



Intellectual
Property

INTELLECTUAL PROPERTY



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

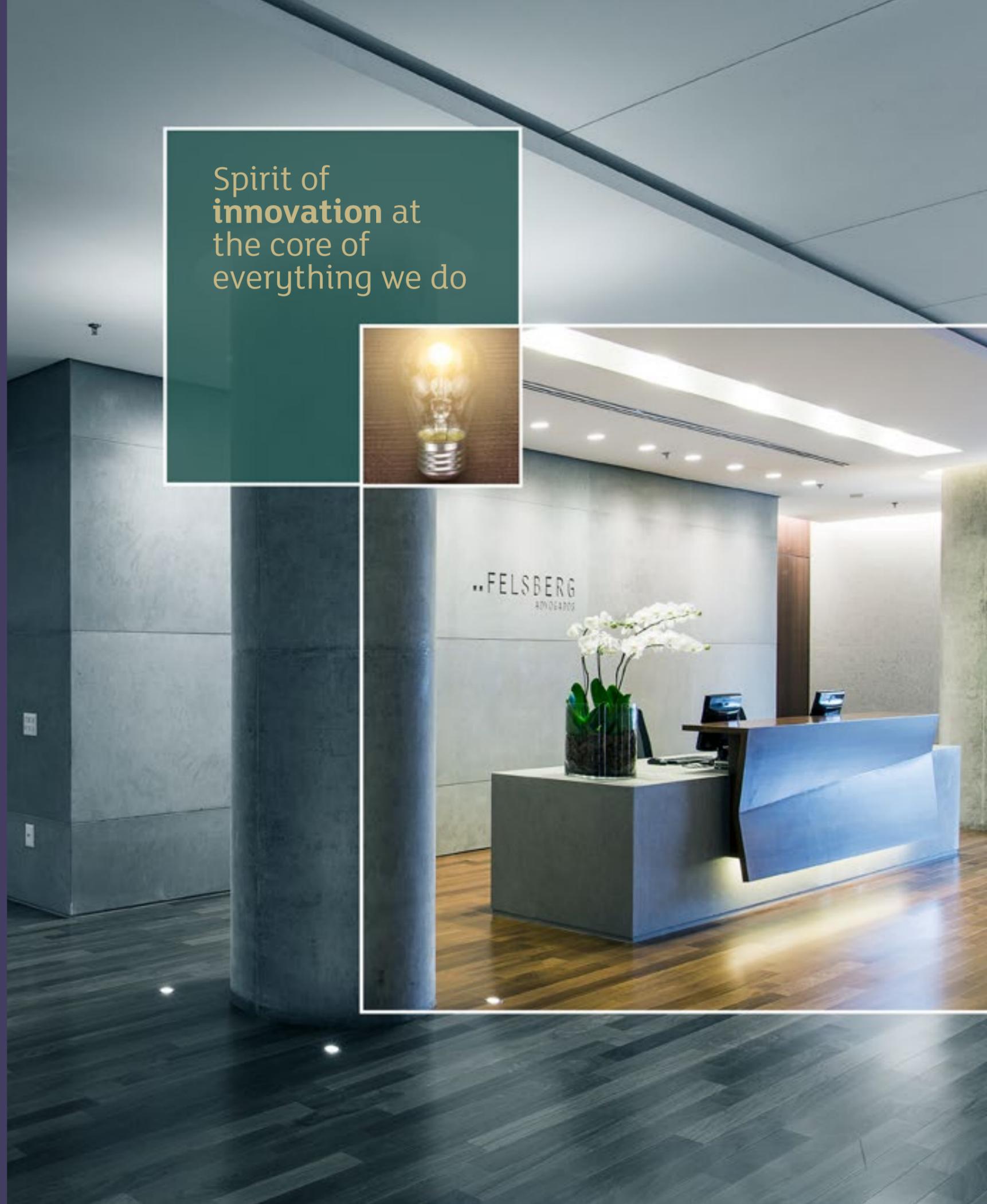
Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

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

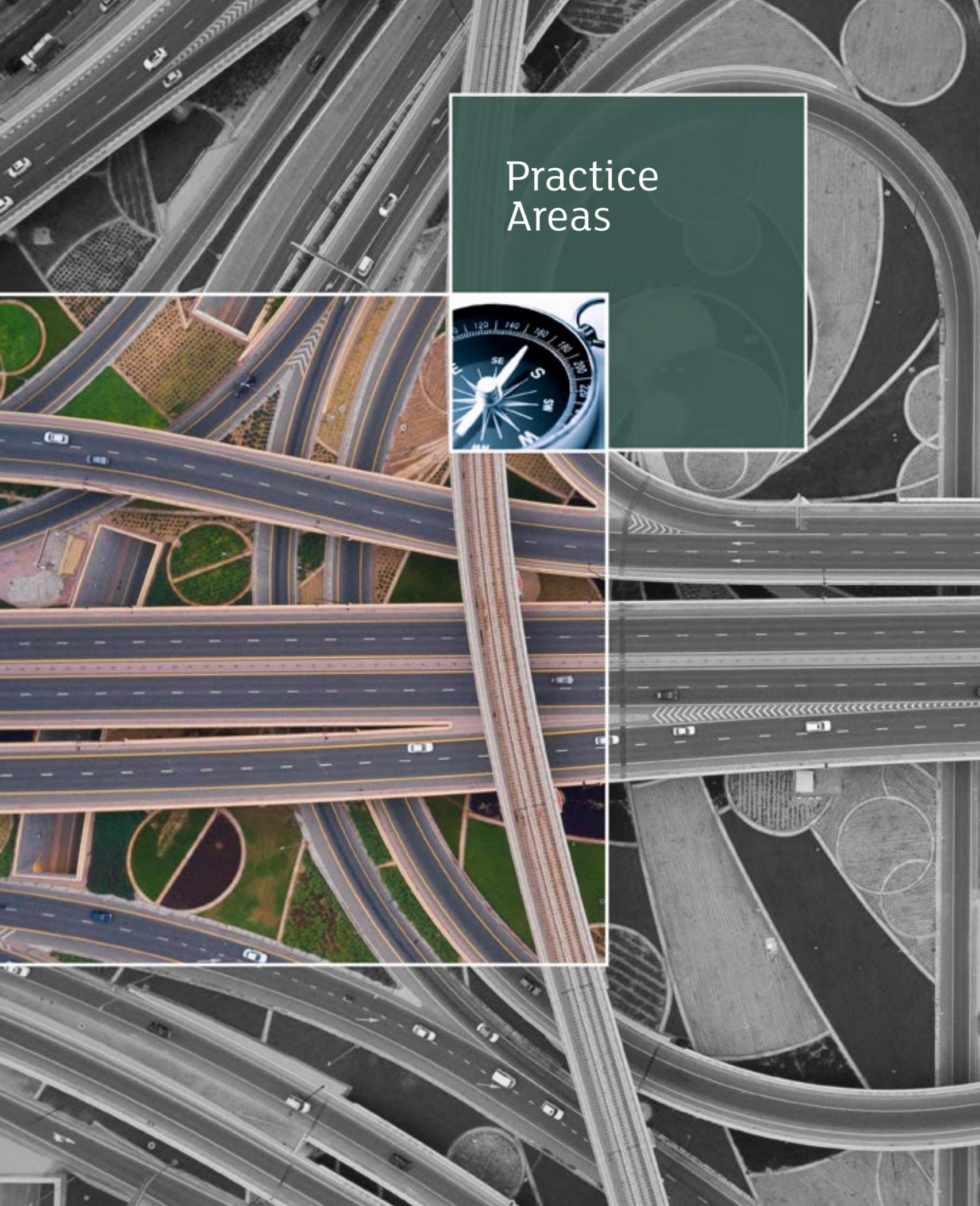
We are committed to encouraging social, cultural and educational projects.

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.

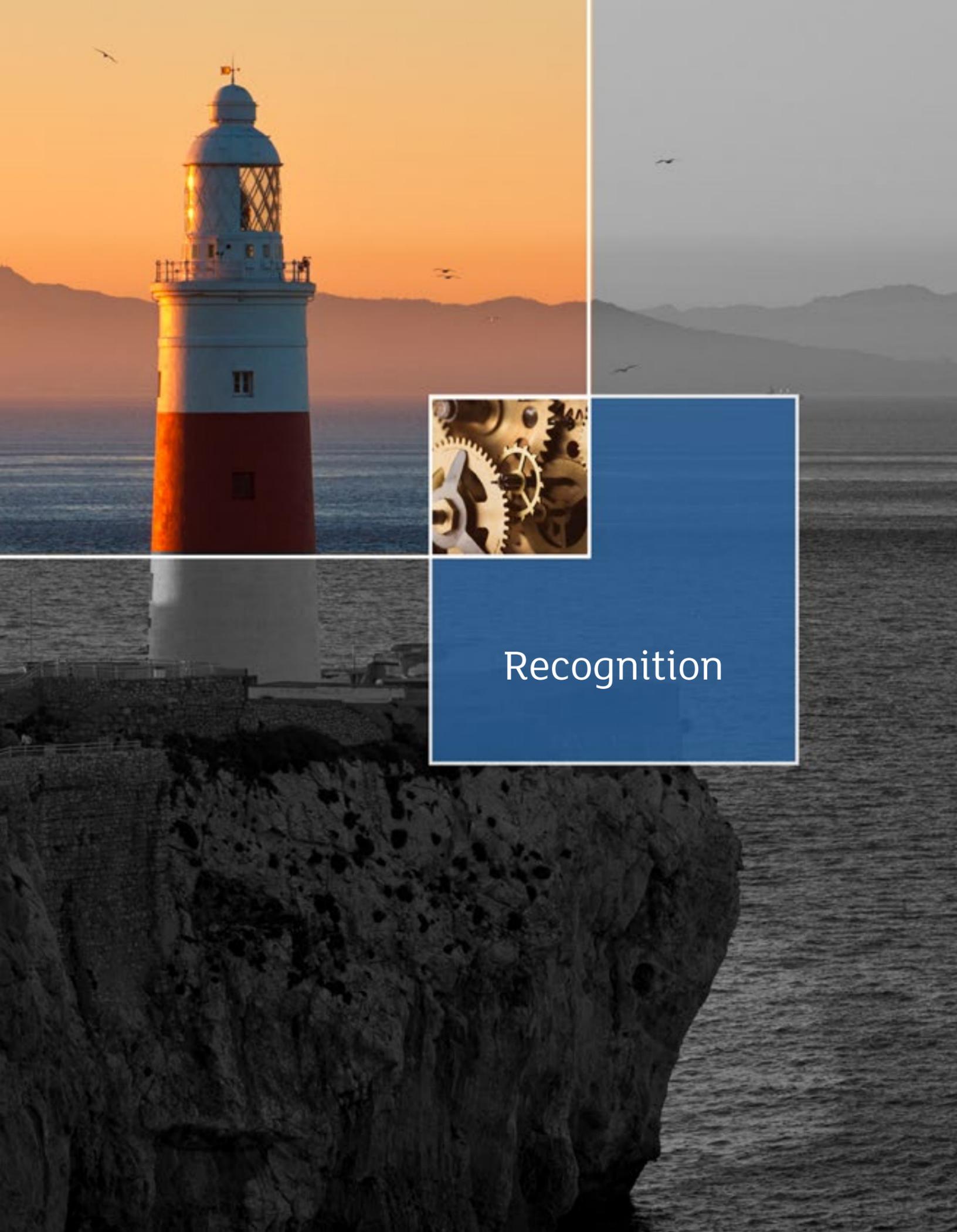
DiversiFeA, our Committee of Equity, Diversity and Inclusion comprising partners, other fee-earners and staff, promotes regular initiatives and events for the well-being of all members of the firm.



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



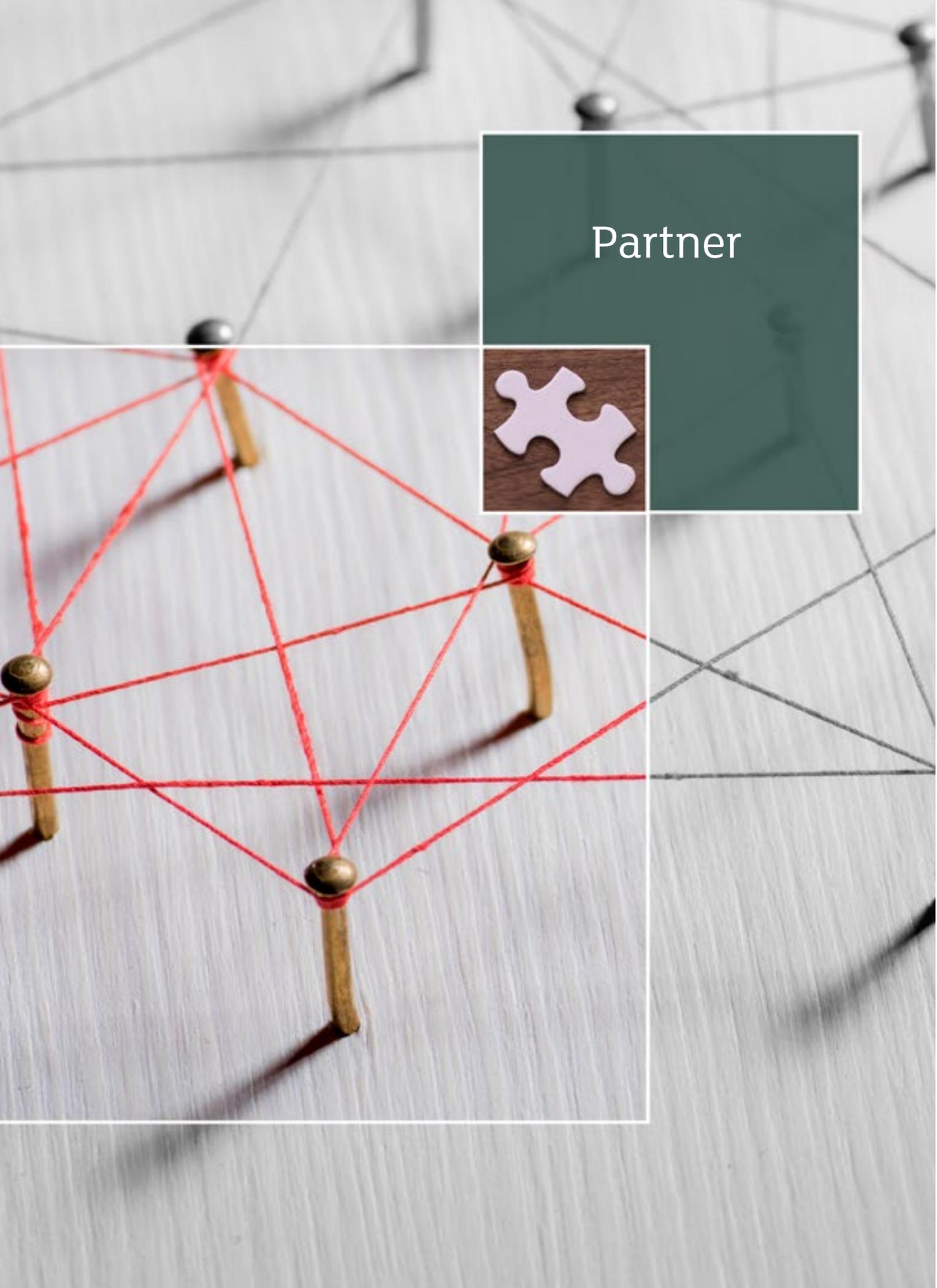
The image features a background of two hands clasped together, symbolizing partnership or support. Overlaid on this is a blue-tinted graphic with various icons: a lightbulb, a magnifying glass, a pie chart, a gear, a group of people, a document with a checkmark, a globe, a Wi-Fi symbol, a speech bubble, and an envelope. The text 'Intellectual Property' is prominently displayed in a blue box at the top left, and 'INTELLECTUAL PROPERTY' is written in large white letters on a blue background in the center. A copyright symbol '©' is also visible in a small blue box.

Intellectual Property

INTELLECTUAL PROPERTY

The services we provide include:

- advice on and implementation of trademark protection in Brazil and overseas;
- analysis and evaluation of the patentability of inventions and improvements in all areas of technology;
- development and monitoring of utility models and invention patents in Brazil and overseas;
- international inclusion of patents under the Patent Cooperation Treaty (PCT);
- advice and counseling on the protection of designs and procedures for the inclusion of industrial design registration requests with the Brazilian Patent and Trademark Office (BPTO);
- investigation, registration and maintenance of domain names in Brazil and overseas, as well as representation in disputes;
- assistance in the negotiation of franchise agreements, technical assistance and transfer of technology, licensing and granting of brands, patents, plans and authors' rights; and
- advice on the protection of copyright.



Partner



Diego Goulart de Oliveira Vieira

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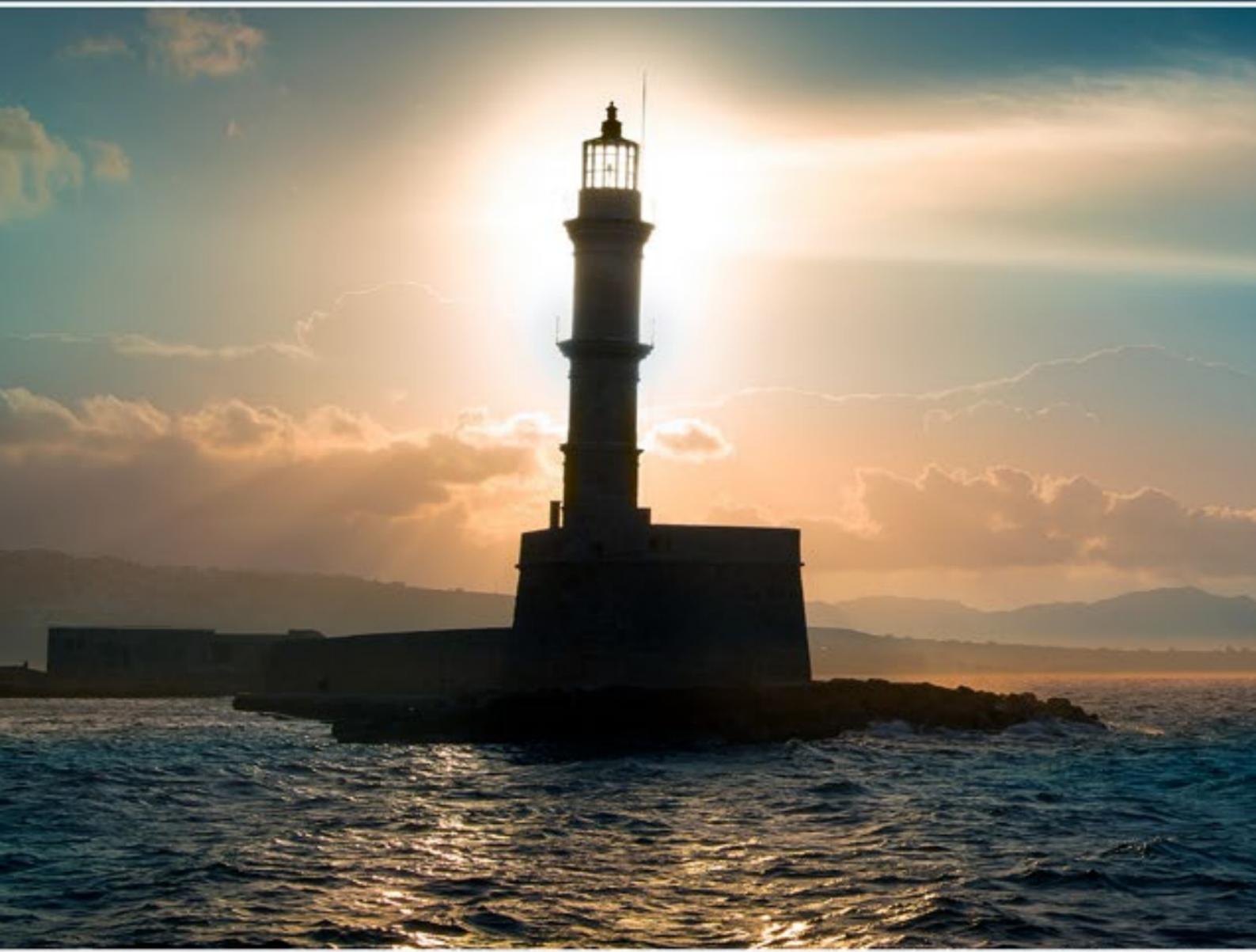
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Practice Area: Intellectual Property

Diego is the partner responsible for the Intellectual Property department. He has over 20 years' experience in the area of intellectual property law, with an emphasis on the development of strategies for the obtaining and administration of brand and patent portfolios in Brazil and overseas.

His work covers all important strategic aspects, starting with the discovery phase and moving into the administrative, licensing and dispute resolution areas, whilst working with CONAR (the National Council for Advertising Self-Regulation) and operating in the judicial sphere. In the extrajudicial sphere, he has recovered countless domain names unduly registered by third parties.

He has extensive experience in advising domestic and foreign clients, many of which are listed in the Fortune 500, from the pharmaceutical, foodstuffs, fashion, technology, and wholesale and retail commercial areas, amongst many others, as well as assisting many different overseas law firms on the creation and implementation of strategies for the obtaining, maintaining and exercising of intellectual property rights in Brazil and elsewhere. Diego has been recognized by IP Stars, WTR 1000, The Legal 500, Leaders League, and Análise Advocacia 500.



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