
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

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Date of Birth: June 19, 1976

Nationality: Brazilian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Master of Law, University of São Paulo Law School, 2003;
Post-graduate specialization course on Legal Management, GVPec Program, 2002;
Specialist on US Trademark Law and International Copyright by the *Franklin Pierce Law Center* (currently the UNH - *University of New Hampshire*), 1999;
Law degree, University of São Paulo Law School, 1999;

Admitted to the bar, São Paulo, 1999 and Rio de Janeiro, 2002.

LANGUAGES

Portuguese, English and French.
Written and Oral Comprehension: Spanish.
Oral Comprehension: Italian.

PRESENT POSITION

Attorney and Partner, Salusse Marangoni Advogados (2004 to present);

July 4, 2013

Professor and Coordinator of the Specialization Course on Intellectual Property of the GVlaw Program at EDESP (2003 to present);
Domain Name Panelist, Brazilian Association for Intellectual Property (ABPI) (2012 to present).

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Attorney, Pinheiro, Nunes, Arnaud & Scatamburlo (1999-2004);
Law Clerk, Pinheiro, Nunes, Arnaud & Scatamburlo (1998-1999);
Law Clerk, State Attorney's Office (1998);
Legal assistant, Pinheiro, Nunes, Arnaud & Scatamburlo (1994-1997).

MEMBERSHIP IN PROFESSIONAL BODIES

Distinguished Alumni Ambassador for The Franklin Pierce Center for Intellectual Property of the University of New Hampshire School of Law;
Member, Brazilian Association for Intellectual Property (ABPI);
Member, São Paulo Association for Intellectual Property (ASPI);
Member, International Trademark Association (INTA);
Member, Licensing Executives Society (LES).

AREAS OF SPECIALIZATION

Intellectual property: trademarks; domain names; copyright; software; patents and technology agreements: counseling, administrative and Court litigation.

EXPERIENCE IN INTELLECTUAL PROPERTY

Working with intellectual property issues since 1994. Active counsel and litigator before Courts in Brazil, having dealt with trademark, patent, copyright, piracy, as well as unfair competition matters.

In addition to practicing, lecturing on intellectual property laws since 2003. Researching and writing articles on intellectual property issues since 2003. Editing the "*Boletim ASPI*" from 2005 to 2007.

In addition to teaching at GV, also coordinator and professor of the Course on Strategic Management of IPRs at the *IICS - Instituto Internacional de Ciências Sociais* [formerly *CEU – Centro de Extensão Universitária*], as well as a professor of the specialization course on New Technologies also offered at the same Institute, as well as invited lecturer or professor at other specialization Courses on Intellectual Property organized or offered by *Escola Paulista de Direito – EPD*, *OAB-SP* (the São Paulo Section of the Brazilian Bar Association), *ABAPI – Brazilian Industrial Property Agents Association* and *ASPI – São Paulo Association for Intellectual Property*.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Domain names were the theme of Master's dissertation before the *Faculdade de Direito da Universidade de São Paulo*, having analyzed the first 100 cases brought before the Brazilian Courts up to the year 2003 ("A Internet e os sinais distintivos: análise da aplicabilidade da teoria dos sinais distintivos aos nomes de domínio da Internet" – "The Internet and distinctive signals: analysis of the applicability of the distinctive signals theory on internet domain names").

Has presented 33 UDRP procedures and 47 law suits dealing with domain name disputes. Has also acted as negotiator and counsel on domain name matters.

WIPO Advanced Workshop on Domain Name Dispute Resolution: Update on Precedent and Practice, Geneva, October 2012;

MAJOR PUBLICATIONS

"Domain name: new distinctive signal? (*"Nome de domínio: novo sinal distintivo?"*) in *Propriedade intelectual: sinais distintivos e tutela judicial e administrativa*, São Paulo: Saraiva, 2007, 267-309.

"Elements of the unfair competition act" (*"Pressupostos do ato de concorrência desleal"*) in *Propriedade intelectual: criações industriais, segredos de negócio e concorrência desleal*"), São Paulo: Saraiva, 2007, 335-386.

"Social Networks: Challenges and opportunities for intellectual property rights owners" (*"Redes sociais: Oportunidades e Desafios para os titulares de direitos de propriedade intelectual"*), XXXI International Congress on Intellectual Property – ABPI, 2011.

EXPERIENCE IN COURT LITIGATION

Acted as counsel and litigator in over 100 court cases in courts of first instance and appellate courts in Brazil over the period 1999 to the present time.

Subject matter of the court cases concerned trademark infringement, trademark validity; counterfeiting; patent infringement and validity; copyright; software and unfair competition disputes.

EXPERIENCE IN ARBITRATION

Has advised clients on arbitration issues and processes relating to intellectual property rights (trademark and transfer of technology cases).

PROFESSIONAL TRAINING IN MEDIATION

Workshop for Mediators, organized by WIPO and the Brazilian Industrial Property Institute (INPI), Rio de Janeiro, July and November 2012.
