

Fashion

## Who We Are

Felsberg Advogados is a full-service law firm founded in 1970 and defined by its ability to combine experience, tradition and excellence with efficient, fast and focused service, offering innovative solutions in a constantly changing world.

The combination of individual, joint and complementary values, with a tradition established over five decades of service, means that we have a broad and all-encompassing vision that meets the current and future legal requirements of all our clients, from the biggest corporate groups to the freshest of startups.

This is what makes us unique, different and prepared.

## Our History

Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

Long before we were recognized as pioneers in judicial restructuring, we were one of the first firms to advise on aviation financing and contribute to the development of project finance and venture capital in Brazil.

More recently, we inaugurated new practice areas such as fashion law, innovation and startups, intellectual property, life sciences, antitrust, compliance and white-collar crime. We also anticipated future demands with new fintech and payment systems as well as data protection and technology departments and a specialised gaming law team.

More than service providers, we are partners.

Spirit of  
**innovation** at  
the core of  
everything we do





## Our Principles

## Social Responsibility

We are committed to encouraging social, cultural and educational projects.

Among the projects we support are Vaga Lume (creating and maintaining libraries in the Amazon), Americas Amigas (fighting breast cancer among lower-income women in Brazil), APAQ (treatment of burns victims), and AB2L (for the creation of dialogue among law firms and tech companies). Our fashion law team, in particular, devotes pro bono hours to two institutes in the fashion industry: Fashion Revolution (uniting the fashion industry in the way clothes are sourced, produced and consumed) and Instituto Alinha (connecting small workshops with designers and brands at fair prices and deadlines). Over the past two years, our legal professionals provided more than 500 pro bono hours.

## Diversity

Talent does not come with a label. For this reason, we focus on selecting and rewarding the best minds, regardless of gender, color, social class, sexual or religious orientation. Respect for diversity is reflected in our values. Among our partners, more than 50% are women, and within our office as a whole, 57% are women. Salary levels for men and women are equal within each function. Healthcare benefits are extended to all spouses, regardless of sexual orientation.

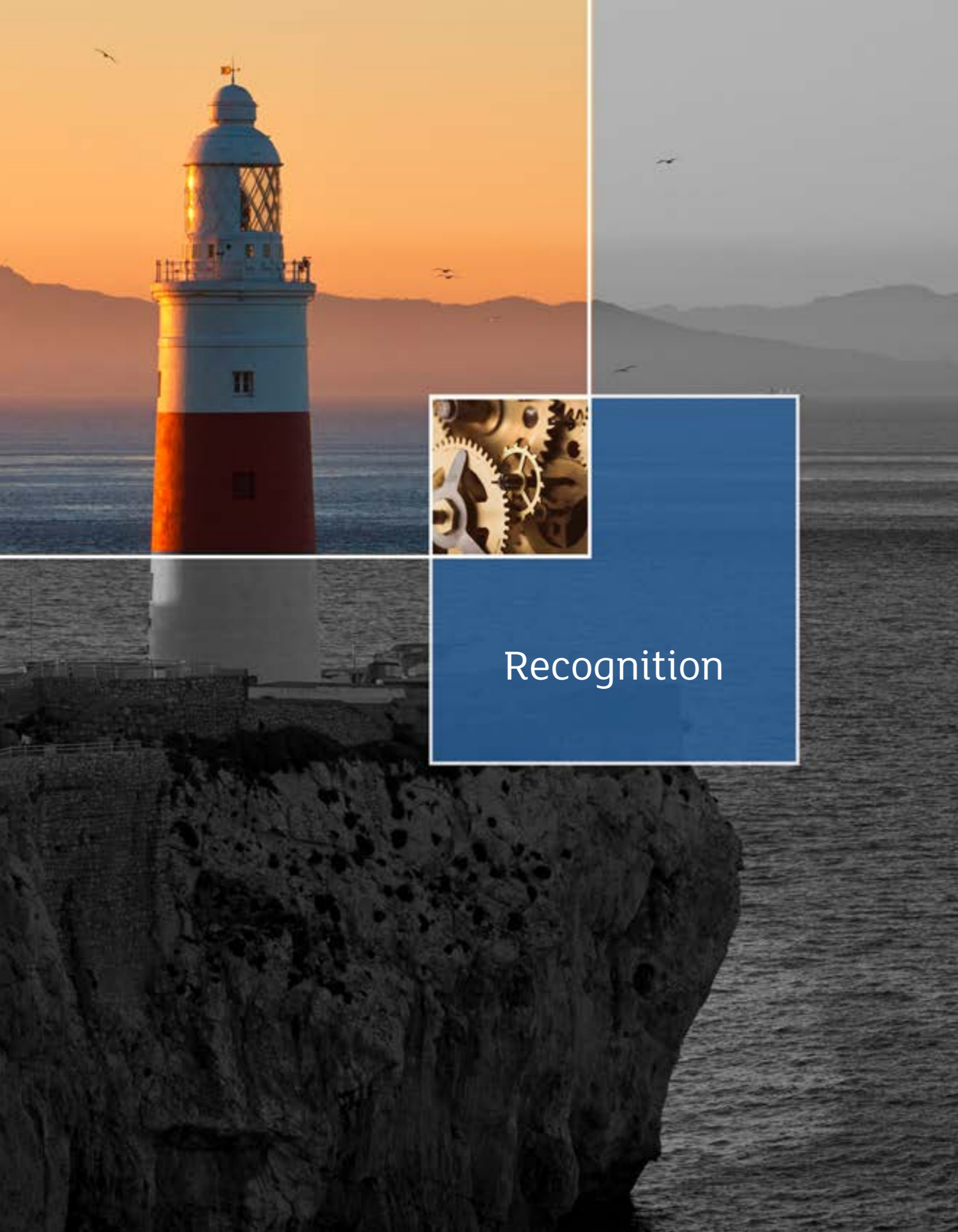
DiversiFeA, our Committee of Equity, Diversity and Inclusion comprising partners, other fee-earners and staff, promotes regular initiatives and events for the well-being of all members of the firm.



## Practice Areas



- Advertising, Marketing and Media
- Agribusiness
- Antitrust
- Aviation
- Banking and Finance
- Capital Markets
- Commercial Contracts
- Compliance
- Consumer Relations
- Corporate and M&A
- Data Protection and Technology
- Dispute Resolution
- Electric Power
- Environment, Sustainability and Waste
- Fashion
- Fintech and Payment Systems
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor and Employment
- Life Sciences
- Maritime
- Natural Gas
- Oil and Gas
- Privatization
- Public and Regulatory
- Real Estate
- Restructuring and Insolvency
- Sanitation
- Sports and Entertainment
- Tax
- Telecommunications
- White-Collar Crime and Corporate Investigations



Recognition





## Fashion

Providing counsel throughout the fashion industry's production chain, from the supply of basic materials to post-sale, we advise our clients through the business negotiation process and draft agreements protecting intellectual property rights and rights of stylists, designers and businesses, as well as contracts related to business development, confidentiality, production, licensing, assignment of rights, image use, investment, sponsorship, and franchising. We also assist our clients in matters relating to branding, trade dress, privacy, and rules and regulations on the internet.

Our services extend to consulting and litigation with respect to brand name and product licensing disputes, as well cases of intellectual property rights violation.

Partner



## Maria Carolina Guazzelli

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**Practice Areas:** Corporate and M&A / Fashion / Immigration

Maria Carolina has over 20 years of experience in Corporate Law, including mergers and acquisitions, audits, cross-border transactions, corporate governance, joint ventures, corporate reorganizations, foreign investment, and corporate and contractual consulting. She also has relevant experience with distressed M&A transactions.

Maria Carolina has also practiced Immigration Law for over 19 years focusing mainly on advising and assisting expatriates working for multinationals on how to obtain Brazilian work permits. Maria Carolina is recognized by The Legal 500 and Leaders League.



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