



VILELACOELHO

VILELACOELHO IS ONE OF THE MOST TRADITIONAL INTELLECTUAL PROPERTY LAW FIRMS IN BRAZIL

Since 1972, we have been advising local and international clients on a wide range of Intellectual Property matters, always with the client at the heart of what we do. Elevated ethical standards, transparency and commitment are all part of our firm's DNA since its foundation.

We strive to go beyond meeting our client's expectations. This is not a simple pledge, but a reality. Through an immersive approach. We can understand our client's business as well as its values and goals. Putting the customers at the center of what we do allow us to design smart strategies and provide effective solutions to obtain, protect, enforce and exploit Intellectual Property rights.

This client-oriented approach allow us to identify and implement tailor made strategies and solutions, in a straightforward and innovative way, improving our services and accomplishing our mission:

maximize the value of our client's most valuable intangible assets.

WHAT CAN WE DO FOR YOU?

We advise on the full spectrum of Intellectual Property Law and related areas (such as trade secrets, unfair competition and data privacy), including with respect to protection, enforcement, commercialization and exploit of Intellectual Property rights. We represent clients regularly in administrative proceedings before Brazilian Patents and Trademark Office (INPI) and Regulatory Agencies (such as ANVISA), as well as in Intellectual Property litigation matters before civil and criminal courts.



TRADEMARKS

From searches and opinions, clearance and brand strength analysis, to prosecution of trademark applications. Monitoring and managing national and international trademark registrations. Protection and enforcement strategies. Administrative and judicial Actions. Online protection and anti-counterfeit actions. Trademark agreements such as acquisitions, assignments, licenses, settlements and coexistence.



UNFAIR COMPETITION

Stopping unfair competition acts such as misleading advertisement, spreading of false information, clientele deviation, trade secret misuse. Trade dress protection. Enforcement strategies and litigation.



PRIVACY AND DATA PROTECTION

Legal assessment on the Brazilian General Personal Data Protection Law. Negotiations and agreements, privacy policies, InfoSec standards according to legal guidelines. Databases and Law compliance assessments. Litigation.



DUE DILIGENCE AND IP VALUATION

Valuation of Intellectual Property rights, audits, due diligence and assessment of IP assets. Commercial transactions and negotiations.



PLANT VARIETY PROTECTION

Viability assessment, obtaining and maintaining protection for new varieties of plants. Litigation and enforcement strategies.



PATENTS

Prior art searches, patentability assessments and Freedom to Operate analysis. Preparation and prosecution of patent applications. Obtaining and maintaining protection for inventions and know-how. Litigation and enforcement strategies. Technology review, competition mapping, detection of business opportunities for technical solutions. Employee inventor rights, Patent agreements such as acquisitions, assignments, licenses and settlements. The expertise of our Patent Team covers inventions in all main scientific fields, including pharmacy, biochemistry, electronics, electrical and mechanical engineering, computer sciences.



COPYRIGHTS

Advisory services to authors and artists for the protection of their works. Registration strategies. All sorts of agreements and negotiations. Litigation.



E-SPORTS

Strategies and risk analysis, as well as opportunity assessment in electronic sports tournaments and advisory services to cyber athletes.



FASHION LAW

Legal risk analysis in fashion market for apparel, accessories, jewelry and beauty companies. Advisory services for digital influencers, designers and stylists.



TRADE SECRETS

Assessment on trade secret protection of business assets (e.g. formulas, devices, techniques, methods, processes, data compilations, client lists). Trade secrets strategies, risk assessment and enforcement.



INDUSTRIAL DESIGNS

Protection of ornamental or aesthetic aspects of products. Obtaining and maintaining registrations. Litigation and enforcement strategies. All sorts of agreements and negotiations.



SOFTWARE, APPS AND COMPUTER CODES

Drafting and reviewing technology agreements (development, deployment, license, SaaS, confidentiality). Protection strategies for codes and different parts of softwares. All sorts of technology agreements and negotiations. Strategic analysis and protection of computer-implemented inventions.



DOMAIN NAMES

Registration and management of distinctive signs in digital environment. Representing clients in judicial and alternative disputes resolution proceedings involving domain names.



FRANCHISING

Advisory in structuring, managing and implementing national and international expansion of business model and operations. Drafting of Franchise Disclosure Document (FDD), elaboration and registration of commercial agreements with franchisees, suppliers and other parties.



ADVERTISEMENT LAW

Viability analysis on advertising campaigns, obtaining approval for ads and campaigns before the Brazilian Ministry of Economy. Handling administrative disputes before the Brazilian National Board of Self-Regulation in Advertisement (CONAR) and the Standard Norms Executive Council (CENP).



GEOGRAPHICAL INDICATIONS

Obtaining registration and maintaining protection for Designation of Origin and Indication of Origin. Litigation and enforcement strategies.

MAIN REASONS TO TRUST VILELACOELHO

1. OUR TEAM

We have an outstanding group of young and talented individuals with a balanced mix of knowledge across different Intellectual Property areas, experience and managerial skills to advise innovative and efficient solutions with agility and focus on results.

We promote diversity, equity, inclusion and teamwork. Only by sharing all our different views and abilities we can offer the best solutions to our clients.

2. EXPERTISE

We have 50 years of experience in prosecuting and protecting Intellectual Property rights in Brazil.

During this time, we have been providing specialized legal advice and representing all kinds of clients, from large leading corporations to small companies and individuals.

Each sector is singular. With experienced and specialized professionals, we deliver the best service to our customers across several different industries.

3. COLLABORATIVE AND STRATEGIC COUNSELING

We support our clients in planning and executing their Intellectual Property strategies, with cross-sectional view of the market to optimize the desired results. We act alongside our clients in the search for new business partners and opportunities, advising them during these negotiations. We help in business viability assessments, business intelligence and benchmarking. Proactive portfolio evaluation and conciliation with client's goals is key to deliver the best results.

4. DISPUTES/LITIGATION

From preliminary injunctions to enforcement. Broad legal practice to enforce all sorts of Intellectual Property rights in all instances of administrative bodies and courts. Pre-litigation and settlements negotiation. Although we are ready to represent clients in complex litigation cases, we know that most of the times it is in the best interest of our clients to settle and avoid long and costly judicial disputes.

5. ATTENTION TO DETAILS

We pay attention to our clients to understand their needs. We carefully study each and every single case as deeply as possible. We aim to dedicate the same level of effort and dedication to all cases. This allows us to offer different courses of action and identify the solution and strategy that better suits each case so we can meet our client's expectations.

6. REASONABLE FEES AND PAYMENT FLEXIBILITY

Our fees are reasonable, competitive and appropriate to each different circumstance. Our fees and invoicing schedule are promptly informed upfront in a clear way so that our clients can approve them in advance, be in control of their costs and never be surprised by unexpected expenditures.

7. COMMUNICATION

Communications with clients are agile, direct and as concise as possible. We like to keep our clients updated on the developments of their cases, providing all information required with simplicity and clarity. We want our clients to be well informed, but not overwhelmed with volumes of unnecessary details. Our team members are fluent in several languages, including Portuguese, English, Spanish and Mandarin.

8. HONORS AND RANKINGS

We invest in training and qualification of our team to allow us to provide highly specialized services to our clients. The result of this continuous investment is the recognition of our clients and partners in international directories and publications.

We are continuously recognized by various publications and directories including Who is Who Legal, WTR, Leaders League, Análise Advocacia as one of the Brazil's leading Intellectual Property Firms.

OUR JOURNEY STARTED IN 1972

Luiz Carlos Coelho began his activities as an intellectual property agent in the early 70s and founded Simbolo IP at a shared office space located in downtown São Paulo. Back then, few people knew about the importance of intellectual property rights in Brazil and, facing with the apparent lack of awareness, Mr. Coelho set up one goal: to share his knowledge and disseminate the culture of protection of intellectual property rights. He was admired for his professionalism, high ethical standards, competence and his commitment to his clients.

Fabricio Vilela Coelho and Fernanda Vilela Coelho joined the firm in the 2000s, starting a new era for the Firm, developing a professionalized management structure and broadening the scope of practice to focus the international market. Years of investment in infrastructure and professional training contributed for the growing and sustainability of the Firm.

In 2013, according to the increase of the client's portfolio to a variety of areas, Simbolo IP became VilelaCoelho IP, adding further legal services related to the intellectual property field. This continuous expansion of practices has been made without compromising our Firm's main purpose:

maximize the value of our client's most valuable intangible assets.



EVOLUTION OF OUR TM ALONG THE YEARS



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