

# Publicity, Propaganda and Media



# 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

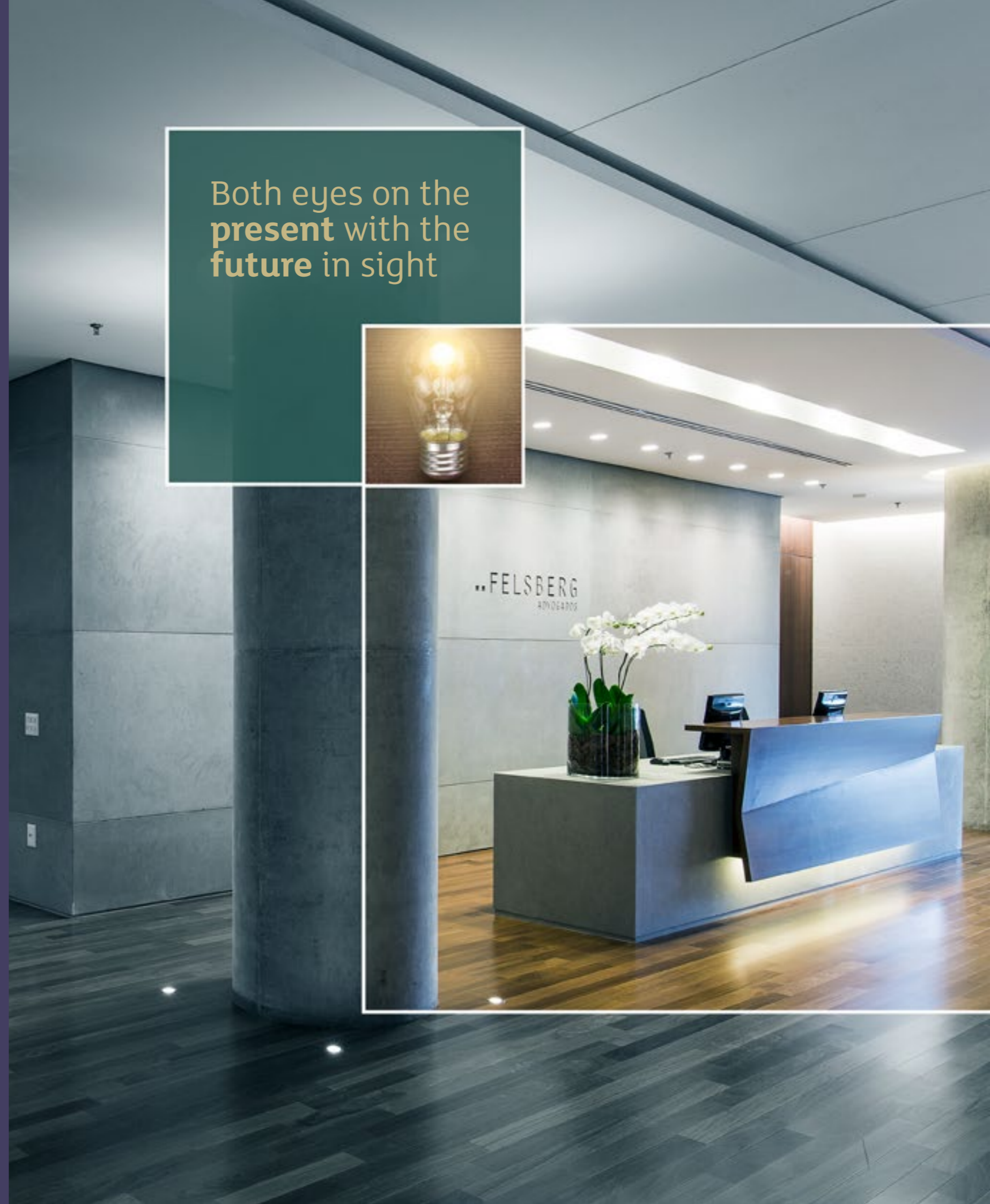
Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

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.

Both eyes on the  
**present** with the  
**future** in sight





## Our Principles

## Social Responsibility

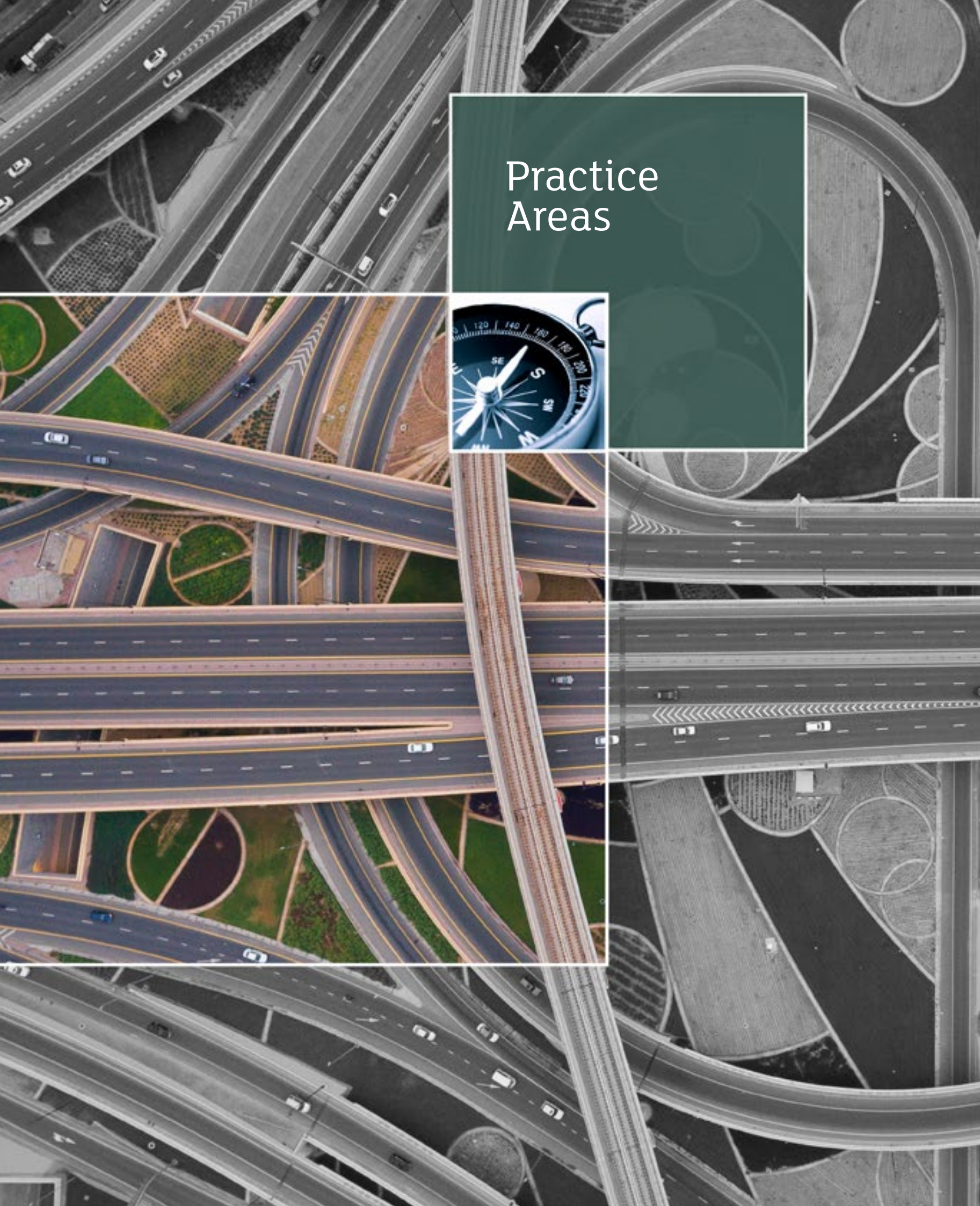
We are committed to encouraging social, cultural and educational projects.

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, 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.

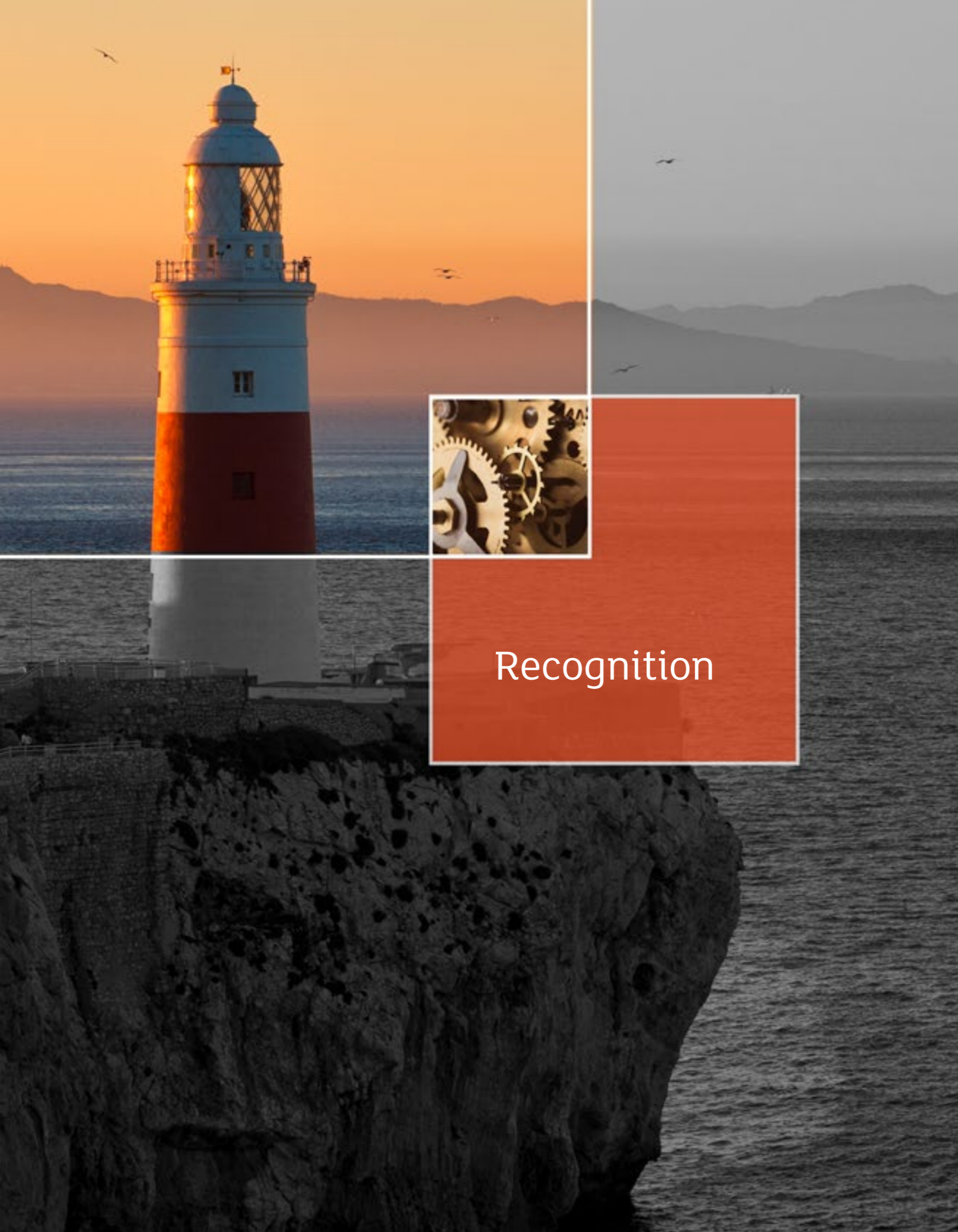
DiversiFeA, our Committee of Equity, Diversity and Inclusion comprising partners, other fee-earners and staff, promotes regular initiatives and events for the well-being of all members of the firm.



## Practice Areas



- 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
- Publicity, Propaganda and Media
- Real Estate
- Restructuring and Insolvency
- Sanitation
- Sports and Entertainment
- Tax
- Telecommunications
- White-Collar Crime and Corporate Investigations



Recognition





## Publicity, Propaganda and Media

Our publicity, propaganda and media team advises diverse entities on a variety of contracts and arrangements in these fields.

We work with clients in the publicity and media markets in general, including marketing and public relations agencies, journalistic companies, editors, TV and cable operators, MMDS and DTH, and broadcasting. We also advise on legal issues relating to electronic commerce, such as the legal structuring of different types of agreements, website-use policies, electronic transactions, data transfer, security, regulatory and tax issues, domain names, encoding, advertising, online marketing among others.



Partner



## Miriam Machado

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**Practice Areas:** Corporate and M&A / Publicity, Propaganda and Media

Miriam is an expert in corporate law, mergers and acquisitions, and contracts. She has extensive experience in corporate reorganizations, mergers and acquisitions, private equity operations, debt restructuring and corporate regulatory issues. Miriam works for buyers, sellers and investors, presenting innovative solutions that meet the specific needs of each operation.

With particular expertise in assisting clients from the media and advertising sectors, she has for years been advising the leading players in these sectors on a variety of legal matters, including the industry's specific regulatory issues. She is recommended by the major legal publications such as Chambers and Partners, Latin Lawyer, The Legal 500, and Leaders League, and is also recognized by Análise Advocacia 500.

*"a brilliant negotiator ... manages to build a connection with people on a personal level, which gives her a good insight into possible solutions to their problems"* – Chambers Latin America 2021



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