



# Intellectual Property and Entertainment


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We advise our clients on the protection and licensing of intangible assets. We offer services for the media and entertainment industry.

# Our services cover

- Registration and monitoring of trademarks, patents, industrial designs and domain names, in Brazil or abroad
- Protection of algorithms
- Administrative representation in litigation involving trademarks and other IP rights, including before the INPI, WIPO, ECAD, Registro.br, National Library, USPTO and others
- Legal advice involving Copyrights, intellectual property and personality rights
- Drafting and review of license, assignment and transfer of technology and know-how involving IP rights (trademarks, copyrights, patents, industrial designs, etc.), including its registration with the INPI;
- Drafting and review of Distribution Agreements; Non-Disclosure and confidentiality agreements; Technology transfer agreements; Research & Development agreements; Sponsorship Agreements; Structuring of Franchising
- Combating and addressing piracy
- Assistance in negotiation with the Central Bureau of Collection and Distribution (“Ecad”) and other copyrights organizations
- Counselling on advertising law, including licensing of content and disputes in the Brazilian Advertising Self-Regulatory Council (Conar)



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- Audiovisual production and streaming services, including the licensing and assignment of image, name and voice rights and advice on National Film Agency (ANCINE) regulations
  - Mergers and acquisitions, joint ventures, partnership agreements and due diligences involving intellectual property assets

# Our recognitions



Análise  
Advocacia 2021



Chambers & Partners  
Brazil (2021)



Leaders League  
(2021 e 2022)



Transactional  
Track Record  
(2021 e 2022)

Meet our

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