



WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

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Av. Paulista, 2073
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Date of Birth: September 4, 1981

Nationality: Brazilian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

JD at Pontifícia Universidade Católica de São Paulo (PUC/SP - 2004). LLM in Civil Procedure Law and Arbitration at *Università degli Studi di Milano* (Milan – Italy - 2005) and on Intellectual Property Law at *Università Commerciale Luigi Bocconi* (Milan – Italy - 2005) and at GVLaw/SP - 2006.

Master in Civil Procedure Law (dissertation on “Parties and Third Parties on Arbitration”) before the University of São Paulo (USP) as a scholarship student (FAPESP – 2009). Has recently been admitted as Doctorate at the University of São Paulo, having per thesis’ project the use of ADRs for the resolution of IP disputes.

Invited teacher of several courses of IP and Mediation/Arbitration of important institutions such as ASPI, FGV Law, etc. Worked as teacher of Jurisdictional Practice, Civil Procedure Fundamentals and Mediation and Arbitration of the American College of Brazilian Studies (AMBRA College) and as assistant teacher of Civil Procedure Law at USP. Ex-researcher of FGV/Law in research’s project promoted by the Ministry of Legal Affairs of the Justice Office (“The DSD for Disputes of Public Interest” – 2010).

Official mediator of the well-known Arbitration and Mediation Center of the Chamber of Commerce Brazil-Canada (“CAM-CCBC”). Mediator trained before the Mediation and Arbitration Institute of Brazil (IMAB - 2011) and before Mediaras located in Argentina jointly with DeFamília (Estratégias para Famílias Empresárias - 2011). Mediator trained and certified by International Trademark Association (INTA – 2011). Pro-bono mediator before the University of São Paulo (Departamento Jurídico do XI de Agosto da Faculdade de Direito). Official Specialist before the Chamber of Domain Names Disputes of the IP Brazilian Association (ABPI). Recently has been invited to take party at the Panel of *Neutrals* and Mediators of INTA, to act in the resolution of trademarks disputes and unfair competition.

March 12, 2013

Associated to the Brazilian Committee of Arbitration (CBAr), member of ABPI and INTA. For the years of 2012-2013 will take party at The Trademark Reporter ® Committee. Member of Immaterial Property's Commission of Brazilian Bar Association/SP.

LANGUAGES

Portuguese, English, Italian, French.

PRESENT POSITION

Lawyer and mediator. Partner founder of Moro Müller Mazzonetto Sociedade de Advogados.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Has been very active in a range variety of IP issues and has experience on corporate disputes. Has already acted as mediator on IP and corporate disputes. As a lawyer, has participated on corporate/business negotiations and conducted judicial and arbitral procedures. Has further acted in legal audits and measurement of risks involving litigation. In professional career, worked in big, medium and small law firms, including advisory and litigation cases. Worked as a lawyer assistant of Selma M. F. Lemes, well-known national and international arbitrator and one of the co-authors of the Brazilian Arbitration Law (Lei nº 9.307/96).

MEMBERSHIP IN PROFESSIONAL BODIES

OAB – Brazilian Bar Association;
INTA – International Trademark Association;
CBAr – Brazilian Committee of Arbitration;
ABPI – IP Brazilian Association.

AREAS OF SPECIALIZATION

Intellectual Property, ADRs., Mediation, Arbitration, Civil Procedure Law, Contractual Law, Corporate Law.

EXPERIENCE IN INTELLECTUAL PROPERTY

Act on business issues, with a particular focus in intellectual property and related matters, working with prosecution, advisory, consensual (negotiation and mediation) and adversarial (judicial and arbitration), mainly defending and repressing of patent infringement, industrial designs, trademarks, unfair competition, *trade dress*, trade secret, extrajudicial and judicial procedures involving copyrights and image rights, advertising issues (CONAR), disputes e agreements involving software protection, among others.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Has acted in extrajudicial and judicial issues and conflicts involving domain names, such as the emission of cease and desist letters, negotiation between the involved parties, participation on administrative and judicial procedures regarding the subject.

MAJOR PUBLICATIONS

Author of several publications, such as:

Conciliação, Mediação, Arbitragem ou Judiciário: qual o caminho?, in Revista Direito ao Ponto, disponível em: <http://www.direitoao ponto.com.br/dap/artigos/artigos.aspx?id=116>;

2nd Stage of the Research on “Arbitration and the Judiciary” Theme Report: Validity, Efficiency and Existence of the Arbitration Agreement - Validity, Efficiency and Existence of the Arbitration Agreement, Artigo Direito GV - CBAr (Working Paper) n. 54, maio de 2010, disponível em: <http://www.direitogv.com.br/AppData/Publication/working%20paper%2054.pdf>;

A Publicidade comparativa e a prática de concorrência desleal por meio do denegimento de marca e da imagem do concorrente, in Revista da Associação Brasileira da Propriedade Industrial (ABPI), edição 99, ano 2009, p. 3;

Uma análise comparativa da intervenção de terceiros na arbitragem sob a ótica dos ordenamentos jurídicos italiano e brasileiro, in Revista de Arbitragem, vol. 14 (abr/maio/jun 2007), Ed. CBAr e IOB, p. 44;

Brasile: Diritto di impresa e investimenti esteri, a cura di Jacopo Gasperi, Daniel Vio e Claudia Scialdone, Ed. IPSOA, 2007, pp. 265/295 (Capitolo sulla Proprietà Intellettuale).

EXPERIENCE IN COURT LITIGATION

Has a wide experience on litigation (preventive and repression), judicial and arbitral procedures involving IP disputes. Integrated *litigation and arbitration* teams of important law firms in Brazil. Conducted demands aiming the abstention of IP rights violation, as well as declaratory lawsuits of non-infringement, nullity suits before the Federal jurisdiction, arbitral procedures concerning IP rights licensing, among other typical demands in the area.

PROFESSIONAL TRAINING IN ARBITRATION

Master before the University of São Paulo. Dissertation on arbitration: *Parties and Third Parties on Arbitration*, argued before the following examiner professors: Oreste Nestor de Souza Laspro (tutor professor), Carlos Alberto Carmona e Selma M. F. Lemes.

Doctorate before the same institution. Subject: *The Challenges and Advantages in using ADRs for solving IP Disputes*.

EXPERIENCE IN ARBITRATION

Works as counsel of well-known Brazilian arbitrators.

Worked as a lawyer assistant of Selma M. F. Lemes, well-known national and international arbitrator and one of the co-authors of the Brazilian Arbitration Law (Lei nº 9.307/96).

Has acted as a *coach* and counsel of students' teams of the most important universities of Law in Brazil, training for the participation in national and international competitions of several and important arbitration institutions, such as Camarb, Vis Moot.

Belongs to the professors' team of NEMESC – Núcleo de Estudos de Mecanismos Extrajudiciais de Solução de Conflitos of the University of Law of São Paulo, coordinated by Prof. Carlos Salles.

EXPERIENCE IN MEDIATION

Has taken part in several trainings and courses of mediation, as teacher and attendee. Invited teacher/panelist on several conferences involving IP and mediation/ADRs. See: Mediation and IP, course promoted by ASPI, by IMAB, by Chamber of Mediation and Arbitration of Chamber of Commerce Brazil-Canada ("The role of lawyers on mediation") (the last two upcoming).

Ex-teacher at AMBRA College of mediation and arbitration and has been invited to act as specialist/coach on mediation, training and coaching students in several mediation competitions (FGV, USP, etc.).

Has been very active and closely working on the development and improvement of mediation in Brazil and, recently, has attended some events promoted by CPR (Institute for Dispute Resolution - <http://www.cpradr.org/>), particularly conference held in San Diego, January 2013, named "Taking the A out of the ADRs" and will be panelist on conference to be held in Brazil, on April, by the same Institution.

EXPERIENCE IN MEDIATION

Official mediator of the well-known Arbitration and Mediation Center of the Chamber of Commerce Brazil-Canada ("CAM-CCBC"). Mediator trained before the Mediation and Arbitration Institute of Brazil (IMAB - 2011) and before Mediaras located in Argentina jointly with DeFamília (Estratégias para Famílias Empresárias - 2011). Mediator trained and certified by International Trademark Association (INTA – 2011). Pro-bono mediator before the University of São Paulo (Departamento Jurídico do XI de Agosto da Faculdade de Direito). Official Specialist before the Chamber of Domain Names Disputes of the IP Brazilian Association (ABPI). Recently has been invited to take party at the Panel of Neutrals and Mediators of INTA, to act in the resolution of trademarks disputes and unfair competition.

ARBITRATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-Arbitrator	Counsel
Domestic Arbitrations	Câmara Brasil-Canadá	30 (as assistant of presiding arbitrator/co-arbitrator)	22		08	
	Fiesp/Ciesp	37 (as assistant of presiding arbitrator/co-arbitrator and counsel)	30		05	02
	CAM Bovespa	04 (as assistant of co-arbitrator)			04	
	Ad Hoc					
	Outras	05 (as assistant of co-arbitrator)	05			
	Câmara Brasil-Canadá	30 (as assistant of presiding arbitrator/of co-arbitrator)	22		08	
Number of Cases : Sub-Total		76				
International Arbitrations	ICC	03 (as assistant of co-arbitrator)				
Number of Cases Sub-total		03				
TOTAL		79				

MEDIATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Mediations	Mediator		Counsel	
International Mediations						
	Ad Hoc	02	01		01	
	Other					
Number of Cases :		02				
Sub-Total						
Domestic Mediations	AAA					
	Court Annexed				04	
	Ad Hoc		16			
Number of Cases		20				
Sub-total						
TOTAL		22				