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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Eduardo Lourenço GUEDES SERRÃO DE OTERO  
Daniel Advogados  
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Brazil



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Date of Birth: September 8, 1981

Nationality: Brazilian

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Attorney specialized in Intellectual Property, with emphasis in Trademark and Unfair Competition matters.

Post graduated in Intellectual Property, at the Pontifícia Universidade Católica do Rio de Janeiro (PUC-RJ), in 2010;

Graduated in Law, at the State University of Rio de Janeiro (UERJ), in 2004.

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### LANGUAGES

English, Portuguese

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### PRESENT POSITION

Partner at Daniel Advogados

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Montaury Pimenta, Machado & Vieira de Mello Advogados (2006-2012)

Expertise in the areas of administrative and litigation Intellectual Property Law and Technology Law, providing services to national and multinational companies, drafting petitions in judicial civil litigation, joining

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hearings (in special courts, civil courts and chambers) in Brazil; analysis related to the terms/contracts of client's products/services, drafting of agreements, legal opinions, researches, doctrine and jurisprudence, as well as cease and desist letters, counter-letters, trademark availability searches and all the administrative petitions submitted to the Brazilian PTO, related to trademark matters.

Lubanco Advogados (2006)

Coordination of labor's area of the office, with drafting of pleadings, agreements and hearings; drafting legal opinions, labor calculations, jurisprudence research, responding to notices of violation and agreements, as well as analysis and drafting contracts.

Di Blasi, Parente, Soerensen Garcia Advogados Associados (current Di Blasi, Parente & Advogados Associados) (2004)

Drafting petitions involving intellectual property matters, legal opinions, trademark and domain name availability searches; drafting all the administrative petitions submitted to the Brazilian PTO, related to trademark matters.

Deloitte Touche Tohmatsu Auditores Independentes (2003-2004)

Drafting fiscal worksheets, tax calculation, revision of labor area in large/multinational companies; doctrinal and jurisprudential research involving several areas of law; tax revisions for auditing and due diligences.

Souza Cruz S.A. (2002-2003)

Surveillance and monitoring of lawsuits in the Federal Court, assistance on company's trademark and patent portfolios in Brazil and other countries, assistance to executives and directors with doctrinal and jurisprudential research, as well as maintenance, creation and renewal of companies' domain names in Brazil and abroad.

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#### **MEMBERSHIP IN PROFESSIONAL BODIES**

Brazilian Bar Association (Section of Rio de Janeiro) – Serial no. 134.573;

Brazilian Bar Association (Section of São Paulo) – in progress.

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#### **AREAS OF SPECIALIZATION**

Intellectual Property, with emphasis on Trademark and unfair competition matters;  
Technology Law.

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#### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Experience gained in multinational companies and specialized offices in the area since 2002. Greater performance in competition law and trademark matters.

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

Experience in availability search, registering and maintenance of portfolio's domain names, also gained in multinational companies and specialized offices in the area since 2002.

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

Experience gained in representing national and multinational companies on Intellectual Property issues, Technology Law and Labor rights in Brazilian Federal and State Courts.

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

Conflict Mediators in Intellectual Property – Trademarks, in 2012 at the Brazilian PTO;

I Workshop INPI-WIPO on Mediation in Intellectual Property Disputes at INPI;

II Workshop INPI-WIPO on Mediation in Intellectual Property Disputes at INPI.

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