

LLIP

Luiz Leonardos *Intellectual Property*



Luiz
Leonardos
& Advogados
Attorneys at Law

BACKGROUND

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Luiz Leonardos & Advogados, with 14 partners and over 60 professionals, extensive experience in all areas related to Intellectual Property, was created as a direct result of the split of Momsen, Leonardos & Cia in April 2012, inheriting almost 100 years of legal excellence and solid ethical conduct.

Momsen, Leonardos & Cia was a pioneer in the field of Intellectual Property in Brazil, acknowledged worldwide for its expertise. Activities started with the American lawyer Richard P. Momsen in 1919, in the city of Rio de Janeiro.

In 1927, the attorney-at-law Thomas O. Leonardos became his partner. The partnership became even stronger in 1958, when Luiz Leonardos, Thomas' only son to follow him into the legal profession, joined the firm, and later when Gustavo (Master at GWU, USA), Luiz's son, did the same.

On April 30th, 2012, when Momsen, Leonardos & Cia ended its activity due to the split up of the firm and its restructuring process, a new framework was born along with Luiz Leonardos & Advogados, on that is more effective and personal in the interaction with our clients.





MOMSEN, LEONARDOS & CIA WAS A PIONEER IN THE FIELD OF INTELLECTUAL PROPERTY IN BRAZIL, ACKNOWLEDGED WORLDWIDE FOR ITS EXPERTISE

Luiz Leonardos & Advogados has a multidisciplinary and highly skilled team, which includes engineers, biologists, lawyers and industrial property agents, all with solid academic education and long experience in the field of Intellectual Property. Additionally, it can count on all the expertise of its founding partner Luiz Leonardos, who not only helped to shape the current legal framework in Brazil, but is also recognized by local and foreign specialists as one of the most respected professionals of his generation.

Luiz Leonardos & Advogados has a full-service I.P. consultancy and prosecution practice, providing solutions in the most diversified areas of Intellectual Property.

Luiz Leonardos & Advogados combines the knowledge and expertise gained during almost 100 years in practice with the advantages of a new,

modern, personal and effective structure. Besides the tradition and experience in Intellectual Property, Luiz Leonardos & Advogados maintained the same data base and IT structure formerly used by Momen, Leonardos & Cia, as well as all the original files.

Apart from the tradition and experience in Intellectual Property, Luiz Leonardos & Advogados maintained and improved the same data base and IT structure formerly used by Momen, Leonardos & Cia as well as all the original files. Besides that, our internal system contains all trademarks and patents ever filed and registered in the Brazilian PTO, making our daily updated database independent of the BPTO's system. This makes our access to data not only faster but also accessible whenever the BPTO's database is unavailable – what has happened with some frequency –, permitting us to act while others cannot.

LLIP

Luiz Leonardos Intellectual Property





TIMELINE

Richard P. Momsen arrives in Brazil. He works with the American Government and helps to create The American Chamber of Commerce in 1916.

1913

Thomas Othon Leonardos, a lawyer of Greek descendant, joins the firm.

1927

Luiz Leonardos, Thomas Othon Leonardos' only son to follow him into the legal profession, joins the firm, improving its Intellectual Property team.

1958

1919

Richard P. Momsen founds his first law firm in the city of Rio de Janeiro. Subsequently, he forms a partnership with Simeon W. Harris, a descendent of American immigrants who came to Brazil after the American Civil War.

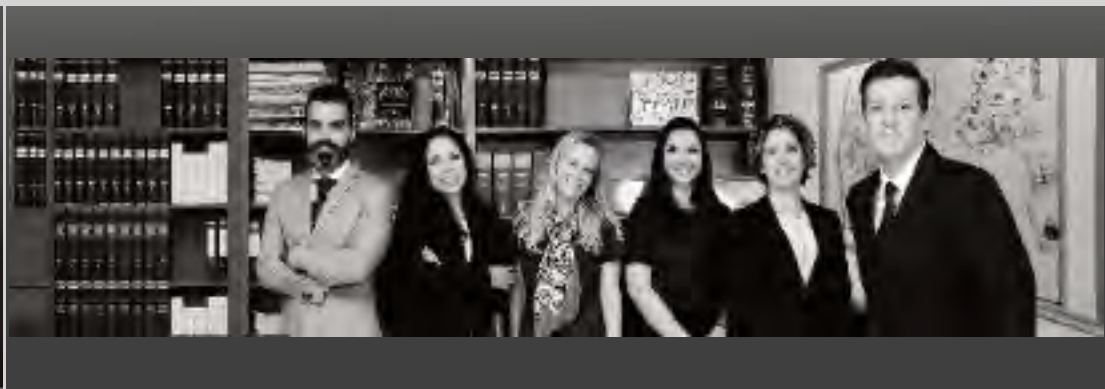
1944

The law firm changes its name to Momsen, Leonardos & Cia.

1964

Luiz Leonardos joins the Brazilian Intellectual Property Association (ABPI), going on to become General Reporter, President, Board member and President of Honor.





Gustavo Leonardos, son of Luiz and grandson of Thomas Leonardos, joins Momsen, Leonardos & Cia.

1981

Gustavo Leonardos becomes the President of the Brazilian Intellectual Property Association (ABPI), a post he holds until 2007. Concurrently, he accepts positions at the AIPPI, and the Inter-American Association of Intellectual Property and also participates in the National Council on Combating Piracy of the Ministry of Justice.

2004

2012

Luiz Leonardos & Cia is founded, later changing its name to Luiz Leonardos & Advogados in 2013

1992

Luiz Leonardos becomes the Executive Vice-President of the International Association for the Protection of Intellectual Property (AIPPI), remaining in charge until 1995, when he becomes Executive President, a post he holds until 1998. After that, he is appointed Member of Honor of the same association, and Member of Honor of the International Federation of Intellectual Property Attorneys (FICPI).

2007

Gustavo Leonardos receives an honorary distinction from the School of Magistrates of Rio de Janeiro for his contribution to the Brazilian legal culture.



SENIOR PARTNERS



LUIZ LEONARDOS

- Registered in the Brazilian Bar Association. Member
- of IAB, ABAPI, ABPI, AIPPI, FICPI, ASIPI, LESI, LIDC and ITMA (Overseas Member).

ACADEMIC BACKGROUND

- Attorney at Law; Industrial Property Agent designated by the Labour Minister in 1955.
- Law Degree – State University of Rio de Janeiro, UERJ (1958).
- Post-graduation in Legal Research - Getúlio Vargas Foundation, FGV (1968).
- Superior War College, ESG (1972).
- Master's Degree in Law - Gama Filho University (1984).

ACTIVITY

- Partner of the Litigation Department.
- Administrative and Judicial Litigation on Patents and Trademarks.
- Geographical Indication.



XXXV AIPPI Tokyo Congress, April 1992.

HIGHLIGHTS

- Participated in 1967 of the Official Brazilian Delegation to the Stockholm Conference on Intellectual Property, destined to the review of the International Conventions relative to Copyrights and Industrial Property.
- General Reporter (1979-1985) and President (1986-1991) of the Brazilian Intellectual Property Association - ABPI.
- Member since its foundation in 1964.
- Executive Vice-President (1992-1995), Executive President (1995-1998) and Member of Honor of the Association Internationale pour la Protection de la Propriété Intellectuelle - AIPPI.
- Honorary Member of the International Federation of Consultants in Industrial Property - FICPI.

LANGUAGES

- Portuguese. English. French. Spanish.





GUSTAVO LEONARDOS

- Registered in the Brazilian Bar Association.
- Member of ABPI, ABAPI, AIPPI, INTA, LESI, ASIPI, ECTA.

ACADEMIC BACKGROUND

- Attorney at Law.
- Law Degree – Faculty of Law of the State University of Rio de Janeiro, UERJ (1985).
- Master's Degree in Comparative Law – George Washington University Law School (1987).

ACTIVITY

- Managing Partner.
 - Judicial Litigation on Intellectual Property.
 - Technology Transfer.
 - Trademark Registration.



School of Magistrates of the State of Rio de Janeiro Certificate for the outstanding services rendered to the Legal Culture and to the Brazilian Society.

HIGHLIGHTS

- Consultant for the Industrial Property Division Geneva, Switzerland (1989-1990), World Intellectual Property Organization - WIPO.
- Member (since 1993), Third Vice-President (1998-1999), First Vice-President (2000-2003) and **President (2004-2007) of the Brazilian Association of Intellectual Property - ABPI.** Permanent member of the Board of Directors of ABPI.
- President of the Brazilian Group (2004-2007) and Member of the Q94 Committee (World Trade Organization) of the Association Internationale pour la Protection de la Propriété Intellectuelle – AIPPI.
- First Vice-President (2004-2006) of the Inter-American Association of Intellectual Property – ASIPI.
- Member of the National Council Against Piracy and Intellectual Property Infringements of the Ministry of Justice (2005-2007).
- Member of the Intellectual Property Committee of the Attorneys Institute of Brazil - IAB.
- Awarded with the School of Magistrates of the State of Rio de Janeiro (EMERJ) Medal in 2007, for the outstanding services rendered to the Legal Culture and to the Brazilian Society.



LANGUAGES

- Portuguese. English. French. Spanish.



Gustavo Leonardos in his first international AIPPI Congress in 1985



Gustavo Leonardos and Alberto GONZALES ATTORNEY GENERAL and Secretary of Justice of the United States, February 9, 2007.

ANA PAULA JARDIM

- Registered in the Brazilian Bar Association.
- Member of ABAPI, AIPLA, FICPI, ABPI.

ACADEMIC BACKGROUND

- Electrical Engineer. Attorney at Law. Industrial Property Agent.
- Degree in Electrical Engineering (Production)
 - Catholic Pontifical University of Rio de Janeiro, PUC/RJ (1997).
- Law Degree – Catholic Pontifical University of Rio de Janeiro, PUC/RJ (2002).
- Post-graduation in Intellectual Property Law - Catholic Pontifical University of Rio de Janeiro, PUC/RJ (2011).

ACTIVITY

- Partner Head of the Patent Department (Technical Prosecution).
 - Patents.
 - Industrial Design. -Software.
 - Patent Litigation.

LANGUAGES

- Portuguese. English. French.



PARTNERS



ANDRÉA GRANTHON

- Registered in the Brazilian Bar Association.

ACADEMIC BACKGROUND

- Biologist. Attorney at Law.
- Degree in Biology – Gama Filho University, UGF (2007).
- Master Degree in Intellectual Property and Innovation – National Institute of Industrial Property, INPI (2012).
- Law Degree – Cândido Mendes University, UCAM (2014).

ACTIVITY

- Patent, design, plant varieties, ANVISA and patent litigation.

LANGUAGES

- Portuguese. English.

CONSTANZA WOLTZENLOGEL

- Registered in the Brazilian Bar Association.
- Member of ASIPI.

ACADEMIC BACKGROUND

- Attorney at Law.
- Law Degree, magna cum laude – Federal University of Rio de Janeiro, UFRJ (1995).
- Master's Degree in International Administration – Université Panthéon-Assas (1997).
- Master's Degree in Development, Regulation, Competition and Innovation Law – Cândido Mendes University, Rio de Janeiro (2016).

ACTIVITY

- Judicial and administrative litigation in trademarks, patents, industrial design, copyright and border measures.

LANGUAGES

- Portuguese. English. French. German. Spanish and Russian.





DANIELE DIAS CARNEIRO MACHADO

- Registered in the Brazilian Bar Association.
- Member of the Fashion Law Committee of OAB-RJ since 2016.

ACADEMIC BACKGROUND

- Bachelor of Portuguese Language and Literatures - State University of Rio de Janeiro, UERJ (2009).
- Bachelor of Law (LL.B) - State University of Rio de Janeiro, UERJ (2015).
- Professional master's degree in Intellectual Property and Innovation from the National Institute of Industrial Property.

ACTIVITY

- Partner of the Litigation Department.
- Judicial and administrative litigation in trademarks, patents, industrial design, copyright, and domain name.

LANGUAGES

- Portuguese. English.

FABIA RIBEIRO CIARLINI

- Registered in the Brazilian Bar Association.

ACADEMIC BACKGROUND

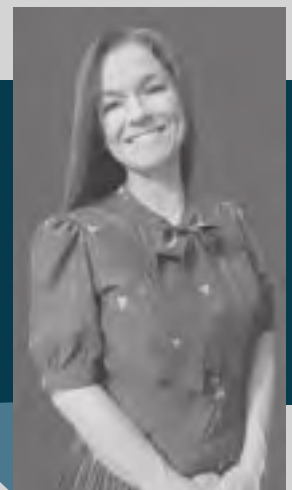
- Attorney at Law.
- Degree in Economics – Gama Filho University, UGF (1992). Law
- Degree – Cândido Mendes University, UCAM/RJ (2018). Post-graduation in Intellectual Property Law - Pontifical Catholic University of Rio de Janeiro, PUC/RJ (2001).

ACTIVITY

- Legal consultancy and administrative litigation in trademarks, business names, domain names, unfair competition and copyright.

LANGUAGES

- Portuguese. English. German.





GUILHERME DIAS FONTES

- Registered in the Brazilian Bar Association.

ACADEMIC BACKGROUND

- Attorney at Law.
- Law Degree – Estácio de Sá University, UNESA (2001).
- Post-Graduation in Intellectual Property - State University of Rio de Janeiro, UERJ (2003).

ACTIVITY

- Filing of patent and industrial design applications.

LANGUAGES

- Portuguese. English.

RENATA CAMPELLO

- Registered in the Brazilian Bar Association.
- Member of AIPLA.

ACADEMIC BACKGROUND

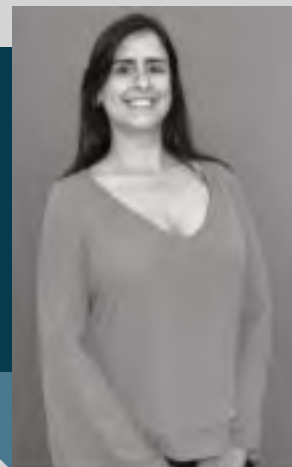
- Chemical Engineer.
- Attorney at Law.
- Industrial Property Agent.
- Degree in Chemical Engineering – Federal University of Rio de Janeiro, UFRJ (2004).
- Law Degree – Estácio de Sá University, UNESA (2010).

ACTIVITY

- Patent, industrial design, plant varieties, ANVISA and patent litigation.

LANGUAGES

- Portuguese. English.



TECHNICAL CONSULTANTS

CHRISTINA MURLY

- Member of INTA.

ACADEMIC BACKGROUND

- Bachelor's Degree in Modern Languages (esp. English/Portuguese translation) – Catholic Pontifical University of Rio de Janeiro (2007).
- Law Degree – Cândido Mendes Law School, UCAM/RJ (2013).



ACTIVITY

- Foreign Patent Prosecution.
- Coordination, monitoring and consultancy in foreign patent administrative prosecution.

LANGUAGES

- Portuguese. English. German.

RODRIGO CARNEIRO MAIA

- Electrical Engineer..

ACADEMIC BACKGROUND

- Degree in Electrical Engineering – Universidade do Estado do Rio de Janeiro (2020).
- Law Degree – Universidade Estácio de Sá (in progress).

ACTIVITY

- Patents.
- Industrial Designs.
- Software.
- Administrative and judicial litigation.

LANGUAGES

- Portuguese. English. German.



TASSIO FARIAS

- Electrical Engineer.

ACADEMIC BACKGROUND

- Degree in Electrical Engineering – Veiga de Almeida University (2017).
- Extension Course in Air Conditioning Engineering – IME/Sindratar (2017).
- Technical Course in Electronics – FAETEC (2010).

ACTIVITY

- Patent.
- Industrial Design.
- Software.
- Patent Litigation.

LANGUAGES

- Portuguese. English.



SÃO PAULO

HERMINIA MENDES

- Member of ABPI, AIPLA, ASPI.
- Industrial Engineer. Industrial Property Agent.

ACADEMIC BACKGROUND

- Degree in Industrial Engineering – Federal University of Rio de Janeiro, UFRJ (2006).
- Degree in Information Systems - Software Engineering and Artificial Intelligence – Informatics and Administration Paulista University, FIAP (in progress).
- Post-graduation in Intellectual Property – University of Campinas, UNICAMP (2016).

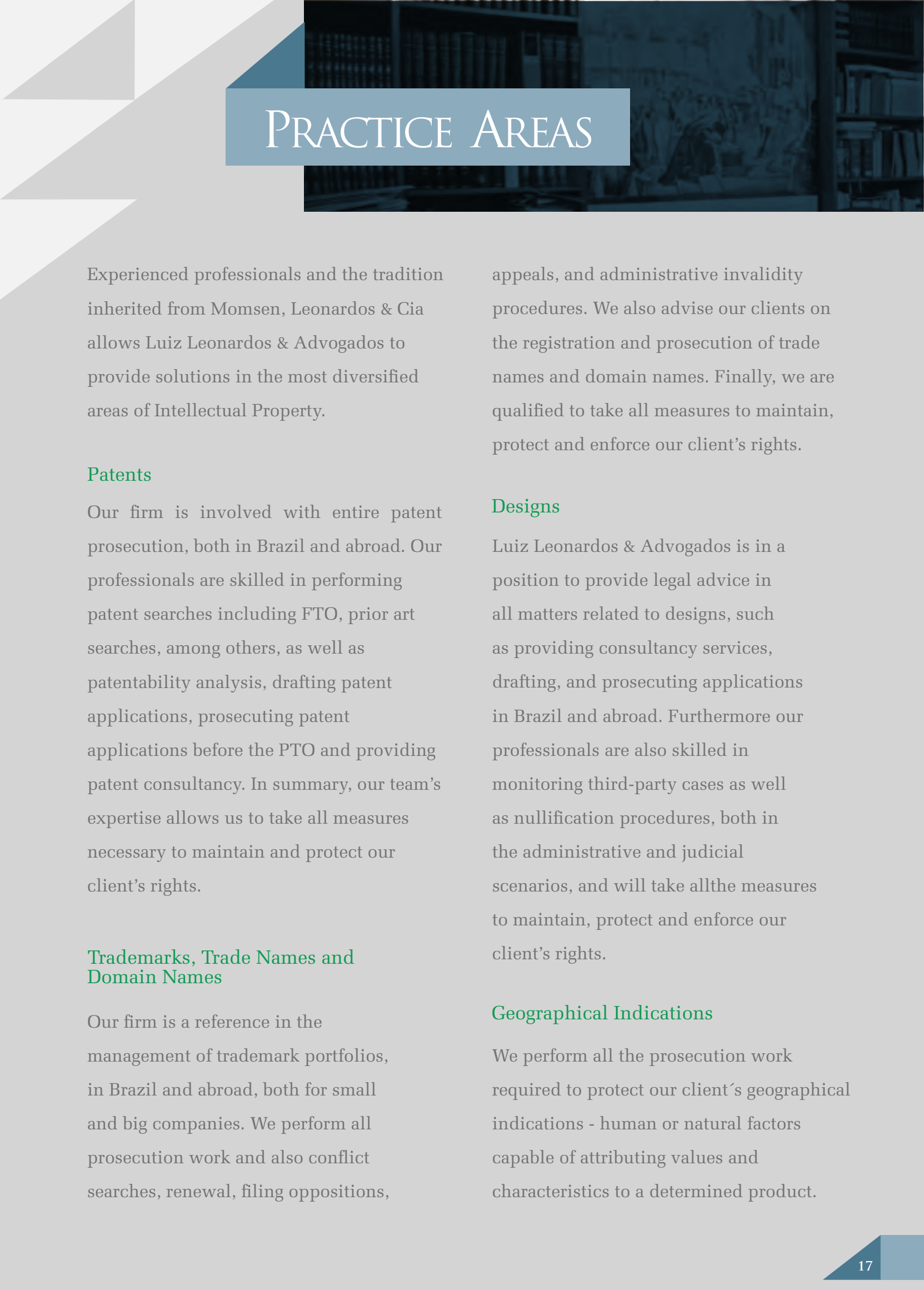
ACTIVITY

- Patent.
- Industrial Design. -Software.
- Patent litigation.

LANGUAGES

- Portuguese. English.





PRACTICE AREAS

Experienced professionals and the tradition inherited from Momsen, Leonardos & Cia allows Luiz Leonardos & Advogados to provide solutions in the most diversified areas of Intellectual Property.

Patents

Our firm is involved with entire patent prosecution, both in Brazil and abroad. Our professionals are skilled in performing patent searches including FTO, prior art searches, among others, as well as patentability analysis, drafting patent applications, prosecuting patent applications before the PTO and providing patent consultancy. In summary, our team's expertise allows us to take all measures necessary to maintain and protect our client's rights.

Trademarks, Trade Names and Domain Names

Our firm is a reference in the management of trademark portfolios, in Brazil and abroad, both for small and big companies. We perform all prosecution work and also conflict searches, renewal, filing oppositions,

appeals, and administrative invalidity procedures. We also advise our clients on the registration and prosecution of trade names and domain names. Finally, we are qualified to take all measures to maintain, protect and enforce our client's rights.

Designs

Luiz Leonardos & Advogados is in a position to provide legal advice in all matters related to designs, such as providing consultancy services, drafting, and prosecuting applications in Brazil and abroad. Furthermore our professionals are also skilled in monitoring third-party cases as well as nullification procedures, both in the administrative and judicial scenarios, and will take all the measures to maintain, protect and enforce our client's rights.

Geographical Indications

We perform all the prosecution work required to protect our client's geographical indications - human or natural factors capable of attributing values and characteristics to a determined product.

The Geographical indications have been registered with the Brazilian PTO since 1996, in light of their importance to the current economy, highlighting the distinctive features of those products originating from a specific determined place or region, stimulating investments in the region and providing a competitive advantage to its companies.

Copyrights

Luiz Leonardos & Advogados can provide legal advice in all matters related to copyrights, such as providing consultancy services and obtaining registration to our client’s works. We can perform infringement analyses and implement legal strategies to enforce copyrights.

Software, Integrated Circuit, Topography

Luiz Leonardos & Advogados also handles prosecution of software and integrated circuit topography applications, filing and monitoring all prosecution thereof until registration.

Plant Varieties

In 1997, Brazil opted for a sui generis system for protection of intellectual property rights of new plants varieties entirely unrelated to the patent

system and based on the Union Internationale pour La Protection des Obtentions Végétales (UPOV), in order to allow protection of plant varieties. Subordinated to the Ministry of Agriculture, the National Service for Plant Variety Protection (SNPC) analyzes the plant varieties registration requests.

Luiz Leonardos & Advogados has highly skilled professionals to undertake the process of obtaining such registration with the SNPC, and to enforce such intellectual property rights.

Trade Secrets and Confidential Data

Companies deal with strategic and confidential information on a daily basis. Trade secrets are among those assets of great value, and receive legal protection in Brazil.

Luiz Leonardos & Advogados is able to offer specific services to help our clients to protect those trade secrets, such as drafting and enforcing confidentiality agreements, and enforcing our clients’ data package exclusivity rights, provided for both by the TRIPS Agreement (Trade-Related Aspects of Intellectual Property Rights) and the local provisions regarding unfair competition.



Contracts, Technology Transfer, Licensing and Franchising

Our licensing team advises our clients in all areas related to contracts and technology transfer, such as drafting opinions, contracts and non-compete clauses, creating the best tax strategies and establishing the best way to remit royalties to foreign countries.

Food & Drug Law

Luiz Leonardos & Advogados has a specialized team to deal with Food & Drug issues. Our team advises our clients on regulatory matters and enforces our client's data package exclusivity rights, provided for both by the TRIPS Agreement and the local provisions regarding unfair competition. Such rights are especially relevant to the research-based pharmaceutical companies, who must submit a huge amount of information to the Brazilian Food & Drug Agency to demonstrate their innovative products are safe and effective. In some situations, enforcing the aforementioned data package exclusivity rights is the only way to avoid the freeriding performed by generic industries seeking to

rely on the innovator company's data package to obtain marketing approval for their generic versions, instead of performing their own clinical trials.

Antitrust and Competition Law

Inhibiting anticompetitive practices is of vital importance, and is also related to the enforcement of intellectual property rights. We advise our clients on the prevention and combat to offenses against the economic order, and represent them before the Administrative Council for the Defense of the Economy (CADE) and other antitrust agencies, primarily in questions related to Industrial Property Rights.

Entertainment and Advertising Law

We provide advice on contracts related to production, licensing and assignments of copyrights, as well as represent our clients before the National Council of Advertising Self-Regulation (CONAR), and advise our clients on the advertising of pharmaceutical products, also regulated by the Brazilian Food & Drug Agency.

Unfair Competition and Anti-Counterfeiting Measures

Unfair competition, such as stealing trade secrets, copying the trade dress of a competitor’s product, and false advertising, is specifically regulated by Brazilian law. We advise our clients in all matters related to unfair competition, preventing liability and enforcing the protection provided by the unfair competition legal provisions. In addition to that, we are experts in implementing anti- counterfeiting and boarder measures, in performing investigations and gathering information directly from customs offices, cooperating with governmental agents to guarantee the success of our strategies.

Litigation

Luiz Leonardos & Advogados, our law firm, has great experienceat handling all kinds of litigation related to intellectual property rights. In particular, we represent our clients in invalidity lawsuits filed before federal courts, and on enforcement lawsuits filed with local state courts, as well as unfair competition lawsuits and litigation related to Food & Drug law. We also have experience in arbitration disputes.

Luiz Leonardos & Advogados has a multidisciplinary group of lawyers ready to represent our clients on urgent matters anywhere in the country.



LOCATIONS



Headquarters - Barra da Tijuca

Centro Empresarial BarraShopping
Avenida das Américas, 4200 | BL 9
217-B to 220-B | Brazil | 22640-102





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