



**SOARES
GIMENEZ**
INTELLECTUAL PROPERTY

**YOUR PROJECTS AND
IDEAS NEED
TO BE PROTECTED,
AND THIS IS OUR
JOB**

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SOARES GIMENEZ

INTELLECTUAL PROPERTY



ABOUT US

The firm was founded in 2003, in the city of Bento Gonçalves (Rio Grande do Sul state, Brazil), by Regina Magro Poletto, working in the field of Intellectual Property.

A few years later, with the departure of Regina, the headquarters were transferred to the capital in Porto Alegre and started to be directed by partners Sandro Soares and Claudia Gimenez.

OUR DIFFERENTIAL

Our differential is in the personalized service provided by the partners, with agility, flexibility and accessible costs.



GLOBAL PRESENCE

In order to compete in a globalized market, it is essential to protect your trademark or patent, ensuring your rights in any region.

The Soares Gimenez IP firm has international clients and extensive experience in these processes, working together with other firms on all continents.

It also actively participates in international conferences and events held by the main Intellectual Property Associations in the world.



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OUR TEAM

Our services are provided by professionals with training in several areas: Attorney-at-Law, industrial property agents, engineers and consultants specialized in each area served.

Our team is highly committed so that your creations and products are kept under your control, without risk, through the protection of your rights.

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AREAS OF EXPERTISE INDUSTRIAL PROPERTY

TRADEMARKS

Preparation and assembly of research scenarios to measure the degree of trademark registrability, with the preparation and submission of applications for registration, inspection of royalty payments, preparation of oppositions, appeals, administrative and judicial nullities, licensing contracts, both in Brazil and abroad.

Advice for redesign or creation of brand/visual identity (institutional and product), sub-brands and packaging, with guidance on legal standards and applications.

PATENTS

Strategic planning of patent portfolios, with the preparation of filing application and utility models. The service also applies to new and/or complex situations and technologies, as a precaution against possible litigation.

Advice for products and technologies from their initial technical stage, in the protection of inventions and innovations; in business strategies and industrial property licensing.

Consultancy for the prevention of infringements related to patents, implementation and mediation in the negotiation or renegotiation on the payment of royalties.

INDUSTRIAL DESIGN

Study and search for registration, with preparation and filing of requests, search for family, inspection, payment of maintenance feeds, defenses, administrative nullities and other requirements in Brazil and abroad.

SCIENCES

For the pharmaceutical and biotechnology industry, licensing and strategic collaboration services, company formation, debt and equity finance, mergers and acquisitions, drafting, filing and patent litigation involving patents.

Administrative litigation in bodies such as CNBS, CTNBio, IBAMA, SNPC, INPI, regarding consultancy, contracts and judicial litigation on issues related to biodiversity, genetic engineering and biolaw.

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GEOGRAPHIC AND CERTIFICATION INDICATIONS

Advice and consultancy in the feasibility of designations of origin, with protection of names of geographical indications, collective marks and/or certification.

TECHNOLOGY SCENARIOS

Assessment of patentability risks and development of the state-of-the-art map, establishing the novelty of the technology in question. The research allows setting up the scenario and, based on its results, defining the referral to the patent.

GLOBAL SURVEILLANCE

Monitoring the progress of patent applications, trademarks and industrial design registrations, by studying and analyzing the publications of the processes in progress and the registrations granted.

INTELLECTUAL PROPERTY RISKS

Advising investors to establish the correct value of the intellectual property in question, thus avoiding risks.

INTANGIBLE ASSESSMENT

Authoritative evaluation of trademarks, patents, industrial designs and copyrights.

We take care of all stages of the processes, from registrations and licenses to copyright, in Brazil and abroad, through consulting or advisory services.

NAMES AND DOMAIN

Search, registration, maintenance and renewal of registration for all extensions (.com/.adv/.net/.org/.ind) in Brazil, in the European community (.eu) and in other countries.

Payment of renewal fees, interim DNS server maintenance, cancellation, transfer and global search.

Purchase and sale negotiations, notifications and lawsuits for the recovery of names registered in Brazil (.br), actions with the World Intellectual Property Organization for the recovery of generics (.com/.net/.org).



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SOFTWARE

Registration and licensing, according to the needs of developers and users.

E-COMMERCE

Consultancy on the terms and policies of use, privacy and security, based on national and international standards, and applicable legislation.

COPYRIGHT LITIGATION

Judicial and extrajudicial measures for counterfeiting (piracy) of software, content and intellectual works, including on portals and websites.

Study and search for registration, with preparation and filing of requests, search for family, inspection, payment of maintenance fees, defenses, administrative nullities and other requirements in Brazil and abroad.

CYBERCRIMES AND FORENSIC EXPERTISE

Legal measures against fraud, violation of secrets, embezzlement, crimes against honor, illegal interception, invasion of privacy and other illicit acts in the area.

COLLABORATIVE LAW

Collaborative Law is a self-compositional means of conflict resolution in which the parties involved in the conflict – each represented by their lawyer – aim to reach an agreement for the solution of the conflict that involves them. The parties are in control and are working economically to reach an agreement that reflects everyone's needs and interests. Have you ever thought about transposing this logic to the environment of prevention, of building relationships? This has been done through methodologies such as Conscious Contracts®, in which lawyers apply techniques to build commercial and corporate contracts, employment contracts, relationships between product and service providers, commercial representation and distribution, civil construction, real estate, among others, including, of course, the various possibilities of negotiation involving Intellectual Property.

We offer our clients advanced methodologies in the construction of relational contracts, through a partnership with the experienced law firm Etchalus Advocacia. Collaborative Law and Conscious Contracts applied to Industrial Property constitute innovative practices in meeting business interests.



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