMANY

## 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	
DLA Piper	Stefan Engels
FREY	Dieter Frey
Morrison Foerster	Andreas Grünwald, Christiane Stützle, Christoph Wagner
Noerr	Tobias Bosch, Hans Radau
HIGHLY RECOMMENDED	
Bird & Bird	Joseph Fesenmair, Fabien Niemann, Martin Schimke
Boehmert & Boehmert	Rudolf Böckenholt, Silke Freund, Martin Schaefer
Freshfields	Theresa Ehlen
GvW Graf von Westphalen	Walter Scheuerl, Christian Triebe, Axel von Walter
Greenberg Traurig	Viola Bensinger
Hengeler Mueller	Albrecht Conrad, Wolfgang Spoerr
Heussen	Marcus Hotze, Hermann Waldhauser
Lausen	Kerstin Bäcker, Matthias Lausen, Martin Schippan
McDermott Will & Emery	Wolfgang von Frentz
Nordemann	Stanislaus Jaworski, Jan Bernd Nordemann
Osborne Clarke	Konstantin Ewald
Preu Bohligh	Alexander Bayer, Christian Donle, Torben Düsing
Raue	Jan Hegemann, Robert Heine
Redeker Sellner Dahs	Gernot Lehr, Christian Mensching

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<b>SKW Schwarz</b>	Norbert Klingner, Mathias Schwarz
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<b>Taylor Wessing</b>	Axel Freiherr von dem Bussche, Gregor Schmid
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## RECOMMENDED

<b>1 ADVANT Beiten</b>	Andreas Lober, Peggy Müller, Holger Weimann
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<b>Brehm &amp; v. Moers</b>	Wolfgang Brehm, Stefan von Moers
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<b>Fieldfisher</b>	Martin Diesbach
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<b>Graef</b>	Ralph Oliver Graef
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<b>JBB</b>	Thorsten Feldmann
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<b>Heuking</b>	Verena Hoene, Michael Schmittmann
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<b>K&amp;L Gates</b>	Friederike Gräfin von Brühl
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<b>Strasser Ventroni Freytag</b>	Stefan Freytag, Robert Strasser, Stefan Ventroni
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<b>Unverzagt</b>	Andreas Pense
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<b>White &amp; Case</b>	Markus Langen, Norbert Wimmer
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<b>2 Gruengold Legal</b>	Piet Bubenzer, Christian Frodl
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<b>Härting</b>	Fabian Reinholz
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<b>KNPZ</b>	Gerald Neben
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<b>Lentze Stopper</b>	Gregor Lentze, Martin Stopper
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<b>Pinsent Masons</b>	Benedikt Beierle
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<b>Schalast Law I Tax</b>	Udo Kornmeier
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<b>SKNvonGEYSO</b>	Hermann Lindhorst
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<b>SSB</b>	Stefan Söder
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<b>Von Have Fey</b>	Sebastian Gorski
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<b>VY - Brix Lange Verweyen</b>	Urs Verweyen
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# ITALY

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## TRADEMARK PROSECUTION

### Best IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>1 Barzanò &amp; Zanardo</b>	Alfredo Zanardo, Alessandra Tedesco
<b>Bugnion</b>	Donatella Prandin, Alessandro Mannini, Paola Stefanelli, Simone Verducci Galletti
<b>SIB (Società Italiana Brevetti)</b>	Fabrizio De Benedetti, Elisabetta D'Amore, Mauro Delluniversità, Massimo Gori, Mara Mondolfo, Francesca Moscone, Angelica Torrigiani Malaspina
<b>Studio Torta</b>	Maria Cristina Baldini, Maria Teresa Saguatti, Elisa Tricerri, Raffaella Barbuto
<b>2 Buzzi, Notaro &amp; Antonielli D'Oulx</b>	Enrico Antonielli d'Oulx, Livia Pasqualigo, Alessandra Romeo
<b>Jacobacci &amp; Partners</b>	Gabriele Borasi, Enrico Riccardino, Elena Monte, Paolo Viscuso
<b>EXCELLENT</b>	
<b>GLP</b>	Davide Luigi Petraz
<b>Modiano &amp; Partners</b>	Gabriella Modiano
<b>Perani &amp; Partners</b>	Paolo Perani, Paolo Pozzi
<b>HIGHLY RECOMMENDED</b>	
<b>Akran</b>	Andrea Klein, Peter McAleese, Lucia Sblendorio
<b>Botti &amp; Ferrari</b>	Sabrina Fumagalli, Caterina Spera
<b>Bresner Cammareri Intellectual Property – BCIP</b>	Emanuele Cammareri
<b>Caramelli Lazzarotto Associati</b>	Silvia Lazzarotto, Mariella Caramelli
<b>DeosIP</b>	Andrea De Gaspari, Boris Osgnach, Giovanni Todescan
<b>Giambrocono &amp; C.</b>	Fabio Giambrocono, Stefania Bersani
<b>Notarbartolo &amp; Gervasi</b>	Raffaele Ranieri
<b>Porta &amp; Consulenti Associati</b>	Roberto Porta, Luca Geoni, Paolo Piontkowsky, Paola Merlini

RECOMMENDED	
De Simone & Partners	Domenico De Simone, Massimo Cimoli, Giovanni Orsoni, Francesco Carrelli Palombi, Lucia Granieri
Dragotti & Associati	Giulia Lavizzari
Luppi Intellectual Property	Gaetana Montalto, Paolo Carlo Alberto Gramegna, Claudio Maselli, Maria Antonella Incardona
Manzella & Associati	Federico Manzella, Jacopo Manzella
Marchi & Partners	Dino Citelli
Marietti, Gislon e Trupiano	Elena Marietti
Rapisardi Intellectual Property	Mariacristina Rapisardi, Gianluigi Volontè
TCBM Srl	Roberta Garzia, Davide Cozzi
VALUABLE PRACTICE	
LGV Filing and Services	Elia Piccolo, Brenda Villa, Anna Taruffo
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	Massimiliano Mostardini, Giovanni Galimberti
Hogan Lovells	Luigi Mansani, Giovanni Ghirardi
Trevisan & Cuonzo	Luca Trevisan, Gabriel Cuonzo
EXCELLENT	
1 BonelliErede	Giovanni Guglielmetti
DLA Piper	Roberto Valenti, Gualtiero Dragotti, Elena Varese
IP Law Galli	Cesare Galli, Mariangela Bogni
Jacobacci e Associati	Fabrizio Jacobacci, Massimo Baghetti, Marco Francetti
LGV Avvocati	Simona Lavagnini, Luigi Goglia, Tankred Thiem
Orsingher Ortu	Matteo Orsingher, Fabrizio Sanna
2 ADVANT Nctm	Paolo Lazzarino
LCA Studio Legale	Gianluca De Cristofaro
Martini Manna & Partners	Elena Martini, Luigi Manna
Spheriens	Pier Luigi Roncaglia, Noemi Parrotta, Francesco Rossi



ITALY

## HIGHLY RECOMMENDED

<b>Bresner Cammareri Intellectual Property – BCIP</b>	Davide Bresner
<b>CBA</b>	Barbara Sartori, Mattia Dalla Costa
<b>Morri Rossetti &amp; Franzosi</b>	Federica Santonocito, Mario Franzosi
<b>Gianni &amp; Origoni</b>	Nino Di Bella
<b>Herbert Smith Freehills</b>	Pietro Pouché
<b>Lexsential</b>	Agata Sobol, Vincenzo Piccarreta, Vincenzo Jandoli
<b>Mondini Bonora Ginevra</b>	Carlo Ginevra, Fabio Ghiretti, Giacomo Bonelli
<b>Pavia e Ansaldo</b>	Gian Paolo Di Santo, Gabriele Girardello
<b>PedersoliGattai</b>	Licia Garotti
<b>Saglietti Bianco</b>	Luigi Saglietti, Emanuela Bianco
<b>Weigmann</b>	Marco Ricolfi, Fabrizio Tarocco

## RECOMMENDED

<b>Akran Intellectual Property</b>	Monica Bucarelli, Alessandro Masetti e Graziana Ercolanelli
<b>Chiomenti</b>	Anna Gardini, Paolo Bertoni
<b>Dentons</b>	Federico Fusco
<b>EY</b>	Giovanni Casucci
<b>Emlex</b>	Massimo Maggiore
<b>GR Legal</b>	Luca Giove, Aurelio Richichi, Andrea Comelli
<b>Legance</b>	Monica Riva
<b>Nunziante Magrone</b>	Niccolò Ferretti, Luca Ferrari
<b>Portolano Cavallo</b>	Lydia Mendola, Maria Balestrieri
<b>Studio Legale Sena &amp; Partners</b>	Giuseppe Sena
<b>Tavella</b>	Jacopo Ciani
<b>Venturello e Bottarini Avvocati</b>	Marco Venturello, Alberto Bottarini

## VALUABLE PRACTICE

<b>De Berti Jacchia Franchini Forlani</b>	Roberto Jacchia, Maria Cristina Franchini
<b>Greenberg Traurig Santa Maria</b>	Luigi Fontanesi
<b>Eversheds Sutherland</b>	Beatrice Bigonzi
<b>Simmons &amp; Simmons</b>	Giulio Sironi, Stefania Bergia
<b>Studio Sindico e Associate</b>	Domenico Sindico

## SAGLIETTI BIANCO: BRIDGING EXPERIENCE AND INTERNATIONAL EXPERTISE



Luigi Saglietti

**Key Figure(s):** Luigi Saglietti  
and Emanuela Bianco  
**Established:** 1982

**Track Record:** Saglietti Bianco has several decades' experience in the trademark industry, offering comprehensive services that range from brand strategy advice to trademark protection and commercialization. The firm has handled numerous trademark filings and litigations, demonstrating deep understanding of various sectors, while providing tailored solutions for clients across multiple jurisdictions.

**Team & Differentiation:** Saglietti brings together seasoned experience and dynamic leadership. The firm's approach is embodied by Luigi Saglietti, an attorney with over 50 years' experience in trademark law, and Emanuela Bianco, a highly skilled attorney with expertise in international relations and a strong focus on cross-border legal matters. The multilingual aspect of the team ensures coordination on a global level.

# FASHION

## Best Law Firms

In each tier, the firms are ordered alphabetically

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

### SPHERIENS: IP EXPERTISE WITH A CREATIVE EDGE



Pier Luigi Roncaglia

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

**Track Record:** Spheriens is a leading IP boutique offering comprehensive legal services in all areas of intellectual property law. The firm excels at handling complex fashion-law cases, ensuring protection of brand identity and design. With offices in Florence, Milan, Rome and New York, it has achieved innovative results in IP litigation at both the national and international level.

**Team & Differentiation:** Spheriens stands out thanks to an interdisciplinary approach that blends expertise across various legal fields, including fashion law. The team offers tailor-made solutions by pooling the expertise of its members. Co-founder Pier Luigi Roncaglia, a seasoned IP and fashion law expert, brings invaluable insights through his teaching roles at Harvard and Bocconi University.



## COPYRIGHT

## Best Law Firms

In each tier, the firms are ordered alphabetically

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



## LGv AVVOCATI: LEGAL SUPPORT FOR THE EVOLVING IP LANDSCAPE



Simona Lavagnini

**Key Figure(s):**  
Simona Lavagnini  
**Established:** 2003

**Track Record:** LGv Avvocati is a leading IP boutique, which boasts extensive expertise in copyright law. The firm advises clients from various industries and businesses, from publishing and broadcasting to software and music. It offers strategic support in both compliance and enforcement, including anti-piracy and licensing. Clients include major international companies in telecom, tech and entertainment.

**Team & Differentiation:** A boutique structure with tailored service, LGv stands out for its deep technical knowledge and partner-led approach. Clients benefit from the direct involvement of experienced professionals. Simona Lavagnini, a professor of copyright law at the University of Pavia and a member of leading industry associations, further enhances LGv's exceptional service.

## ADVANT NCTM: FULL-SERVICE REACH, BOUTIQUE IP FINESSE



Lorenzo Attolico

**Key Figure(s):** Lorenzo Attolico and Paolo Lazzarino  
**Established:** 2000

**Track Record:** In business for a quarter of a century, Advant Nctm is one of Italy's largest independent law firms, with 300 professionals across offices in Milan, Rome, Genoa, London and Shanghai. The firm combines international reach with strong sector expertise, and is home to a well-regarded IP practice serving clients in key creative and industrial markets.

**Team & Differentiation:** Led by Lorenzo Attolico and Paolo Lazzarino, the IP team offers tailor-made solutions and the support of a large firm structure. Its deep market knowledge and complementary expertise enable comprehensive assistance across all IP areas. Clients in the media, fashion and automotive industries benefit from hands-on, continuous support, with strong partner involvement throughout each case.

## MEDIA & ENTERTAINMENT

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
ADVANT Nctm	Lorenzo Attolico
Orsingher Ortu	Matteo Orsingher, Fabrizio Sanna, Marco Consonni
Portolano Cavallo	Ernesto Apa, Francesco Portolano
<b>EXCELLENT</b>	
Amiconi Studio Associato	Marzia Amiconi, Mauro Amiconi
Baker McKenzie	Raffaele Giarda, Paolo Galli
Bird & Bird	Gian Marco Rinaldi
Chiomenti	Paolo Bertoni
Gallavotti Bernardini & Partners	Antonio Bernardini, Chiara Dellacasa
Gianni & Origoni	Luca Rinaldi
LGv Avvocati	Simona Lavagnini
Mondini Bonora Ginevra	Silvia Mondini, Giorgio Mondini, Fabio Ghiretti
<b>HIGHLY RECOMMENDED</b>	
Carnelutti	Luca Arnaboldi
Dentons	Giangiacomo Olivi
Dike Legal	Maria Francesca Quattrone
DLA Piper	Giulio Coraggio
Herbert Smith Freehills	Pietro Pouché
LCA Studio Legale	Gianluca De Cristofaro, Giulio Vecchi
Martini Manna	Elena Martini



Munari & Partners	Alessandro Munari, Bruna Alessandra Fossati
Ontier	Pierluigi de Palma
RP Legal & Tax	Francesca Lodigiani
Studio Legale Quiriconi	Gianpietro Quiriconi, Benedetta Quiriconi, Paolo Binaschi
Studio Previti	Stefano Previti, Carla Previti
RECOMMENDED	
Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo
Emlex	Massimo Maggiore, Aurelio Assenza
Legance	Valerio Mosca
PedersoliGattai	Licia Garotti, Duccio Regoli
Tavella	Massimo Tavella, Barbara Mazzi
Tonucci & Partners	Mario Tonucci
VALUABLE PRACTICE	
Cosmo Legal Group	Stéphanie Rotelli, Costantino Monteleone
LawaL	Roberta Mollica
PwC	Paola Furiosi
Studio Legale De Vergottini	Giovanni de Vergottini, Marco Petitto

SPORTS

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Grassani e Associati	Mattia Grassani
EXCELLENT	
Coccia De Angelis & Associati	Massimo Coccia, Mario Vigna
Gallavotti Bernardini & Partners	Stefano La Porta
LCA Studio Legale	Federico Venturi Ferriolo
LP Avvocati	Flavia Tortorella
Studio Legale Cantamessa	Leandro Cantamessa
Withers	Luca Ferrari
HIGHLY RECOMMENDED	
DN Law	Cristiano Novazio
LegisLAB	Alberto Porzio
VALUABLE PRACTICE	
ADVANT Nctm	Lorenzo Attolico
Chiomenti	Massimo Proto
Clifford Chance	Stella Riberti
GeaLex	Maria Laura Guardamagna
JT Lex	Jacopo Tognon
Luzzatto	Luigi Fumagalli
Studio Legale Lubrano & Associati	Enrico Lubrano

## ADVERTISING & MARKETING

### Best Law Firms

In each tier, the firms are ordered alphabetically

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



## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
E-Lex	Giovanni Maria Riccio, Ernesto Belisario, Dario Reccia, Stefano Aterno
Hogan Lovells International	Massimiliano Masnada
ICT Legal Consulting	Luca Bolognini
Panetta Studio Legale	Rocco Panetta
Portolano Cavallo	Laura Liguori
EXCELLENT	
BonelliErede	Tommaso Faelli
CRCLEX	Carlo Rossi Chauvenet
Cugia Cuomo & Associati	Fabrizio Cugia di Sant'Orsola, Silvia Giampaolo
Dentons	Giangiacomo Olivi
DLA Piper	Giulio Coraggio
Gianni & Origoni	Daniele Vecchi
LCA Studio Legale	Giulio Vecchi, Edoardo Raffiotta
Orsingher Ortu	Fabrizio Sanna, Domenico Colella, Marco Cononni, Marta Minonne
Osborne Clarke	Gianluigi Marino
HIGHLY RECOMMENDED	
ADVANT Nctm	Elsa Gentile, Marco Cappa
Baker McKenzie	Francesca Gaudino
Chiomenti	Pierluigi Perri
CMS	Matia Campo
Emlex	Massimo Maggiore
Gatti Pavesi Bianchi Ludovici	Gilberto Nava
Legance	Lucio Scudiero
Martini Manna	Luigi Manna
Morri Rossetti & Franzosi	Carlo Impalà
Orrick, Herrington & Sutcliffe	Ivan Rotunno
Pirola Pennuto Zei & Associati	Roberta di Vieto, Mattia Salerno
Studio Previti	Vincenzo Colarocco
RECOMMENDED	
Bird & Bird	Debora Stella
Dike Legal	Maria Francesca Quattrone



# LUXEMBOURG

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## BRAND & PATENT FILING

### Best IP Agencies

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Dennemeyer & Associates	Olivier Lombardo
Marks & Clerk	Luca Polverari
EXCELLENT	
Aronova IP	Mathis Bruck
Ipsilon	Yves Schyns
Laidebeur & Partners	Olivier Laidebeur
Office Freylinger	Henri Kihn
HIGHLY RECOMMENDED	
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
NautaDutilh	Vincent Wellens
HIGHLY RECOMMENDED	
Arendt & Medernach	Astrid Wagner
Bonn & Schmitt	Alain Grosjean
Elvinger Hoss Prussen	Emmanuèle de Dampierre
Emmanuelle Ragot	Emmanuelle Ragot
Lg Avocats	Hervé Wolff
Loyens & Loeff	Véronique Hoffeld
Molitor	Virginie Liebermann
Simmons & Simmons	Camille Saettel
Themis Lex	Bertrand Moupfouma
Thewes & Reuter	Pierre Reuter

### BONN & SCHMITT: STRATEGIC IP LITIGATION



Alain Grosjean

Key Figure(s):  
Alain Grosjean  
Established: 1988

**Track Record:** The team represents major international and Luxembourg-based companies, in high-stakes trademark, copyright and domain-name disputes. Recent mandates include defending trademark rights against global technology leaders and recovering domain names in cybersquatting cases. The practice is recognized for its comprehensive handling of all litigation stages, from pre-trial negotiations to enforcement proceedings.

**Team & Differentiation:** The team stands out for its deep sectoral knowledge in trademarks, virtual assets, data protection and fintech. Their proactive involvement in regulatory developments and close ties with key industry platforms ensure clients benefit from cutting-edge strategies and robust advocacy, distinguishing Bonn & Schmitt as a law firm of reference in Luxembourg's IP litigation landscape.

# NETHERLANDS

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Brinkhof	Gregor Vos
De Brauw Blackstone Westbroek	Tobias Cohen Jehoram
Hoyng Rokh Monegier	Frank Eijsvogels, Joris van Manen
EXCELLENT	
Bird & Bird	Wouter Pors, Manon Rieger-Jansen
Chiever	Maria-Gemma Huijnen, Bas Kist
DLA Piper	Niels Mulder
Knijff Trademark Attorneys	Trix Ockeloen
Leeway Advocaten	Michiel Haegens, Michiel Odink, Marga Verwoert
NLO	Marlous Stal-Hilders
HIGHLY RECOMMENDED	
AC&R	Anne Bekema, Arnout Groen, Jesse Hofhuis
AOMB	Marijke van Kan
HGF	Pieter de Ruijter
Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
Novagraaf	Franc Enghardt, Helma van de Langenberg
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



## IP LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
1 Brinkhof	Remy Chavannes, Richard Ebbink, Mark van Gardingen, Gregor Vos, Dorien Verhulst
Hoyng Rokh Monegier	Bart van den Broek, Joris van Manen
2 AC&R	Anne Bekema, Laura Broers
De Brauw Blackstone Westbroek	Tobias Cohen Jehoram
EXCELLENT	
Bird & Bird	Wouter Pors
Freshfields	Rutger Kleemans
Houthoff	Thomas de Weerd
NautaDutilh	Jeroen Boelens, Marlous Schrijvers
Simmons & Simmons	Bas Berghuis van Woortman, Paul Tjiam
Visser Schaap & Kreijger	Jacqueline Schaap, Dirk Visser
HIGHLY RECOMMENDED	
AKD	Martin Hemmer
BarentsKrans	Jaap Bremer
DLA Piper	Niels Mulder, Paul Reeskamp
Hogan Lovells	Samantha Brinkhuis, Ruud van der Velden
Hoogenraad & Haak	Maarten Haak
Höcker Advocaten	Marijn Kingma
Kennedy Van der Laan	Alfred Meijboom, Maarten Schut
Leeway Advocaten	Michiel Odink, Marga Verwoert
Taylor Wessing	Wim Maas, Maarten Rijks
Vondst Advocaten	Ricardo Dijkstra, Arvid van Oorschot, Otto Swens
RECOMMENDED	
Boekx Advocaten	Diederik Stols
Bureau Brandeis	Christiaan Alberdingk Thijm
CMS	Rogier de Vrey
Dentons	Alexander Odle
Greenberg Traurig	Radboud Ribbert
Pels Rijcken	Sikke Kingma
Ploum	Willem Leppink, Sabin Tigu
Van Doorne	Kriek Wille
Van Kaam IP & Media	Bertil van Kaam

# NORWAY

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

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



## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
GjessingReimers	Amund Brede Svendsen, Ida Gjessing
Thommessen	Magnus Hauge Greaker, Camilla Vislie, Eirik W. Raanes
EXCELLENT	
Advokatfirmaet Haavind	Håkon Bleken, Vebjørn Krag Iversen
Advokatfirmaet Schjødt	Sigurd Holter Torp, Halvor Manshaus, Knut Sverre
BAHR	Eirik Basmo Ellingsen
Bryn Aarflot	Trine Greaker Herzog, Astrid Solberg, Håkon Tysnes Kaasin
Kvale Advokatfirma	Ingvild Hanssen-Bauer
Zacco	Lars Henrik Stoud Platou, Thomas Rukin
HIGHLY RECOMMENDED	
Advokatfirmaet Hjort	Monica Syrdal, Rolf Trolle Andersen
Brækhus Advokatfirma	Julius Berg Kaasin, Elena Steen Eriksen
Bull & Co Advokatfirma	Rune Nordengen
Onsagers	Kristoffer Weltzien, Thomas Gaarder-Olsen, Ann-Cathrin Hoel, Eirik Rødsand
SANDS	Katrine Malmer-Høvik, John Steffen Gulbrandsen
Simonsen Vogt Wiig	Rune Ljostad, Espen Tøndel
Wiersholm	Hans Erik Johnsen, Rune Opdahl, Anne Marie Sejersted
Wikborg Rein	Lars Erik Steinkjer, Gunnar Meyer



# PORTUGAL

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## IP LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
<b>BMA - Baptista, Monteverde &amp; Associados</b>	Petra Fernandes, Paulo Monteverde, Filipe Teixeira Baptista, Ricardo J. Alves Silva
<b>PLMJ</b>	Hugo Monteiro de Queirós
<b>VdA</b>	António de Magalhães Cardoso
EXCELLENT	
<b>Abreu Advogados</b>	António Andrade, Manuel Durães Rocha, Ricardo Henriques
<b>CMS Portugal</b>	João Leitão Figueiredo, Miguel Quintans
<b>Garrigues</b>	Francisca Ferreira Pinto, João Paulo Miranda de Sousa
<b>Morais Leitao, Galvao Teles, Soares da Silva &amp; Associados</b>	Vasco Stilwell d'Andrade
<b>Sérvulo &amp; Associados</b>	Ana Rita Painho, Mariana Costa Pinto
HIGHLY RECOMMENDED	
<b>CCA Law</b>	Martim Bouza Serrano, Filipe Mayer
<b>Cuatrecasas</b>	Sónia Queiróz Vaz
<b>PRA - Raposo, Sá Miranda &amp; Associados</b>	Gonçalo Gil Barreiros
<b>Simões Garcia Corte-Real &amp; Associados</b>	João Luís Garcia
RECOMMENDED	
<b>Antas da Cunha Ecija</b>	Lídia Neves
<b>Clarke Modet</b>	Maria Cruz Garcia, Madalena Barradas, Susana Couto Gonçalves
<b>Inventa</b>	Vitor Palmela Fidalgo, João Pereira Cabral, Joana Fialho Pinto
<b>NLP</b>	Joana Piriquito Santos, Beatriz Lima, Sara Nazaré
<b>Telles</b>	Fernando Pizarro Monteiro, Pedro Vidigal Monteiro



## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
Inventa	Joana Fialho Pinto, Vítor Palmela Fidalgo, João Pereira Cabral
J.E. Dias Costa	Ana de Sampaio
RCF Protecting Innovation	João Jorge, Patricia Rodrigues, Pedro Alves Moreira, Elsa Canhão
Simões, Garcia, Corte-Real & Associados	António Corte-Real
<b>EXCELLENT</b>	
A.G. da Cunha Ferreira	Dina Maria Pereira Soares
Clarke Modet	Maria Cruz Garcia, Susana Couto Gonçalves
Garrigues	Francisca Ferreira Pinto
J. Pereira da Cruz	João Pereira da Cruz
PLMJ	Hugo Monteiro de Queirós
<b>HIGHLY RECOMMENDED</b>	
CMS Portugal	João Leitão Figueiredo
Cuatrecasas	Joana Mota Agostinho, Sónia Queiróz Vaz
Gastão Cunha Ferreira	Manuel Moniz Pereira, Gonçalo Paiva e Sousa
<b>RECOMMENDED</b>	
Abreu Advogados	César Bessa Monteiro jr, Ricardo Henriques
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	Vasco Stilwell d'Andrade
PRA - Raposo, Sá Miranda & Associados	Gonçalo Gil Barreiros

### RCF PROTECTING INNOVATION: GLOBAL PRESENCE IN TRADEMARK MATTERS



João Jorge

**Key Figure(s):** João Jorge, Pedro Alves Moreira, Patricia Rodrigues, Elsa Canhão, Cláudia Amorim and Marcia Gonçalves  
**Established:** 1929

**Track Record:** With 96 years of experience, RCF – Protecting Innovation is a leading IP firm in Portugal, known for its expertise in handling trademark matters at the national, EU and international levels for clients in sectors like pharma, air transport and retail. COO João Jorge plays a key role in the firm's operational management, ensuring technical excellence and client service.

**Team & Differentiation:** The Trademark Department is led by Elsa Canhão (national clients) and Patricia Rodrigues (international clients), offering portfolio management, application monitoring, and filing strategy advice, with strong expertise in African and Asian Portuguese-speaking countries. The firm is client-focused, results-driven, and committed to excellence.

### INVENTA: CREATIVE TRADEMARK-PROTECTION SOLUTIONS



Vítor Palmela Fidalgo

**Key Figure(s):** Vítor Palmela Fidalgo  
**Established:** 1971

**Track Record:** Inventa is renowned for its expertise in a wide range of services, such as trademark, patent and design prosecution, as well as litigation, customs investigation, and copyright protection. It manages IP portfolios for high-profile international clients such as OpenAI, Rolex, Inditex, CGD – Caixa Geral de Depósito and Imprensa Nacional – Casa da Moeda.

**Team & Differentiation:** Led by Vítor Palmela Fidalgo, the team provides expert IP advice to a broad client base, from startups to multinationals. With extensive presence in various regions including in Africa and throughout Europe, the firm is known for its tailored approach and trusted reputation. It delivers comprehensive solutions to a wide range of intellectual property challenges.

## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
DLA Piper ABBC	Daniel Reis
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	João Alfredo Afonso, Tiago Félix da Costa
SRS Legal	Luís Neto Galvão
PLMJ	Pedro Lomba
VdA	Inês Antas de Barros, Magda Cocco, Tiago Bessa
<b>EXCELLENT</b>	
Abreu Advogados	Ricardo Henriques
CCA Law	Martim Bouza Serrano, Filipe Mayer
CMS Portugal	João Leitão Figueiredo
Cuatrecasas	Joana Mota Agostinho, Sónia Queiróz Vaz
Sérvulo & Associados	Ana Rita Painho
<b>HIGHLY RECOMMENDED</b>	
Antas da Cunha Ecija	Ana Bastos
Coelho Ribeiro & Associados	Mónica Oliveira Costa
PBBR Sociedade de Advogados	Carina Branco, Rita Roque de Pinho
PRA - Raposo, Sá Miranda & Associados	Gonçalo Gil Barreiros
Telles	Pedro Vidigal Monteiro, Ana Ferreira Neves
<b>RECOMMENDED</b>	
BAS - Sociedade de Advogados	Claudia Monge, Marco Aurélio Constantino
Dower Law Firm	Eduardo Castro Marques
Eversheds Sutherland Fcb	Margarida Roda Santos
Miranda & Associados	João Luís Traça
SPS	Sara Henriques

## CYBERSECURITY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
DLA Piper ABBC	Daniel Reis
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	David Silva Ramalho
VdA	Inês Antas de Barros
<b>EXCELLENT</b>	
Cuatrecasas	Joana Mota Agostinho
PLMJ	Pedro Lomba
Telles	Pedro Vidigal Monteiro
<b>HIGHLY RECOMMENDED</b>	
Abreu Advogados	Ricardo Henriques
Antas da Cunha Ecija	Ana Bastos
SRS Legal	Luís Neto Galvão
Uría Menéndez	Joana Mota
<b>RECOMMENDED</b>	
Miranda & Associados	João Luís Traça



## TECHNOLOGY

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
PLMJ	Pedro Lomba
SRS Legal	Luís Neto Galvão
VdA	Magda Cocco, Margarida Couto, Fernando Resina da Silva, Tiago Bessa
<b>EXCELLENT</b>	
Abreu Advogados	Ricardo Henriques
CCA Law	Martim Bouza Serrano, Filipe Mayer
Cuatrecasas	Joana Mota Agostinho, Sónia Queiróz Vaz
DLA Piper ABBC	Daniel Reis
Morais Leitão, Galvão Teles, Soares Da Silva & Associados	João Alfredo Afonso
<b>HIGHLY RECOMMENDED</b>	
CMS Portugal	João Leitão Figueiredo
PBBR Sociedade de Advogados	Carina Branco
Sérvulo & Associados	Ana Rita Painho
Telles	Pedro Vidigal Monteiro, Ana Ferreira Neves
<b>RECOMMENDED</b>	
Alves Pereira & Teixeira de Sousa	João Pedro Alves Pereira, Belén Granados
Antas da Cunha Ecija	Nuno da Silva Vieira
Miranda & Associados	João Luís Traça
Travassos, Albuquerque & Associados	Inês de Almeida Albuquerque, João de Travassos

### TRAVASSOS, ALBUQUERQUE & ASSOCIADOS: CLIENT-FOCUSED APPROACH



Inês de Almeida  
Albuquerque

Key Figure(s): João  
de Travassos and Inês de  
Almeida Albuquerque  
Established: 2014

**Track Record:** Travassos, Albuquerque & Associados provides legal services to a wide range of businesses including large corporations, small and medium-sized enterprises (SMEs), startups and new ventures. It has experience and expertise, from working in the early stages of company formation, to assisting with various contractual agreements necessary for conducting business activities. It advises companies such as Microsoft, SAP and Outsystems.

**Team & Differentiation:** Travassos, Albuquerque & Associados' strength lies in its experienced team of lawyers who pride themselves on staying up-to-date with the latest developments in the constantly evolving technology sector. The firm's customer-centric expertise allows for quick adaptation to new technological advancements, European Union regulations and the rapid growth of technology companies.



# SPAIN

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bomhard IP</b>	Giles Corbally, Johannes Fuhrmann, Verena von Bomhard
<b>Elzaburu</b>	Luis Baz
<b>Hogan Lovells</b>	Imogen Fowler, Constanze Schulte
<b>EXCELLENT</b>	
<b>Balder</b>	Oscar García, Patricia Koch
<b>Clarke Modet</b>	Marta Tolón
<b>Curell Suñol</b>	Maria Ceballos, Mercè Hernández
<b>Herrero &amp; Asociados</b>	Mario Carpintero
<b>Hoyng Rokh Monegier</b>	Laura Alonso, Alicia Martin
<b>HIGHLY RECOMMENDED</b>	
<b>Abril Abogados</b>	Raquel Toston, Noelia Gutierrez
<b>Baylos Abogados</b>	David Gómez, Juan Luis Gracia
<b>Bird &amp; Bird</b>	Mariano Santos
<b>Eversheds Sutherland</b>	Kiko Carrión, Marta González, José Mariano Cruz
<b>Garrigues</b>	Mónica Arizti Acha
<b>Isern Patentes y Marcas</b>	Carmen Urrea
<b>ZBM Patents &amp; Trademarks</b>	Yahel Contreras, Reyes García, Susanna Roures
<b>RECOMMENDED</b>	
<b>ABG Intellectual Property</b>	Christine Weimann Gómez
<b>Andersen</b>	José Garrido Pastor
<b>Ballester IP</b>	Rosalía Ballester
<b>Durán-Corretjer</b>	Christian Durán, Luis-Alfonso Durán
<b>Ellipse IP</b>	Gonzalo Barboza
<b>Galbaian Intellectual Property</b>	Estibalitz Solana
<b>Güell IP</b>	Jordi Güell
<b>Pons IP</b>	Isabel Cortés
<b>Ponti &amp; Partners</b>	Joan Salvà
<b>Sugrañes</b>	Elia Sugrañes
<b>Ungria Patentes Y Marcas</b>	Ana Alejos





## TRADEMARK LITIGATION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	José Miguel Lissén, Antonio Cueto, Manuel Lobato
<b>Garrigues</b>	Carolina Pina
<b>Gómez-Acebo &amp; Pombo</b>	Sofía Martínez-Almeida, Jesús Muñoz-Delgado
<b>Grau &amp; Angulo</b>	Alejandro Angulo, Maite Ferrandiz, Ignacio Marqués, Eva María Ochoa, Sonia Santos, Carlota Viola
<b>Uría Menéndez</b>	Montiano Monteagudo, Ingrid Pi, Borja Sainz de Aja, Carles Vendrell
<b>EXCELLENT</b>	
<b>Abril Abogados</b>	Salvador Díaz, Fernando Ortega, Ignacio Temiño
<b>Baylos Abogados</b>	David Gómez, Juan Luis Gracia, Ana Padial, Fernando Rodríguez
<b>Clifford Chance</b>	Miquel Montaña, Josep Montefusco
<b>Elzaburu</b>	Enrique Armijo, Carlos Morán
<b>Hogan Lovells</b>	Ana Castedo, Inmaculada Lorenzo
<b>Hoyng Rokh Monegier</b>	José Antonio Sanmartín, Álvaro Velázquez
<b>HIGHLY RECOMMENDED</b>	
<b>Balder</b>	Patricia Koch
<b>Cuatrecasas</b>	Álvaro Bourkaib, Rafael Sánchez Aristi, Jean-Yves Teindas Maillard
<b>Eversheds Sutherland</b>	Kiko Carrión, Marta González, José Mariano Cruz
<b>Güell IP</b>	Jordi Güell
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Maria Dolores Garayalde
<b>CMS Albiñana &amp; Suárez de Lezo</b>	María González Gordon
<b>Cremades &amp; Calvo-Sotelo</b>	Antonio Selas
<b>Curell Suñol</b>	Maria Ceballos, Emil Edissonov, Mercé Hernández, Isabela Robledo
<b>Ellipse IP</b>	Gonzalo Barboza
<b>Fieldfisher</b>	Josep Carbonell
<b>Herrero &amp; Asociados</b>	Marta Gimeno, Andrés Gómez
<b>Pons IP</b>	Violeta Arnaiz, José Carlos Erdozain
<b>RCD</b>	Xavier Fàbrega
<b>Roca Junyent</b>	Javier Vázquez
<b>VALUABLE PRACTICE</b>	
<b>Clarke Modet</b>	Rosario Echeverría, Jorge Oria
<b>Pérez-Llorca</b>	Eduardo Castillo, Andy Ramos Gil de la Haza

### EVERSHEDS SUTHERLAND: FULL-SERVICE LIFE SCIENCES SUPPORT



Kiko Carrión

**Key Figure(s):** Kiko Carrión, José Mariano Cruz and Marta González

**Established:** 2009

**Track Record:** Eversheds Sutherland's Madrid office is a key player in Spain's life sciences sector, advising national and international clients on pharmaceutical, biotech, medical device industries and healthcare matters, including patent, licensing and product liability cases. The firm is a leader in the pharmaceutical sector, a fact underlined by its high-profile clientele.

**Team & Differentiation:** The multidisciplinary team combines scientific and legal expertise and draws on members from all departments to provide clients with tailored advice across the entire product lifecycle, from research and development to market entry and regulatory compliance. Their expertise encompasses regulatory compliance, patent litigation, product liability and market access strategy.

# COPYRIGHT

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bercovitz & Carvajal Abogados	Alfonso González Gozalo
Ecija	Alejandro Touriño, José Antonio Suárez, Elena Ordúñez, Helena Suárez
Gómez-Acebo & Pombo	Anna Viladàs Jené
Garrigues	Carolina Pina
Uría Menéndez	Montiano Monteagudo, Ingrid Pi, Borja Sainz de Aja, Carles Vendrell
EXCELLENT	
Baker McKenzie	José María Méndez
Cuatrecasas	Álvaro Bourkaib, Rafael Sánchez Aristi, Jean-Yves Tiendas, Pablo Ramírez
Elzaburu	Mabel Klimt
Eversheds Sutherland	Vicente Arias Máiz
Grau & Angulo	Maite Ferrandiz, Ignacio Marqués, Eva María Ochoa, Sonia Santos
Javier De Torres Abogado	Francisco Javier de Torres
Pérez-Llorca	Eduardo Castillo, Andy Ramos, Joaquín Rovira, Álvaro Lobo
Santiago Mediano Abogados	Raúl Bercovitz Álvarez
Sol Muntañola & Asociados	Mario A. Sol Muntañola, Francisco Javier Marquéz Martín
HIGHLY RECOMMENDED	
Abril Abogados	Ruben Canales, Salvador Diaz, Ignacio Temiño Ceniceros
Baylos Abogados	David Gómez, Juan Luis Gracia, Pedro Merino Baylos
Bird & Bird	Antonio Cueto, Manuel Lobato
Clifford Chance	Miquel Montañá, Josep Montefusco
CMS Albiñana & Suárez de Lezo	María González Gordon
RECOMMENDED	
Curell Suñol	Isabela Robledo, María Ceballos, Emil Edissonov, Mercè Hernández
Hoyng Rokh Monegier	José Antonio Sanmartín
Pedro Alemán Abogados	Pedro Aleman Lain, Javier Martínez Bavière



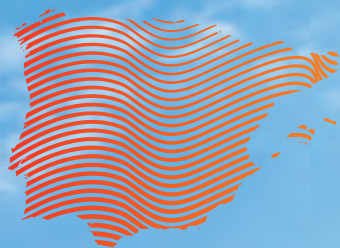
SPAIN

CYBERSECURITY

Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Ecija	Alejandro Touriño, Jesús Yáñez
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
Uría Menéndez	Leticia López-Lapuente
Pinsent Masons	Paloma Bru
Squire Patton Boggs	Bartolomé Martín
HIGHLY RECOMMENDED	
Cuatrecasas	Albert Agustinoy, Alejandro Negro
RECOMMENDED	
Roca Junyent	Beatriz Rodríguez Gómez



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## DATA PROTECTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Ecija	Alejandro Touriño, Jesús Yáñez
Garrigues	Alejandro Padín Vidal
Hogan Lovells	Gonzalo F. Gállego
Uría Menéndez	Leticia López-Lapuente
EXCELLENT	
Bird & Bird	Joaquín Muñoz Rodríguez
Broseta	Miguel Geijo, Agustín Puente
Cuatrecasas	Albert Agustinoy, Alejandro Negro
Finreg360	Javier Aparicio Salom, Maria Vidal
Pérez-Llorca	Andy Ramos Gil de la Haza, Raul Rubio
Ramon Y Cajal Abogados	Norman Heckh
Squire Patton Boggs	Bartolomé Martín
HIGHLY RECOMMENDED	
Deloitte Legal	Rodrigo Gonzalez
DLA Piper	Diego Ramos, Paula Gonzalez de Castejon
Ecix Group	Álvaro Écija
KPMG Abogados	Noemí Brito
Osborne Clarke	Rafael García del Poyo
RCD	Ignasi Costas
Statim Legal	Jordi López Batet, Yago Vázquez Moraga
RECOMMENDED	
Baylos Abogados	Paloma Arribas
Ceca Magán Abogados	Ramón Mesonero-Romanos Fernández
Ejaso ETL Global	Luis M. Latasa Vassallo, Miguel Valdés Borruey
Gómez-Acebo & Pombo	Almudena Arpon de Mendivil Aldama
Metricson	Teresa Miquel
VALUABLE PRACTICE	
Croma Legal	Sergio de Juan-Creix Cuatrecasas, Carlos García Berned
Elzaburu	Ruth Benito
Roca Junyent	Beatriz Rodríguez Gómez



# SWEDEN

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## TRADEMARK PROSECUTION

### Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Advokatfirman Vinge	Pär Leander
AWA	Ted Hagman, Ann-Charlotte Järvinen, Lars Pettersson
Groth & Co	Carl Wendt
Rouse International	Lena Ericsson, Linda Granstrand Füle
Westerberg & Partners	Hans Eriksson, Helena Wassén Öström
Zacco	Claes Agnvall, Magnus Ljungdahl, Peo Lundquist, Martin Tranälv
EXCELLENT	
Advokatbyrån Gulliksson	Emma Carlius, Hans-Anders Odh, Cecilia Tholse Rogmark
Advokatfirman Lindahl	Johan Norderyd
Brann AB	Omar Baki, Mona Fankhauser, Astrid Johnsson
Setterwalls Advokatbyrå	Lovisa Dahl Nelson, Per Lidman, Sophia Spala
Roschier	Erik Ficks, Mikko Manner
HIGHLY RECOMMENDED	
Gozzo Advokater	Giovanni Gozzo, Håkan Sjöström, Ann-Charlotte Söderlund Björk
Maqs Advokatbyrå	Christina Berggren, Alexander Källström
Next Advokater KB	Tom Kronhöffer, Magnus Tonell
Sandart & Partners Advokatbyrå	Anna Bladh Redzic, Mattias Erdös
Synch	Mathilda Nordmark, Sara Sparring



## TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

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

# SWITZERLAND

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### Best Law Firms

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



## TRADEMARK PROSECUTION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
E Blum & Co	Brendan Bolli, Sven Capol, Mathias Meyer
Isler & Pedrazzini	Matthias Bebi, Marc Wullschleger
MLL Legal	Guillaume Fournier, Simon Holzer, Michael Ritscher, Peter Schramm
Weinmann Zimmerli	Stefan Keehnen, Madeleine Schim van der Loeff, Conrad Weinmann, Adrian Zimmerli
EXCELLENT	
FMP - Fuhrer Marbach & Partners	Peter Widmer
Katzarov	Eric Noël
Lenz & Stachelin	Barbara Abegg, Sevan Antreasyan, Peter Ling, Jürg Simon
Rentsch Partner	Matthias Städeli, Gregor Wild
Streuli Legal	Magda Streuli-Youssef
Troller Hitz Troller & Partners	Ursula In-Albon, Gallus Joller
Walder Wyss	Markus Frick, Roger Staub
HIGHLY RECOMMENDED	
1 Baker McKenzie	Eva-Maria Strobel, Michael Treis
Bratschi	Adrian Bieri, Adrian Wyss
Bugnion	Delphine Maistre du Chambon, Eric Rojas
Junod Halpérin	Laurent Muhlstein
Pestalozzi	Michèle Burnier, Lara Dorigo
Valfor	Christoph Gasser
Wild Schnyder	James Merz, Barbara Müller, Donald Schnyder
2 BMG Avocats	Anne-Virginie La Spada
Bohest IP	Stefan Baumgartner
Bovard	Paul Henri Pittet
CMS von Erlach Partners	Simone Brauchbar Birkhäuser, Philipp Dickenmann, Dirk Spacek
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	Markus Kaiser, Michael Noth
Tradamarca	George Humphrey
Vischer	Jonas Gassmann

# TRADEMARK LITIGATION

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
<b>LEADING</b>	
<b>Lenz &amp; Staehelin</b>	Barbara Abegg, Sevan Antreasyan, Thierry Calame, Peter Ling, Jürg Simon
<b>MLL Legal</b>	Guillaume Fournier, Simon Holzer, Michael Ritscher, Peter Schramm
<b>Troller Hitz Troller &amp; Partners</b>	Ursula In-Albon, Gallus Joller, Patrick Troller
<b>Walder Wyss</b>	Sylvia Anthamatten, Manuel Bigler, Stefano Codoni, Markus Frick, Michael Isler, Roger Staub
<b>EXCELLENT</b>	
<b>FMP - Fuhrer Marbach &amp; Partners</b>	Stefan Hubacher, Philippe Probst
<b>Homburger</b>	Gregor Bühler, Georg Rauber
<b>Kasser Schlosser</b>	Maud Fragnière, Ralph Schlosser
<b>Pestalozzi</b>	Michèle Burnier, Lara Dorigo
<b>Rentsch Partner</b>	Matthias Städeli, Gregor Wild
<b>Times Attorneys</b>	Markus Kaiser, Andrea Mondini, Michael Noth
<b>Valfor</b>	Christoph Gasser
<b>Weinmann Zimmerli</b>	Marco Handle, Alban Shabani, Conrad Weinmann, Fabian Wigger
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Eva-Maria Strobel, Michael Treis, Urs Zenhäusern
<b>Bär &amp; Karrer</b>	Markus Wang
<b>Bratschi</b>	Adrian Bieri, Adrian Wyss
<b>House Attorneys</b>	Melina Haralabopoulos, Frédéric Serra
<b>Junod Halpérin</b>	Laurent Muhlstein
<b>Schellenberg Wittmer</b>	Lorenza Ferrari-Hofer, Philipp Groz
<b>Vischer</b>	Lorenz Ehrler, Jonas Gassmann, Stefan Kohler
<b>RECOMMENDED</b>	
<b>1 BMG Avocats</b>	Anne-Virginie La Spada
<b>Id Est Avocats</b>	Juliette Ancelle
<b>Kellerhals Carrard</b>	Daniel Alder, Christoph Bauer
<b>Locher Avocats</b>	Felix Locher
<b>Nater Dallafior</b>	Mathis Berger
<b>Niederer Kraft Frey</b>	Nicolas Birkhäuser
<b>Sigma Legal</b>	Alain Alberini, Stéphanie Chuffart-Finsterwald
<b>Wild Schnyder</b>	James Merz, Barbara Müller, Donald Schnyder
<b>Wilhelm Gilliéron Avocats</b>	Philippe Gilliéron
<b>2 Bourgeois Avocats</b>	Ivan Cherpillod
<b>CMS von Erlach Partners</b>	Simone Brauchbar Birkhäuser, Philipp Dickenmann, Reto Hunsperger, Dirk Spacek
<b>EBD Attorneys-at-Law</b>	Felix Grether
<b>Reuteler &amp; Cie</b>	Isabelle Cornut, Raymond Reuteler
<b>Streuli Legal</b>	Magda Streuli-Youssef
<b>Thomannfischer</b>	Daniel Plüss
<b>Werder Viganò</b>	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	David Casserly, Jean-Pierre Morand, Nicolas Zbinden
Lenz & Staehelin	Sevan Antreasyan, Stephan Erni, Xavier Favre-Bulle
Niederer Kraft Frey	Daniel Eisele, András Gurovits
EXCELLENT	
Baker McKenzie	Luca Beffa
Cavaliero & Associates SA	Jaime Cambreleng Contreras, Marc Cavaliero
Charles Russell Speechlys	Pierre Bydovsky, Benoît Pasquier, Serge Vittoz*
Lévy Kaufmann-Kohler	Sébastien Besson, Antonio Rigozzi
Times Attorneys	Olivier Ducrey, Stephan Netzle, Michael Noth
Vischer	Robert Bernet, Moritz Jäggy
HIGHLY RECOMMENDED	
Archipel	Giulio Palermo
Bratschi	Reto Arpagaus, Claudio Bazzi, Mirco Ceregato, 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	Maurice Courvoisier, Rodolphe Gautier, Andrea Meier
RECOMMENDED	
Bonnard Lawson	Cédric Aguet, Fabrice Robert-Tissot
Kellerhals Carrad	Vincent Jäggi
MLL Legal	Jean Marguerat
Nater Dallafior	Mathis Berger
Pestalozzi	Lara Dorigo
Quinn Emanuel Urquhart & Sullivan	Thomas Werlen
Valloni Attorneys at Law	Lucien W. Valloni

\*Of counsel

CHARLES RUSSELL SPEECHLYS: PREMIER SPORTS-LAW FIRM WITH GLOBAL REACH



Pierre Bydovsky

Key Figure(s): Pierre Bydovsky, Benoît Pasquier and Serge Vittoz  
Established: 2011

**Track Record:** Charles Russell Speechlys’ impressive track record in sports law led to Benoît Pasquier’s appointment as CAS Ad Hoc Division arbitrator at UEFA Euro 2024, and being tapped to assist FIBA with the organization of the U19 Basketball World Cup 2025. In the past 12 months, the firm handled more than 20 cases, including five new cases at CAS, where Pasquier was either sole arbitrator or co-arbitrator.

**Team & Differentiation:** The team includes the experienced Pierre Bydovsky and Serge Vittoz. Bydovsky has been advising the Swiss Basketball Federation since 2016. Vittoz, a leading sports arbitrator, has handled over 100 CAS cases and was recently appointed a Swiss Sports Tribunal judge. The team’s deep industry knowledge and international scope are in demand among Swiss-based sports federations and clients in the Middle East.

# UNITED KINGDOM

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## TRADEMARK PROSECUTION

### Best Law Firms & IP Agencies

In each tier, the firms & IP Agencies are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
<b>Barker Brettell</b>	Tracy Arch, Lisa King, Lucy Walker, Catherine Wiseman
<b>Bird &amp; Bird</b>	Peter Brownlow, Ewan Grist, Allan Poulter
<b>Boult Wade Tennant</b>	Felicity Hide, Emma Pitcher, Tony Pluckrose, Catherine Wolfe
<b>Bristows</b>	Jeremy Blum, Simon Clark, Ian Gruselle, Paul Jordan, Claire Smith
<b>D Young &amp; Co</b>	Richard Burton, Gemma Kirkland
<b>HGF</b>	Lee Curtis, David Potter
<b>Kilburn &amp; Strode</b>	Carrollanne Lindley, Ryan Pixton, Iain Stewart
<b>Stobbs IP</b>	Julius Stobbs, Claire Breheny, Louise Goodsell, Victoria Leach, Emma Pettipher, Jessica Wolff
EXCELLENT	
<b>1 A&amp;O Shearman</b>	Jim Ford
<b>Baker McKenzie</b>	Ben Allgrove, Julia Dickenson, Rachel Wilkinson-Duffy
<b>CMS</b>	Tom Scourfield, Sarah Wright
<b>Fieldfisher</b>	Hastings Guise, Harriet Seymour



## UNITED KINGDOM

**Keltie** Rosemary Cardas, Alistair Gay

**Lewis Silkin** Simon Chapman

**Marks & Clerk** Esther Gottschalk

**Mishcon de Reya** David Rose

**Taylor Wessing** France Delord, Roland Mallinson

**Wiggin** Rachel Alexander, Sara Ashby, Michael Browne, John Colbourn

**2 Beck Greener** Ian Bartlett

**Cleveland Scott York** Jonathan Clegg, Lorna Hobbs

**Dehns** Elaine Deyes, Clare Mann

**Hogan Lovells** Sahira Khwaja, Emily Sharkey

**J A Kemp** James Fish

**Mathys & Squire** Margaret Arnott, Gary Johnston

**Mewburn Ellis** Kate O'Rourke

**Potter Clarkson** Emmy Hunt, Sanjay Kapur

### HIGHLY RECOMMENDED

**Appleyard Lees** Robert Cumming, Chris Hoole

**Carpmaels & Ransford** Jonathan Day, Roger Lush

**Gill Jennings & Every** Edward Carstairs, Alasdair MacQuarrie

**Haseltine Lake Kempner** Richard Kempner

**Maucher Jenkins** Katie Cameron

**Murgitroyd Group** Steve Waine

**Reddie & Grose** Alice Findlay, Tom Sharman, Helen Wakerley

**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
EXCELLENT		
1	A&O Shearman	Neville Cordell
	Fieldfisher	Amy Reynolds, Nick Rose, James Seadon, Harriet Seymour
	Gowling WLG	Alexandra Brodie, Kate Swaine
	Lewis Silkin	Tom Gaunt
	Taylor Wessing	Roland Mallinson, Mark Owen
	Wiggin	Sara Ashby
2	Baker McKenzie	Julia Dickenson, Jessica Le Gros, Rachel Wilkinson-Duffy
	DLA Piper	Ruth Hoy, John Wilks
	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, Charlotte Duly
	Harbottle & Lewis	Shireen Peermohamed
	Herbert Smith Freehills	Andrew Moir
	Hogan Lovells	Sahira Khwaja
	Marks & Clerk	Kirsten Gilbert, Michael Moore
	Osborne Clarke	Arty Rajendra
	Pinsent Masons	Triona Desmond
	Powell Gilbert	Simon Ayrton
	RPC	David Cran, Jeremy Drew
	Stobbs Ip	Julius Stobbs



## DATA PROTECTION &amp; PRIVACY

## Best Law Firms

In each tier, the firms are ordered alphabetically

FIRM	KEY FIGURE(S)
LEADING	
Bird & Bird	Ruth Boardman
Bristows	Mark Watts
Hogan Lovells	Eduardo Ustaran
Linklaters	Richard Cumbley
EXCELLENT	
Dentons	Nick Graham
DLA Piper	Andrew Dyson, Ross McKean
Eversheds Sutherland	Paula Barrett, Liz Fitzsimons
Fieldfisher	Hazel Grant
Latham & Watkins	Gail Crawford
HIGHLY RECOMMENDED	
A&O Shearman	Jane Finlayson-Brown
Baker McKenzie	Vinod Bange, Julia Wilson
Clifford Chance	Jonathan Kewley
CMS	Emma Burnett
Covington & Burling	Daniel Cooper
Herbert Smith Freehills	Miriam Everett, Andrew Moir, Christine Young
Hunton Andrews Kurth	Bojana Bellamy, Aaron Simpson
Norton Rose Fulbright	Marcus Evans, Ffion Flockhart
Osborne Clarke	Mark Taylor
Pinsent Masons	David Barker, Jonathan Kirsop, David McIlwaine
RPC	Jon Bartley, Rupert Cowper-Coles, David Cran
Sidley Austin	William Long
Simmons & Simmons	Alexander Brown
Taylor Wessing	Victoria Hordern, Chris Jeffery, Jo Joyce
Womble Bond Dickinson	Andrew Kimble





# LEADERS LEAGUE

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## FINANCE, RESTRUCTURING & TAX

# **EXPERT INSIGHTS 2025**

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Interview with João Jorge, RCF Protecting Innovation .....	155

# Our highly trained, specialist attorneys provide tailor-made solutions to clients across the globe



Interview with  
**MICHAELA RING**  
Partner, **HOFFMANN EITLE**

**“The South Korean and Japanese markets, in particular, require highly efficient, pragmatic and high-quality solutions in a short amount of time”**

From managing high-stakes prosecution and litigation for international clients to leveraging a multilingual, pan-European team, Michaela Ring explains how the firm's soft-IP department is navigating today's complex global trademark landscape.

**LEADERS LEAGUE:** What have been the most significant trademark prosecution cases or challenges the soft-IP department has handled in the past six months?

**Michaela Ring:** The Hoffmann Eitle soft-IP department continues to provide high-quality services in all areas of Soft-IP with a focus on both trademark and design prosecution and litigation, as well as competition and copyright law. Thanks to the department's experience handling cross-border cases and the multicultural structure in the team, Hoffmann Eitle handled several big prosecution cases for well-known international clients, in particular those from Asia. These cases included sophisticated consulting and assessments in trademark law, including the fields of science, photography, pharmaceuticals and life sciences, cosmetics and consumer goods, e.g. chocolate, while involving different offices on a regular basis. The soft-IP department also provided in-depth technical knowledge and advice to well-known international clients in close collaboration with Hoffmann Eitle's exceptional team of patent attorneys.

In the last six months Hoffmann Eitle's soft-IP department has also worked on several major litigation cases for clients located all around the world, in particular Great Britain and China.

**How has the team's pan-European structure, with attorneys based across Germany, in addition to the UK, Italy, Spain and the Benelux countries enhanced client service and case coordination?**

With offices across Europe, in addition to an international network of proven and highly efficient partners present in all major

markets, for example in France, the soft-IP department is able to ensure coordination and delivery of consulting services and litigation services throughout Europe and beyond. The soft-IP department in particular received multiple outstanding prosecution cases as explained above, which required close co-ordination of teams in different offices.

**In light of recent trends in the global trademark landscape, particularly post-Brexit and amid growing activity from Asian markets, how has Hoffmann Eitle adapted its strategy when managing cross-border portfolios?**

We are happy to announce that we continue to expand our presence in the UK with Dr. Robin de Meyere, a British trademark attorney, further strengthening and expanding our practice.

Based on decade-long experience, our lawyers have a well-established understanding not only of the European market and legal framework but also of the American and, particularly, Asian markets.

Following recent market trends, the team continues to provide legal services for clients in growing Asian markets, especially in China, Japan and South Korea. We maintain a close connection to the Asian markets, in particular we present lectures in Asia on developments in trademark law and participate in major international conferences in the region. Hoffmann Eitle's soft-IP department can also proudly report a strong increase in clients and cases from the Asian region. The South Korean and Japanese markets, in particular, require highly efficient, pragmatic and high-quality solutions in a short amount of time. Hoffmann Eitle proudly fulfills and even surpasses these requirements with its



team of highly experienced and exceptionally motivated lawyers as well as excellent paralegals, driven to deliver the best possible solutions.

**How has the department's multicultural and multilingual team made a tangible difference in managing complex, cross-jurisdictional cases?**

As I have mentioned, Hoffmann Eitle's multicultural and multilingual team works on several cases for internationally renowned clients. Due to the multicultural nature of our teams, Hoffmann Eitle can provide assessments of the national trademark law of many different jurisdictions, while being competitively priced. What's more, as the team includes many different nationalities, communication with clients can be offered in numerous languages.

**As the Soft-IP department expands internationally, especially in new markets like China, what opportunities or challenges have emerged in trademark prosecution and enforcement?**

Our experienced, highly trained and specialist attorneys provide tailor-made solutions for our clients around the globe. Especially in the field of trademark law, we have witnessed rising demand for specific legal needs in the Asian market, including

trademark portfolio management, as well as similarity searches and complex assessments for international strategies.

Hoffmann Eitle is happy being able to extend our range of services to Asian clients for trademark prosecution cases, in particular trademark similarity searches and strategic advice regarding the establishment of new trademarks.

**Looking ahead, what key priorities or initiatives are on the horizon for the soft-IP department?**

The Hoffmann Eitle soft-IP department continues to expand. Only recently, by joining forces with another highly renowned IP-law firm in Dusseldorf, we were able to welcome new members to the team. We are happy to welcome Claudia Koerver to our team, a professional attorney-at-law with over 20 years' valuable experience in the field of IP-law. She provides sophisticated advice on all aspects of trademark, design and competition law and specializes in particular in managing large trademark and design portfolios, including out-of-court dispute resolution. In the future, we will continue to grow and focus on providing solutions in all areas of soft-IP while at the same time ensuring we adapt to future legal requirements and our client's current and future IP needs. ♦

**“As our team includes many different nationalities, communication with clients can be offered in numerous languages”**





# Portugal has seen significant growth in trademark filings in technology & startups



Interview with  
**JOÃO JORGE**  
COO,  
**RCF PROTECTING INNOVATION**

João Jorge highlights the growth of trademark filings in key sectors in Portugal and explains how the firm supports clients during opposition and examination conflicts. He also discusses adapting to rising client-expectations in a competitive, digital environment and outlines the firm's partnership-driven strategy for managing trademark prosecution.

**LEADERS LEAGUE:** What types of industries or sectors are driving the most trademark filings in Portugal at present?

**João Jorge:** Portugal has always had a better than the average ratio of trademark filings per inhabitant, compared to other EU countries. These days, in Portugal – and all over the world, to a greater or lesser degree – significant growth in trademark filings can be seen across innovation-driven and economically strategic sectors. Key industries include:

- Technology & Startups: With a big density of tech hubs emerging in Lisbon, Porto, and also in several other locations across

the country, fintech and AI companies are filing trademarks (and patents) to secure their global market positions through the proper IP protection.

- Renewable Energy: Portugal's focus on green transition (e.g., solar, wind and green fuels) can easily be monitored by following trademark and patent filings in this sector.

- Tourism & Lifestyle: Sustainable tourism, wine and local products remain dominant in trademark filings.

- Fashion & Design: Portuguese brands are gaining international recognition, particularly those producing sustainable textiles and footwear, notably via and with the inclusion of "intelligent" materials.

**"We assess trademark-collision risks every day via an AI-powered system, after our own human-check step"**



**How do you advise clients when conflicts arise during the opposition or examination phases in Portugal?**

We adopt a strategic, client-focused approach. We start with a risk assessment, evaluating the legal merits of the opposition, analyzing trademark similarity, goods and services overlap, and relevant case law (INPI decisions and EUIPO Case Law).

The next step is to propose amicable solutions, such as coexistence agreements limited to specific regions and/or classes, to avoid costly disputes. As there are deadlines to meet in an opposition or an ex-officio preliminary refusal, start building an evidence-based defense, gathering robust proof of prior use and acquired distinctiveness, as well as looking for visual/phonetic differences to counter the oppositions, with support in case law or EUIPO Common Practices.

If no agreement between the opposing party and our client can be reached (we should stress that this is not a common occurrence!) we prepare a strategy looking at all possible legal pathways through the administrative procedure at INPI or litigation in a dedicated IP court. In all cases we adopt a transparent and independent approach to guidance, keeping clients informed and updated including timelines, costs and realistic outcomes, ensuring alignment with their business strategies and DNA. Our approach is always a preventative one, counseling clients to perform clearance

searches and adapt their images/strategies to minimize the risk of conflicts with prior trademarks.

**How has your approach to trademark prosecution evolved to meet client expectations in a competitive and increasingly digital environment?**

We have evolved by prioritizing speed, transparency and innovation. Responsiveness has always been of the utmost importance to RCF PI. On communication, we offer real-time case updates to our clients on a dedicated web portal, which allows for faster responses/instructions. Our proprietary software for monitoring deadlines provides clients with the relevant information via this portal and also sends timely reminders.

We assess trademark-collision risks every day via an AI-powered system of a service provider, sending meaningful warnings, after our own human-check step, and we are developing AI-based internal tools to avoid time lost to repetitive tasks. We continually work to raise awareness on changes to IP legislation, actively educating clients through webinars, tailored guides and dedicated contacts to each potentially interested/affected client.

**What sets your firm apart in managing trademark prosecution work for local and international clients?**

Our deep knowledge of Portuguese and EU IP law, with experience in international filings (e.g., Madrid System, EU trademarks) and our work in international associations allows us to stay up-to-date with developments and case law.

No “one solution fits all” method is followed, rather each case is tailor-made for SMEs and multinationals, balancing budget constraints and long-term brand goals. Our proprietary case-management platforms allow clients to track filings 24/7 and feature automated renewal alerts, while knowledge of the IP community allows us to develop partnerships with IP colleagues/offices to simplify cross-border filings and overcome cultural/linguistic barriers.

The high rates of success in the granting of IP rights (RCF PI's success rate in patents stands at 65%, vs. 36% for the rest of the market), the numbers of agreements achieved and the success in oppositions and litigation speak for themselves when it comes to the quality of our work.

We act as strategic partners and not just as service providers, and we are recognized as such by our business partners. ♦

**“We adopt a transparent and independent approach to guidance, keeping clients informed and updated”**



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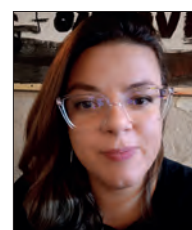
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**Juliana Teixeira**



**Laura Lotufo**



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## 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 large 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



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**Alejandra Rojas**



**Natalia Villanueva**

## 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 allow achieving and measuring 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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## POSITIONING

Gericó Associates, the first legal marketing, communications and business development firm for the legal sector in Europe and Latin America, is a leading international consulting firm in Legal Marketing, Reputation Management, International Directories and Business Development.

Our consultants, with extensive experience in law firms, international directories, media, communication and marketing agencies, provide comprehensive advice on strategy and business development, corporate communication, design and implementation of marketing plans and positioning in international directories and media.

### Why Gericó Associates

Our experienced professionals, including lawyers, researchers, and consultants, have extensive experience in key positions at firms and companies such as Chambers and Partners, CMS, Cuatrecasas, Freshfields, Garrigues, Hogan Lovells, Kirkland & Ellis, McDermott Will & Emery, Olachea, PwC, and Shearman & Sterling LLP, among others.

Gericó Associates provides services in strategy, business consulting, reputation management and communication, legal marketing, international directories, and business development to support the growth of your firm.



## BUSINESS

- Legal Marketing
- Legal Communication and Reputation Management
- Innovative Business Development
- International Directories
- Mergers & Acquisitions

- Training
- Management
- Litigation PR
- Digital Business
- Internationalization
- Strategy



## OUR CLIENTS

- Large and mid-size law firms
- Governments
- Independent lawyers
- Arbitrators and arbitral courts
- Associations
- Auditors
- Bar Associations
- Consultancy firms
- Legal in-house departments
- HR departments
- Boutique and small law firms
- International law firms
- LegalTech businesses
- Legal sector software developers
- NewLaw firms
- LPO (legal process outsourcing) firms
- Litigation funds
- Headhunters
- Mediators
- Court and judicial experts
- Attorneys
- International networks
- Partners of law firms of any size



## OFFICES

- Madrid
- London
- Lima
- Bogotá
- Santiago de Chile



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## **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

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**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.

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**Koen de Puydt**



## 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
- BRUSSELS
- HASSELT
- GHENT
- LOMMEL

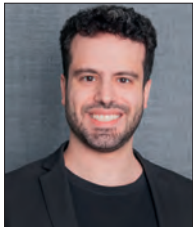


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## **POSITIONING**

With a highly qualified team and strong academic background, b/luz is a full-service law firm with a distinguished focus on legal advisory in technology, innovation, and data governance. We combine technical depth and strategic insight to support companies leading Brazil's digital transformation — including corporate groups, investors, and publicly traded companies — through complex operations involving technological assets, artificial intelligence, and new business models.

Our expertise spans data protection, technology, innovation, fintech, M&A, and media, with a focus on complex and often disruptive transactions. This positioning has earned recognition in national and international rankings and long-standing trust from clients.

Our Data Governance team is known for its strategic work in data protection, compliance, and incident response. We offer a comprehensive legal approach — from structuring to risk mitigation — with solid experience in LGPD, GDPR, and regulatory dialogue.

b/luz plays a leading role in artificial intelligence regulation. Our team, with international academic, actively contributes to Brazil's legal framework for AI and supports responsible adoption of the technology in business models, ensuring legal and reputational risk management.

We also advise major media outlets and advertising agencies, providing legal support in digital communication and commercial strategies.

## **BUSINESS**

- IP & Tech Transactions
- Startups, Innovation & Venture Capital
- Media, Advertising & Entertainment
- Tech Regulation

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**Kátia Catalano**



**Priscila Akemi Beltrame**



**Ricardo Gimenes**



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## POSITIONING

With experience and work developed in 30 years, CQS/FV - Cesnik, Quintino, Salinas, Fittipaldi & Valerio Advogados has the excellence and dynamism necessary to do business and run projects in a modern and unique way.

Since 1996, the firm has contributed to the professionalization and growth of the Media & Entertainment market in Brazil, as well as having established itself as an important player in the Sports/Gaming and Technology segments. According to market feedback, the firm is sought after because of its "extensive experience in advising on complex regulatory issues and leading transactional mandates."

Over the years, the firm expanded its activities from São Paulo to Rio de Janeiro, Brasília, and Los Angeles, while also being able to provide support in Argentina, Colombia, Mexico and Chile through close partnerships with corresponding law firms.

The firm has clients in a wide range of profiles, including large foreign and Brazilian groups, small and medium-sized companies, nonprofit institutions, social enterprises, and individuals working with arts, technology, business in general, and social entrepreneurship.



## BUSINESS

CQS/FV's full-service and multidisciplinary activities are developed based on the following practices:

- Corporate: M&A, incorporation services and internationalization services, among others.
- Media & Entertainment and Culture: CQS/FV is known for its excellence in a wide range of areas of the Creative Economy.
- Technology and Startups: clients ranging from Big Tech companies to internet influencers, games, and technology enterprises.
- Nonprofit and Social Enterprise: outstanding expertise in establishing social businesses and in their corporate planning.

Additionally, CQS/FV is responsible for one of the largest Copyright and Media & Entertainment lawsuit portfolios in Brazil.

To meet the needs of these major segments, the firm operates in several areas of law, such as: administrative law, agreements, clearance, compliance, corporate, environmental and sustainability, government relations, intellectual property, litigation, media and entertainment, M&A, nonprofit and social enterprise, personal data protection, real estate, succession planning, tax, technology, and white-collar crime.



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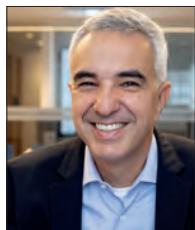




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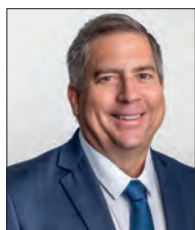
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Luciana Minada



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Nancy Caigawa



Patricia Lopes



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Rafael Lacaz



Rosane Tavares



Tatiana Silveira



Tarso Machado



Viviane Trojan



Raquel Barros

## POSITIONING

For over 100 years we have been building the future.

Innovators by nature, we seek to apply creativity and multidisciplinary approach to various projects.

We combine our knowledge and experience in various fields of intellectual property with a highly qualified team of partners, associates and IP specialists, further backed by a broad network of correspondent firms around the globe.

Together, we labor tirelessly to create personalized solutions that protect the innovations propelling the world forward. Because protecting your innovation requires continuous innovation on our side as well.

## BUSINESS

- Anti-Piracy & Brand Protection
- Digital Anti-Piracy & License Compliance
- Biodiversity
- Litigation
- Plant Varieties
- Industrial Designs
- Copyrights
- Fashion Law
- Sports Law
- Digital Law
- Marketing & Entertainment Law
- Regulatory Law in the Health Area
- Geographical Indications
- Life Sciences
- Trademarks
- Patents
- Trade Secrets
- Technological Transfer, Licensing and Franchising



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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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Siqueira**



**Ricardo Vieira de Mello**



**Roberto Vieira de Mello**



**Marianna Furtado de  
Mendonça**



**Ana Paula Brito**

## **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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## POSITIONING

For more than **30 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, 11 members integrate this network, including Argentina, Bolivia, Brazil, Central America, Chile, Colombia, Ecuador, Spain, Mexico, Panama, Paraguay, Peru and Uruguay. 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 and INTA**, 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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**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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## POSITIONING

Villaseca stands as one of the leading intellectual property law firms in Chile. With a tradition of 109 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**

## **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



## **CONTACTS**

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**LAW FIRMS**

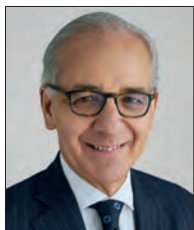


Country  
**COLOMBIA**

**MTA** / MUÑOZ TAMAYO  
& ASOCIADOS



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**Silvia María Méndez  
Parodi**



## 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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Country  
**COLOMBIA**

# OLARTEMOURE

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Abogados - Attorneys



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Partner



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Area Director



**Mónica Guevara**  
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**Liliana Galindo**  
Patent Litigation  
Director



**Valeria Jaramillo**  
Innovation, Protection  
and Transfer Director



**Santiago Lombana**  
Antitrust and Consumer  
Protection Law Director



**Juan Martínez**  
Head of Investment  
Affairs & OMGrow

## **POSITIONING**

**THE FIRM:** Founded in 2003, OlarteMoure is a highly specialized intellectual property, antitrust and unfair competition, and business law firm formed by recognized leaders in their fields and academic circles, that combine legal and technical expertise.

OlarteMoure strives to provide practical, proactive, and timely counsel that is based on comprehensive legal analysis and a thorough understanding of their clients' business environment, under a competitive pricing and cost structure, and all under a rewarding work environment that promotes and stimulates constant pro-fessional development and excellence in client service. OlarteMoure has consolidated a regional IP practice throughout the Latin American region. Through a tight-knit alliance of local firms with outstanding relationships with the local IP office and impressive enforcement litigation experience, OlarteMoure is able to provide an unparalleled regional prosecution and litigation service.

Persevering in this mission has allowed OlarteMoure to quickly claim and maintain top-tier status as an IP and competition law firm in Colombia. In addition, it has grown sustainably and disruptively in many areas. For example, there are just a few firms that are pursuing legal tech initiatives and expanding their market intelligence practice to reach many of local and regional innovation clients. More recently, OlarteMoure launched a venture capital initiative. OMGrow's mission is to transform the Deep Tech ecosystem in LATAM through the acceleration and seed investment of science-based ventures to solve real problems in the market. Last year, OlarteMoure made its first seed investment in a biotech venture and accelerated two additional Deep Tech ventures in order to facilitate their capital raising and go-to-market strategy.

An important percentage of the firm's client base is represented by Global 100 companies in the TMT and R&D pharmaceutical industries. Other important category includes local universities and R&D centres. Rounding off the representative clients are local Colombian and regional companies in the finance, industrial manufacturing, transportation, retail and consumer goods industries.

In addition to its Bogotá office, the firm has offices in Medellín, Barranquilla, Bucaramanga and Cali. Olarte-Moure also has a representative office in Tokyo, Japan.

**LANGUAGES:** Spanish, English, French.

## **BUSINESS**

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

## **OFFICES**

- Bogotá
- Medellín
- Barranquilla
- Bucaramanga
- Cali
- Tokyo



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Country  
**ECUADOR**



**BUSTAMANTE  
FABARA**



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**Juan Felipe Bustamante**



**Diego Ramírez**



**Pablo Fabara**



**Mónica Jarrín**



**Andrés Becdach**



**Daniel Castelo**



**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 24 practice areas.

**Innovation, Technology & Telecoms:** The telecommunications team, comprised of 9 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 6 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:** With 6 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.

**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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**Xavier Rosales**



**Rafael Serrano**



**Hugo García-Larriba**



**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

- Quito
- Guayaquil



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**Xavier Rosales**, Partner - Digital Assets, Media & Entertainment

**Rafael Serrano**, Partner - Technology and Data Protection

**Hugo Garcia**, Partner - Telecom

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**LAW FIRMS**



Country  
**ECUADOR**



# LEXVALOR

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**Luis Marín Tobar**



**Emily Moreno**



**Ana Martina Romero**



## POSITIONING

Our firm recognizes the importance of protecting and enforcing the intellectual creations of our clients. Our team of intellectual property specialists is at the forefront of the market on technological innovations to better serve our clients, focusing on proactive communication and a more efficient, digital administration of IP resources, including surveillance and prosecution in Ecuador and throughout the world. Enforcement is addressed through a complementary approach with the cooperation of litigation and criminal enforcement experts.

Our services comprise the protection and defense of trademarks, copyrights patents, utility models, industrial designs, plant varieties, trademarks, and geographical indications. We assist in clearance/ searches for registration of trademarks and patents, prosecution for the protection of all types of trademarks, copyright, and other forms of intellectual property, including patents, trade names, industrial designs, slogans, software and database protection. In addition, we provide counsel for dispute resolution of intellectual property rights, including litigation of unfair competition cases before civil and administrative forums.

Our services in this field of law include:

- Representation and counsel throughout the administrative process of registering traditional and non-traditional brands and trademarks in general.
- Representation and counsel throughout the administrative process for industrial designs, utility models, and patents.
- Registration and protection of national and international geographical indications.
- Representation and counsel throughout the administrative process of registering plant varieties.
- Counsel for clients in anticounterfeiting and enforcement actions against piracy and unauthorized use of intellectual property.
- Intellectual property audits and due diligence of IP portfolios in the context of M&A transactions and to assess scope of protection, valuation of intangibles, and suggestions for the reinforcing of portfolios.



## BUSINESS

- Trademarks
- Copyright
- Industrial Designs
- Plant Breeder's Rights
- Geographical Indications
- Patents
- Slogans
- Database Protection
- Software Application
- Intellectual Property Litigation / Anticounterfeiting / Enforcement



## OFFICES

- Quito
- Guayaquil



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Top Advisors Directory  
**LAW FIRMS**



Country  
**FRANCE**

# Gilbey Legal



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**Jehan-Philippe Jacquey**



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## 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 boutique 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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# MEISSNER BOLTE

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**Florian Meyer**



**Dr. Ole Trinks**



**Andreas Kabisch, LL.M. Eur.**



**Samuel Giles**

## 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 15-person strong Patent Litigation team of attorneys at law, headed by Andreas Kabisch, works in close cooperation with our patent attorneys to resolve all patent disputes, making use of the full know-how and technical expertise available. Our attorneys are currently handling over 60 cases before all major German patent courts and the UPC, with our clients benefitting from detailed knowledge of both the proceedings and judges at these courts. We further have an in-depth knowledge of German inspection proceedings, having successfully concluded more than 40 cases to date. Well-known members support Meissner Bolte in patent litigation proceedings:

- Rainer Engels, presiding judge Federal Patents Court retired
- Dr Michael Nieder, a very experienced IP litigator
- Dr Hans-Peter Felgenhauer, Member of the Technical Board of Appeal, EPO, retired

### 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
- TradeMarks
- Designs
- Prosecution
- Litigation

## OFFICES

### Throughout Germany and in the UK

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

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**Dr. Stefan M. Zech, LL.M.**, Patent Attorney, Partner  
**Florian Meyer**, Patent Attorney, Partner  
**Dr. Ole Trinks**, Patent Attorney, Partner



Top Advisors Directory  
**LAW FIRMS**



Country  
**ITALY**

# IP**LAW**GALLI

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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 2024 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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**Luigi Goglia**



**Simona Lavagnini**



**Tankred Thiem**

## POSITIONING

Founded in 2003 LGV Avvocati has established itself as a leading Italian law firm in all fields of IP (patent, copyright, trademark, know-how, design, competition), IT, privacy & cybersecurity, advertising and business law and as specialists of new technologies, including AI driven applications. Its wide-spread client base is both foreign and Italian. LGV values a dynamic and international professional team environment and has a broad experience in dealing with transborder issues, involving in particular Europe, USA and Asian countries, offering a department dealing with Germany and other German-speaking countries. LGV advises clients in relation to acquisition, promotion, circulation of IP assets, ranging from the creation and filing of trademarks and designs to the development of brand-building and enforcement strategies, as well as support in drafting and negotiating all kinds of contracts for IP assets. LGV also assists clients in lobbying activities, compliance consultancy and IP-protection during trade shows, also abroad. In litigation LGV offers an unrivalled competence, acquired over the years in relation to enforcement programs concerning both national and international profiles. LGV aims at accompanying companies in increasing their awareness of their own value, an approach that is condensed in the slogan:

**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 :**

“We appreciate that they are always available, even in emergencies, ready to analyse issues with us and find the best way to handle them, achieving the planned objectives and keeping to the budget.”

“What LGV are good at doing is speaking the same language as the IT engineers. They are able to interpret the IT side. This is hard to find in other lawyers. They have done a very good job understanding the needs of our IT team.”

“Simona Lavagnini is an exceptional professional, always available and ready to support us for any eventuality. Over years of consultancy, an excellent relationship has been established with the lawyer.”

“Luigi Goglia and Tankred Thiem are very competent and reliable partners in patent litigation matters. Their input in working out complex strategies is always helpful and to the point.”

“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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**Marco Consonni**



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## **POSITIONING**

Orsingher Ortu – Avvocati Associati provides specialized legal assistance in intellectual property, media, and technology matters to domestic and international clients. We work closely with companies across a broad range of industries, including luxury & fashion, pharmaceuticals & healthcare, e-commerce, advertising, automotive, telecommunications, and entertainment. Our focus is on helping businesses protect and enhance their brands, trademarks, and creative assets, ensuring they remain competitive in today's dynamic market.

Our expertise is particularly focused on the protection, commercialization, and enforcement of brands, trademarks, and copyrights, offering tailored solutions that support the growth of our clients' reputations and market positions. We provide value to our clients through three key areas:

### **Advisory**

We assist clients in building and protecting strong brands through strategic trademark protection and management. Our team works with clients to develop comprehensive brand strategies, from the registration of trademarks to the protection of designs and other brand elements. We help safeguard brands against counterfeiting and infringement, while advising on international trademark protection programs to ensure global enforcement. Additionally, we guide clients through trademark licensing, franchising, merchandising, and distribution agreements to maximize the value of their intellectual property.

### **Copyright & Creative Asset Protection**

We provide expert legal advice on copyright law, ensuring that creative works such as audiovisual content, music, advertising campaigns, and other original works are protected from unauthorized use and infringement. We assist clients in

the negotiation of contracts for the licensing, acquisition, and distribution of copyrights, as well as the enforcement of copyright protection through litigation or alternative dispute resolution. Our services also include advice on the creation and management of co-production agreements, dubbing rights, and the protection of digital content in the evolving landscape of online and offline media.

### **Litigation and Enforcement**

We handle intellectual property litigation and arbitration, focusing on the protection of trademarks, copyrights, and other brand assets. Our team is experienced in securing urgent precautionary measures and seeking remedies for unfair competition, counterfeiting, and infringement, both online and offline. We also provide support in the enforcement of anti-piracy actions and the resolution of disputes related to brand rights, working to prevent damage to our clients' reputation and market position.



## **BUSINESS**

- Technology and AI
- E-commerce
- Software
- Data Protection & cybersecurity
- Life Sciences and Healthcare
- Telecommunications
- Fashion & Luxury
- Advertising & Marketing
- Media and Entertainment
- Internet service provider



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**Francesco Rossi**



**Noemi Parrotta**



**Giacomo Moleri**

## 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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**José Antonio Arochi**



## POSITIONING

Arochi & Lindner is a premier law firm with offices in Mexico and Spain and more than 30 years of experience of providing world-class advice and representation in Intellectual Property, Life Sciences, Advertising and Marketing, Civil and Commercial Dispute Resolution, Corporate, Regulatory and Data Privacy law matters.

We resolve the challenges faced by our clients by delivering clear and practical advice, identifying and mitigating risks, and anticipating and solving problems, while making the most of the business opportunity.

Our firm distinguishes itself with client-oriented services and an unwavering commitment to delivering results, efficiently and responsively, using our knowledge, experience and creativity. We tackle every matter with insight, savvy and an exceptional understanding of business needs.

Whether you are enforcing, protecting or commercializing your intellectual property rights; marketing products or services; creating, organizing or dissolving a corporation; expanding into new markets; dealing with disputes or complex regulations, at Arochi & Lindner, we can help.

Arochi & Lindner's main offices are in Mexico City, with subsidiaries in Madrid and Barcelona, Spain.

We have more than 30 years of experience in the field of Intellectual Property, allowing us to hold our place as one of the best law firms in the field.



## BUSINESS

- IP Litigation
- Licensing & Franchising
- Copyrights
- IP Enforcement
- Patents
- Trademark
- Trade Secrets
- Information Technologies
- Life Sciences
- Data Privacy & Protection
- Advertising & Marketing
- Regulatory Affairs



## OFFICES

### SPAIN

- Madrid
- Alicante



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# BASHAM 1912



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**Mariana González**



## POSITIONING

Basham, Ringe y Correa is a full-service law firm with a strong presence in Latin America. Basham was founded in Mexico in 1912 and has more than 110 years of experience helping clients do business in Mexico and internationally.

The firm's large group of lawyers and professional staff are committed to maintaining the highest professional and ethical standards. In addition, Basham's lawyers are actively involved in globally recognized associations and international transactions. This ongoing engagement strengthens the firm's ability to serve its clients by continuously adapting to the evolving dynamics of the world's business landscape – a commitment it has upheld for over a century.

The firm's clients include individuals, medium-sized companies and prominent international corporations in various industries and sectors, such as The Coca-Cola Company, Canon, Volvo, America Movil, Kia Motors among others.

Basham's intellectual property practice is one of the largest and most prominent in Mexico and is dedicated to protecting and enforcing of some of the world's most famous trademarks, patents and copyrights.

The firm provides legal assistance in connection with patents, industrial models and designs, trademarks and names, slogans, copyright, appellations of origin and geographic indications and all other related legal matters.

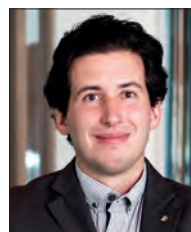
The firm offers a comprehensive range of intellectual property services, covering all aspects from strategic planning and tax advisory to civil, administrative and criminal litigation. Basham also designs and implements effective measures to protect IP rights and combat piracy.

Our team operates fluently in Spanish, English, French, German, Portuguese and Chinese.



## BUSINESS

- Industrial Secrets
- Trademarks and Copyright
- Litigation and Licensing
- Industrial Creations
- Franchising
- Patents
- Information Technologies



**Santiago Zubikarai**



## OFFICES

- Mexico City
- Monterrey
- Querétaro
- Leon



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**Juan Carlos Amaro**



**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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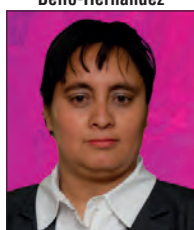
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**Ricardo Sánchez Gil**

## 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.

## 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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**Rommy Morales**



**Jaime Rodríguez**

## POSITIONING

We provide innovative solutions and highly specialized legal advice for clients facing complex legal and business challenges in Mexico. OLIVARES is at the forefront of new practice areas in copyright, litigation, regulatory, anti-counterfeiting, plant varieties, domain names, digital rights, and internet-related matters. The firm has secured precedent-setting decisions in patents, copyrights, and trademarks.

OLIVARES has one of the strongest groups of legal professionals committed to managing the complexity and interdisciplinary orientation that clients require. The firm has significantly reshaped IP laws and regulatory authorizations procedures in Mexico through thought leadership, lobbying, and landmark cases at the Mexican Federal and Supreme Courts, including constitutional matters.

Today, OLIVARES includes 11 partners and over 45 associates working across intellectual property, regulatory, administrative, civil, commercial, and corporate law, serving diverse industries. The firm consistently receives awards for excellence in legal services.

We use every resource to help clients achieve optimal results, protecting their business interests, IP, and other rights, through all applicable venues to maximize successful outcomes and contribute to Mexico's role in the global economy.

A recent example of the firm's impact is the Supreme Court victory in the Grupo Modelo case against Heineken México. This precedent-setting ruling affirmed the legal protection of trade dress and commercial image in Mexico, highlighting OLIVARES' expertise in unfair competition 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 is designated by CEMEFI as an ESR "Empresa Socialmente Responsable" (Socially Responsible Company), recognized for responsible practices, ethical conduct, and corporate governance.

• KNOWLEDGE • INNOVATION • RESPONSIBILITY • TRUST

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## 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



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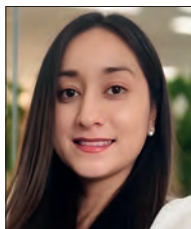
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**Eduardo Vázquez**



**Claudia González**



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## POSITIONING

SPECIFIC IP is a distinguished boutique law firm specializing in Intellectual Property (IP), headquartered in Mexico City. With over 25 years of collective experience among its founders, partners, and associates, the firm offers tailored services in intellectual and industrial property. Their proven track record showcases success both domestically and internationally, positioning them as a trusted name in the field.

The firm's approach combines the agility and personalized attention of a boutique practice with the expertise and comprehensive service offerings of a larger law firm. Their team of specialists and seasoned litigators simplifies the complexities of intellectual property law, providing practical and effective solutions tailored to each client's needs. Their comprehensive services encompass intellectual property rights, copyrights, administrative and industrial property litigation, and Amparo proceedings.

Driven by dedication, perseverance, and active participation in global intellectual property events, SPECIFIC IP has forged strategic partnerships with law firms and offices specializing in intellectual property across Europe, Asia, Oceania, Africa, the United States, Canada, and Latin America. Annually, they reassess their objectives, aiming for continual growth and the strengthening of alliances to better serve their clients.

With a solid reputation built over two decades, SPECIFIC IP is poised to become one of Mexico's premier boutique firms. They are renowned for their meticulous attention to their clients' affairs, consistently delivering optimal solutions and ensuring their issues are resolved in the most favorable manner.

**Specific IP**  
**Protecting Your Intellectual Property Assets in This New Global World**

## BUSINESS

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

## SOCIAL MEDIA



<https://www.facebook.com/SpecificIP>



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<https://twitter.com/SPECIFICIP>



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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.

BARLAW through all these 13 years of continuous and remarkable work being responsible of important IP portfolios, handling interesting and complex cases has been recognized number 1 in IP litigation and enforcement by different international rankings and magazines as Chambers & Partners, WTR 1000, IP Stars, Leaders League, Legal 500, World IP Review - WIPR, Patent Lawyer Magazine Ranking, Trademark Lawyer Magazine Ranking, IAM Patent 1000, Benchmark Litigation, Global IP Awards, Global Law Experts and Women in Business Law Expert Guide – Euromoney.

This year 2024 our firm have been nominated as Best Peruvian IP firm and our managing partner Adriana Barrera as Latam Practitioner of the year 2024 by Managing IP. Also, Leaders League have nominated BARLAW as Firm of the Year 2024. In 2023, BARLAW was recognized as Trademark Firm of the year in The Global IP Awards by World Trademark Review y IAM Magazine. Also, last year, IP Stars, from Managing IP, highlighted our partner Adriana Barrera for fifth year in a row among the Top 250 Women in IP and considered our partners Adriana Barrera and Maria Ines Herrera as Trademark Stars 2023. Likewise, World Trademark Review recognized Adriana Barrera as a Global Leader in Private Practice for second year in a row.

BARLAW is committed with diversity, inclusion and, recently, with sustainability initiatives, and we dedicate our efforts in these matters in our daily activities to develop opportunities that benefit all of us. To date, BARLAW has been recognized by Managing IP, Chambers Diversity & Inclusion and WIPR.



## 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 DS Casahierro Abogados, the needs of our clients require us to get involved in more sophisticated aspects of Intellectual Property and Competition, preparing ourselves to move forward with them, towards new trends, to always provide a suitable and timely legal advice that allows them to compete successfully in the market. The synergy generated allows us to overcome the different obstacles that affect the interests of our clients and has allowed us to achieve leadership and develop adequate brand protection through anti-piracy and anticounterfeiting actions in ports, in marketplaces and online marketing.

Additionally, our Firm has advised clients from different sectors of the industry in the compliance of the legal framework for the administration and protection of a portfolio of trademarks, patents, copyrights, and new technologies, at national and international level, and the different litigations in Intellectual Property.

Likewise, our Firm has extensive experience in legal advice for the protection of personal data, through the registration of the personal data banks, preparation of consent forms, clauses, and privacy policies to obtain informed consent for the processing of personal data, attention to the rights of the owners of personal data, compliance with security measures to protect personal data, among others.

Finally, our Firm also provides preventive and litigation advice on antitrust, unfair competition, consumer protection, elimination of bureaucratic barriers, dumping and subsidies, and regulatory regulations in the different business sectors.

## BUSINESS

- Anti Counterfeiting
- Enforcement
- Brand protection
- Trademark
- Copyright
- Patents
- Domain names
- Data Protection
- Sanitary regulation
- Competition & Antitrust
- Consumer Protection
- Regulatory Matters

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**Baldo Kresalja**



**Rosa María Kresalja**



**Marcela Robles**



**Roselina Liza**

## 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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**Renzo Scavia**

## POSITIONING

Scavia & Scavia is a law firm based in Lima, Peru, founded in 2004. Since then, it has provided comprehensive legal advice to domestic and foreign companies in various industries.

The firm is formed by a specialized and dynamic team with solid experience in complex and technically demanding legal matters, which allows them to provide practical and efficient solutions tailored to each client.

Its main areas of practice include Business and Commercial Law; Intellectual Property; Franchising and Licensing; Competition; Civil and Administrative Law; Litigation and Arbitration; Real Estate; Tax; Labor and Immigration Law; Regulatory Law; Investment Funds; and Infrastructure and Projects.

The firm is part of famous associations of lawyers with global reach, such as INTA, AIPPI, ASIPI and LESI, having a network of first-class international law firms on all five continents at the service of its clients. The firm is also the exclusive member for Peru of the International Network of Boutique and Independent Law Firms (INBLF), a network of law firms that connect boutique and independent legal professionals across the United States, Canada, and internationally.

Thanks to its strategic approach, professionalism and knowledge of the local and international legal environment, Scavia & Scavia has established itself as a key ally for clients seeking legal certainty, agility and commitment.

## BUSINESS

- Trademarks
- Patents & Utility Models
- Industrial Designs
- FTO & PPH
- Copyright & Software
- Life Sciences
- Technology Transfer
- Franchising & Licensing
- Competition Law
- Consumer Protection
- Advertising Regulations
- Investment Funds
- Business and Commercial Law
- Labor & Immigration Law
- Domain Names & E-Commerce
- Protection of Personal Data
- IP Litigation
- Customs & Border Measures
- Corporate Law & Contracts
- Civil and Administrative Law  
(Litigation and Dispute Resolution)
- Real Estate
- Taxation
- Infrastructure and Projects

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**Juber Valencia**



**Mariela Valencia**



**Teresa Cabrera**



**Giovana Palacios**



## POSITIONING

With over 96 years of experience, Valencia has grown to become one of the major firms specialized in industrial property matters in Peru, representing a wide range of industries which include renowned national and international corporations.

An interdisciplinary team enables Valencia to offer a personalized service to our clients. The mix of legal expertise and result-oriented practical approach is our signature. The experience of our team allows us to converge a broad and in-depth experience with out-of-the-box thinking and solutions. This mix is crucial to the success of our clients' cases.

Our main areas of practice are trademarks, patents, industrial designs, copyrights, plant varieties, IP litigation, anti-piracy & enforcement, unfair competition, domain names, health care, life sciences and transfer of technology & licensing of rights. The team is also equipped to handle cross-border IP matters due to their strong allies around the world.

Our members actively participate in national and international IP congresses, and of course maintain an active profile in the associations to which they belong, such as APPI, ASIPI, INTA, AIPPI, FICPI, CIPA, and LES, where current and important matters are discussed.

We are a team with a proven track record of almost 100 years, having appeared in specialized magazines and Intellectual Property rankings, thanks to the trust of our clients and the results in their cases. Excellence is in our DNA.

We know the legal world and how it has evolved. We have been part of the change, giving way to figures that were not seen before. We are proud to demonstrate by example that Diversity, Equity and Inclusion is part of our history and our future.

We are strategic partners of the OLI Foundation, a solidarity platform dedicated to promote efforts and resources for equal opportunities, to which we provide legal services. Our social commitment was also strengthened in 2025 with our inclusion in the Pro Bono Alliance of Peru, a network of prestigious law firms that offer legal services while maintaining a high standard of quality.

Nowadays, Valencia is a reference point in IP for offering a first-rate service, being a business partner tailoring legal expertise to the service of the clients that look for the strategy of a chess player, the precision of a surgeon and the resilience 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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**Inês Monteiro Alves**



**João Pereira Cabral**



**Diogo Antunes**



## POSITIONING

Inventa is a leading Intellectual Property Law Firm, specialized in the protection and internationalization of trademarks, patents, industrial designs, copyright and domain names. With over 50 years of experience in Portugal, the European Union and all the African jurisdictions, Inventa has served thousands of clients holding large trademark and patent portfolios, and other entities dealing with R&D daily. Furthermore, our experience allows us to understand the caveats of the different industries since we maintain relationships with clients from different sectors, including food and beverages companies, communications, IT, pharmaceuticals, manufacturers, oil & gas companies, financial institutions, business services companies and more.

Our headquarters are based in Lisbon, Portugal, and we also have offices in Angola, Mozambique, Nigeria, DR Congo, Cape Verde, Sao Tome, East Timor and Macao. Inventa also holds a large network of representatives all across the African region, including representation before the ARIPO and OAPI regional organizations, committed to delivering global coverage with local experience.

Due to our wide network of contacts and associate level, we offer our clients a highly specialized team of professionals in the Intellectual Property field and related strategic sectors. Our professionals guarantee personalized and efficient accompaniment in all our services.



## BUSINESS

- Strategic advice
- Trademarks
- Patents
- Domain names
- Copyright
- Anti-Counterfeiting
- IP Assets Valuation
- IP Contracts & Licenses
- IP Due Diligence
- IP Litigation
- Plant Variety Protection
- Trade Secrets



**Vítor Sérgio Moreira**



## OFFICES

### PORTUGAL

- Lisbon

### ANGOLA

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## POSITIONING

RCF - Protecting Innovation is a leading Intellectual Property Consulting & Services firm, based in the E.U..

Our staff includes Official Industrial Property Attorneys who act before the Portuguese PTMO (INPI - Instituto Nacional da Propriedade Industrial), European Trademark and Design Attorneys who act before the EUIPO - European Union Intellectual Property Office, and European Patent Attorneys who act before the EPO - European Patent Office for European patents.

Our firm is also present in Angola, Cape Verde Islands, East Timor, Macao, Mozambique and Sao Tome and Principe.

We have also two geographically dedicated desks: a German Desk and an Asian/China Desk, as primary points of contact for our German and Asian colleagues and clients to communicate directly in German and Chinese.

Founded in Portugal in 1929, RCF - Protecting Innovation is internationally recognized by the most relevant IP firms around the world enjoying a longstanding network of IP partners and enabling world-wide support for all IP-related matters, following the highest standards of the sector

Our mission is to provide our clients and partners with the highest quality technical, legal and strategic consulting and services, through a multidisciplinary approach, regarding innovation and IP matters.



## BUSINESS

- Applications
- Arbitrages
- Disputes
- Specialized Surveillance
- Technical Analysis
- Technical Translations
- Trademark searches
- Analysis and follow-up of R&D
- Support for internationalization
- Searches of the state of art in Technological related Rights and Distinctive Trade Signs Rights
- Management, maintenance and monitoring of portfolios, trademarks and designs
- Counseling and representation (applications, prosecution and litigation) near the relevant Institutes: INPI – PT, EUIPO – European Union Intellectual Property Institute, EPO – European Patent Office, WIPO – World Intellectual Property Organization and with the local Register Offices in Portugal, Macao, Angola, Mozambique, Brazil, Cape Verde, São Tomé and Príncipe and cautionary notices in East Timor.
- Analysis (including “freedom to operate”, patentability and validity opinions) and technical and strategic follow-up.



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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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## 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. Andrea Oliva
- 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

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