

INTELLECTUAL PROPERTY



TRANSFORMATION IS POSSIBLE

OUR SERVICES FOCUS ON THREE MAJOR AREAS:

ENTERTAINMENT AND COMMUNICATIONS

We are experts in regulatory affairs related to pay TV, such as registration of channels, local content requirements, among other issues. Our services also involve:

- Guidelines on the use of cultural incentives in audiovisual production projects, literature, exhibitions, music festivals etc.
- Assistance in the preparation of production contracts, distribution and exhibition of content for television, film and the internet, and development and licensing of television formats
- Structuring, negotiation, and execution of content licensing agreements for television producers
- Advice on content distribution agreements via the internet (IP)

FRANCHISES

Our team evaluates all intellectual property issues related to franchise projects, and ensure compliance with the legal requirements for the company's operation in Brazil. We act in the following areas:

- Negotiation, drafting and execution of standard contracts between franchisor and franchisee
- Guidance on tax issues and business structure to ensure efficiency and compliance with the law
- Legal advice to franchisees and franchisors in the course of their relationship

TECNOLOGY

Our day-to-day work puts us in constant contact with regulatory, contract, and tax issues that move this sector. Your company can rely on updated advice and in-depth knowledge of traditional markets, technology, and the internet. We understand and anticipate problems that may arise during the execution of a project and suggest solutions to prevent negative impacts on the business.

We support our customers in processes related to:

- Software development and licensing
- Systems supply
- IT outsourcing
- Service rendering for e-commerce
- Preparation of terms of use and privacy policies
- Contracts for electronic games, mobile applications, and legal advice related to social media
- Advice on lawsuits involving copyright and software

We regard intellectual property as a strategic aspect of our clients' business and provide them with a qualified and experienced team of professionals to help them manage their assets securely and efficiently.

Protecting innovation and intellectual property in an increasingly connected and digital world is one of the significant challenges of today's enterprises.

At Machado Meyer, we provide advice to domestic and foreign clients in transactions involving trademarks, patents, copyrights, software, know-how, and other intellectual property. Also, we represent companies before the National Institute of Industrial Property (INPI) and the National Cinema Agency (ANCINE), and also in judicial and administrative proceedings related to this subject.

We assist in the structuring, drafting and negotiation of licensing agreements, assignment of rights, franchising, sponsorship, transfer of know-how, and technology, software development, co-production, among other forms of intellectual property-related business.

Our extensive knowledge of television markets, cinema, telecommunications, advertising and technology, coupled with the expertise of the firm in areas such as corporate, tax, and labor law gives clients operating in these sectors the convenience of having integrated advice that meets all their demands in the legal sphere.

CONTACTS



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RANKINGS AND AWARDS



LACCA APPROVED 2022
9 practice areas and
22 ranked lawyers

2021 | LATIN LAWYER 250
22 practice areas and
52 ranked lawyers



2021
7 areas ranked as Top Tier – Brazil
18 recommended areas
65 recognized lawyers



LEADERS LEAGUE

2022
20 practice areas and
53 ranked lawyers

J.P.Morgan

2021
Joan Guggenheimer Law Firm
Diversity Equity and Inclusion
Award's category

Chambers
AND PARTNERS

2022 | AWARDS
Law firm of the year in Public Law category

2022 | GLOBAL
12 ranked lawyers and 32 recognized lawyers

2022 | GLOBAL
12 ranked lawyers and 32 recognized lawyers

2022 | FINTECH
FinTech Legal in Brazil

2021 | BRAZIL
13 practice areas and 30 ranked lawyers

2021 | LATIN AMERICA
19 practice areas and 40 ranked lawyers

2021 | HIGH NET WORTH
Private Wealth Law in Brazil

**CLIENT
CHOICE
Awards
2021**

5 areas recognized for the quality
of work and service offered
to their customers: Energy &
Natural Resources, Securitisation
& Structured Finance, Projects
& Procurement, Public Law and
Corporate Governance

LEGAL INTELLIGENCE CENTER

Our insights on issues that impact your business

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