



**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.

We are always attuned to the market and new areas of law.

The firm has formed multidisciplinary internal centers of studies focused on predicting future demands of our clients.

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 contributing to a better world through social actions and the creation of values. We believe that community empowerment is essential for humanitarian growth, from the conception of social responsibility to the design of comprehensive support of projects with a vision of the future, following the needs of the regions in which we operate.

We are committed to ethics in the provision of our services and we dedicate our efforts to topics that are linked to the challenges of society, supporting social, cultural and educational projects. We strongly encourage our team to be involved in social responsibility programs.

## Diversity

Diversity is a part of the Brazilian people. Difference makes us unique, and every culture and outlook on life must be included in society.

In 2019, **Felsberg Advogados** created the Diversity Committee, **DiversiFeA**, seeking equality for all. There are currently three affinity groups: **EquiFeA** with a focus on gender equality; **FeA Racional** that discusses racial equity; and **Pride to Be FeA** which fights for the rights of the LGBTQIAP+ community.

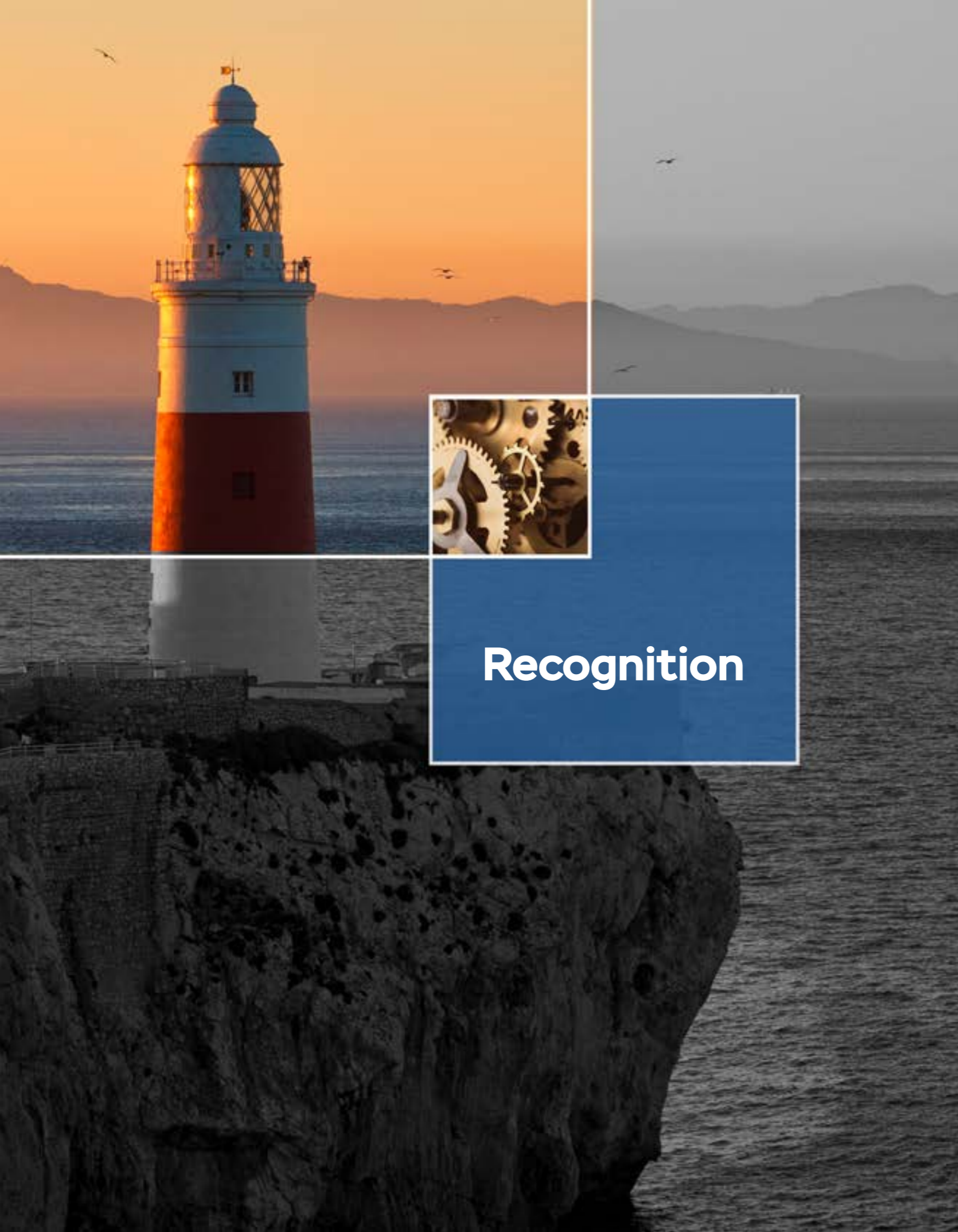
The Committee aims to promote initiatives and regular events to raise awareness and encourage reflection on relevant and necessary topics for a more respectful society.



# 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
- Sanitation
- Sports and Entertainment
- Tax
- Telecommunications
- Transformation, Restructuring and Insolvency
- White-Collar Crime and Corporate Investigations



Recognition





## 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

**E-mail:** [diegovieira@felsberg.com.br](mailto:diegovieira@felsberg.com.br)

**Phone:** +55 21 2156-7598

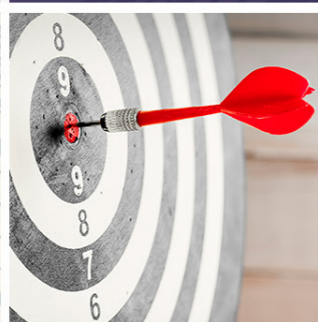
**Practice Area:** Intellectual Property

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.

# Experience



- Managing the entire trademark portfolio in Brazil for a leading U.S.-headquartered global consumer goods company.
- Representing a leading U.S.-headquartered retail and grocery chain store in managing its entire portfolio of around 1,000 registrations/applications in Brazil.
- Advising an American footwear company in all IP matters.



## ..FELSBERG

ADVOGADOS

### SÃO PAULO

Av. Cidade Jardim, 803 - 5th floor  
Itaim Bibi - São Paulo - SP, Brazil  
Tel: +55 (11) 3141-9100

### RIO DE JANEIRO

Rua Lauro Müller, 116 - Sala 1806  
Botafogo - Rio de Janeiro - RJ, Brazil  
Tel: +55 (21) 2156-7500

### BRASÍLIA

Setor Comercial Sul, Quadra 09, Bloco C, Torre C,  
Ed. Parque Cidade Corporate - Sala 1037  
Asa Sul - Brasília - DF, Brazil  
Tel: +55 (11) 3141-9100

[www.felsberg.com.br](http://www.felsberg.com.br)

