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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

César Diógenes DE CARVALHO  
Gouvêa Vieira Advogados  
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Date of Birth: September 5, 1962

Nationality: Brazilian

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Universidade Federal do Rio de Janeiro – (1987);  
Tulane University – LLM International Trade Finance and Banking (1988);  
George Washington University – Intellectual Property Studies (1989);

Appointed in 2008 in two surveys conducted by World Trademark Review and by Guide to the World's Leading Trademark Law Practitioners, in association with Managing Intellectual Property, as one of the preeminent practitioners in this field.

Member of the Latin America and Caribbean Law & Practice Sub-Committee of the INTA. (2012-2013)

Professor of Intellectual Property Law at the Post-graduation course of the Getulio Vargas Foundation.

Director of the Intellectual Property Committee of the National Association of Finance, Administration and Accounting Executives (*Associação Nacional de Executivos de Finanças, Administração e Contabilidade – ANEFAC*).

Lectures in Brazil and abroad. AIPPI Japan (Brazilian Patent and Trademark System) and CIPIC - Customs Intellectual Property Information Center – Tokio, Japan (Border control and anti-counterfeiting matters).

Former Vice President of the Patents and Trademarks Committee of the Brazilian Bar Association, Rio de Janeiro chapter (2006)

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March 12, 2013

Former member of the Pharmaceutical Trademarks sub-committee of the Legislation and Regulation Committee of the International Trademark Association.

– Former member of the Editing Board of the Ethics and Property magazine (Revista Propriedade e Ética).

– Former (2006-2007) member of the Americas Law and Practice subcommittee of the International Trademark Association.

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### **LANGUAGES**

Portuguese and English.

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### **PRESENT POSITION**

Partner responsible for the Intellectual Property department at the Escritório de Advocacia Gouvêa Vieira.

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### **PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Daniel Advogados – June 1991 to June 1996

Veirano Advogados – June 1996 to August 2010

Escritório de Advocacia Gouvêa Vieira – August 2010 to date.

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### **MEMBERSHIP IN PROFESSIONAL BODIES**

ABPI – Associação Brasileira da Propriedade Industrial (Brazilian Association of Intellectual Property);

INTA – International Trademark Association;

OAB – Ordem dos Advogados do Brasil (Brazilian Bar Association);

ANEFAC – Associação Nacional dos Executivos de Finanças, Administração e Contabilidade (National Association of Finance, Administration and Accounting Executives).

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### **AREAS OF SPECIALIZATION**

Marks.

Patents.

Industrial Designs.

Domain Names.

Computer Programs.

“Trade Dress”.

Copyright.

Contracts for the acquisition or sale as well as for the license of Intellectual Property assets, technology transfer, technical services and franchising.

Due diligences.

Judicial Actions.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Registration, maintenance and protection of intellectual property assets in the administrative and judicial spheres.

Enforcement and piracy combat.

Conflicts involving marks and names of medicines registered with ANVISA (regulatory agency).

Drafting of contracts, including assisting clients in negotiating contract terms.

Negotiations for the acquisition or resumption of intellectual property assets from third parties.

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#### **EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Registration and maintenance of domain names in Brazil and abroad to domestic and foreign customers.  
Conflict resolution through negotiation, notices and lawsuits.

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#### **EXPERIENCE IN COURT LITIGATION**

Lawsuits for cancellation of trademark registrations, and cessation of use of trademarks identical or similar to trademarks of third party clients as a brand, domain name or business name.

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#### **PROFESSIONAL TRAINING IN ARBITRATION**

Studied arbitration while at Tulane University

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#### **PROFESSIONAL TRAINING IN MEDIATION**

Studied mediation while at Tulane University

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