

INTELLECTUAL PROPERTY PROTECTION FOR ENTERPRISES



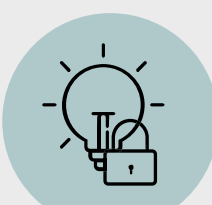
Industrial Property



Copyrights and Neighboring Rights

LEGAL FRAMEWORK

Local Laws



Federal Constitution (1988)



Industrial Property Law - IP Law (Law No. 9279/1996): legal framework for trademarks, patents, utility models, industrial designs, technology transfer, and actions against unfair competition



Copyright Law (Law No. 9610/1998): legal framework for copyrights and neighboring rights



Software Law (Law No. 9609/1998): legal framework for software protection



Brazilian Plant Variety Act (Law No. 9,456/97): legal framework for plant varieties protection



Franchise Law (Law No. 13,966/19): regulates corporate franchises, including trademark licensing

Global - Tratados e Convenções Internacionais



TRIPs (Trade Related Aspects of Intellectual Property Rights):

international treaty entered into by members of the World Trade Organization (WTO)



Paris Convention: industrial property protections



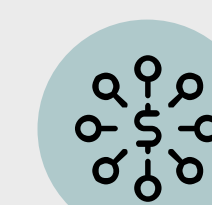
Berne Convention: copyright protection for literary and artistic works



Rome Convention: protection to singers and other artists, producers of phonograms and broadcasting organizations



PCT (Patent Cooperation Treaty): creates a unified procedure for filing patent applications to protect inventions in each of its contracting states



Madrid Protocol establishes a cost-effective solution for registering and managing trademarks worldwide

INTELLECTUAL PROPERTY ASSETS



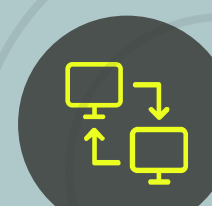
Trademarks: trademarks are distinctive signs, represented by a name or design, that identify a product or service. Trademark rights in Brazil can only be acquired upon registration with the Patent and Trademark Office. The trademark owner is entitled to its exclusive use throughout Brazil for an initial period of 10 years, renewable for additional periods of 10 years.



Industrial Design: industrial design is the plastic design or design of lines and colors of a product that results in a new and original look with industrial application (e.g., cars, shoes, perfume bottles). Industrial designs are protected for 10 years from the filing date, and can be renewed for three additional 5-year periods.



Patents: a patent is a temporary title to an invention or utility model granted to inventors or companies that own the invention (such as inventions involving product functionalities, industrial processes, chemical products and machines). Owners have the exclusive right to use their invention patents for 20 years and utility models for 15 years from the filing date.



Technology Transfer: technology Transfer Agreements involve the licensing or assignment of trademarks, patents, and industrial designs, acquisition and transfer of non-patented technology, the provision of specialized technical/scientific services and franchising.



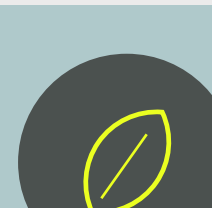
Integrated Circuit Topography: series of related images, representing the three-dimensional configuration of layers that constitute an integrated circuit



Geographical Indication: the registration of a Geographical Indication can be granted to products or services that are characteristic of their place of origin (e.g. Champagne).



Domain Names: domain names are the unique names that appear after the @ symbol in email addresses and after www. on web addresses. The registration and management of domain names from the Domain Name System (DNS) for ".br" domains are carried out by Registro.br, a body of the Brazilian Internet Management Committee (CGI.br)



Plant Varieties: plant Varieties (PVPs) are plant varieties of different plant species created through plant breeding. PVPs cannot be patented in Brazil, but are subject to protection under the Brazilian Plant Variety Act. The Ministry of Agriculture is responsible for registering PVPs and the term of protection is 15 years



Copyrights: literary, artistic (including videos, music, paintings and visual works) or scientific works are subject to copyright protection. In Brazil, copyrighted works are protected throughout the life of the author + 70 years after the author's death. Registration is not mandatory, but advisable to demonstrate ownership of title to the work.



Software: software protection guarantees the exclusive use of the source code developed to its creator/owner, but not the protection of the system function offered to the end user. Software has the same protection as copyright. Registration is not mandatory, but advisable to demonstrate ownership of the software.

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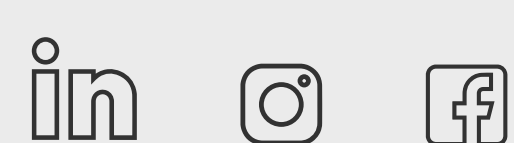
Except for software, patents and industrial designs developed by employees, consultants and service providers in the work environment, the intellectual property rights are not automatically vested or assigned to the company. It is important to establish, by means of a contract, whether the intellectual property developed by employees belongs to the employer or employee.

What to do?

Expressly assign all intellectual property rights developed by employees, consultants, and service providers to the company.



Register the intellectual property rights.



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