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Leading lawyers

1. 1
 - Martín Bensadon - [Marval, O'Farrell & Mairal](#)
 - Alberto Berton Moreno - Berton Moreno + Ojam
 - Alejandro Breuer Moreno - G. Breuer
 - [Sergio Ellmann](#) - [Marval, O'Farrell & Mairal](#)
 - [Gustavo Giay](#) - [Marval, O'Farrell & Mairal](#)
 - [Bernard Malone](#) - [Baker McKenzie](#)
 - Fernando Noetinger - Noetinger & Armando
 - Juan Carlos Ojam - Berton Moreno + Ojam

- Jorge Otamendi - G. Breuer
- Graciela Pérez de Inzaurraga - Hausheer Belgrano & Fernández
- Iván Poli - [Marval, O'Farrell & Mairal](#)
- [Iris Quadrio](#) - [Marval, O'Farrell & Mairal](#)

Next generation lawyers

1. 1

- Maria Paula Bassi - [Baker McKenzie](#)
- Agustina Martínez Estrada - G. Breuer
- Diego Palacio - Palacio & Asociados
- Marco Rizzo Jurado - [Allende & Brea](#)
- Marcos Santiváñez Vieyra - [Bruchou, Fernández Madero & Lombardi](#)



**WHO
REPRESENTS
WHO**

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The client consensus is that few firms can match [Marval, O'Farrell & Mairal's](#) *'long experience in the area'* or its *'deep bench of professional partners'*. The sizable eight-partner team covers all the bases in IP law and is able to draw upon specialist skill sets in patents, trade marks and IP litigation; overall the department is roundly praised for its *'proactive ability to find solutions'* and its *'very practical and business-oriented approach'*. Among its recent trade mark cases, the *'very strong'* [Iris Quadrio](#) successfully represented Procter & Gamble in an opposition action brought by Chinfield. Elsewhere, senior figure [Sergio Ellmann](#) successfully represented Ford in overcoming the Argentine Trademark Office's objections to the registration of the "Ford Bronco" trade mark. On the patent side, Martín Bensadon is widely revered as a *'leading expert'* and led many of the department's recent high-stakes patent litigation cases. Of counsel Iván Poli and Ignacio Sánchez Echagüe are also noted for patent matters, while [Gustavo Giay](#) and Martin Chajchir are key names for IP litigation.

In 2017, the former Berton Moreno, now **Berton Moreno + Ojam** significantly bolstered its IP practice with the hire of new team from [Mitrani Caballero & Ruiz Moreno Abogados](#), which included new name partner Juan Carlos Ojam – IP head at his former firm – as well as Mercedes Bullrich and Raquel Flanzbaum. The group now fields nine partners dedicated to IP law and its diverse expertise spans trade marks, patents, designs and plant variety protection. It also benefits from robust capability in copyright and entertainment law, marketing and advertising law and internet and new technologies. Senior figure Alberto Berton Moreno is highly regarded as a *'pioneer in the IP field'*. Representative clients include Amazon Technologies, Intel and Starbucks.

IP stalwart **Ferrer Reyes, Tellechea & Bouche** is a *'heavyweight in the market'*. The *'very specialised'* boutique firm handles the full range of IP-related matters, including patents, models and designs, copyright, anti-counterfeiting and litigation. However, trade mark law stands out as its core strength, with founding partners Julia Elena Tellechea and Diego Bouché highly rated for trade mark litigation and trade mark portfolio management respectively. Technology specialist Santiago Ferrer Reyes and litigation head Laura de Achaval are also noted. Representative clients include AstraZeneca, Boehringer Ingelheim and Philips.

'Highly knowledgeable and experienced', **G. Breuer** 'stands shoulder to shoulder with the best in the market', according to sources. In particular, heavy hitter Jorge Otamendi is highly sought after for his 'encyclopaedic knowledge of IP law'; his expertise spans a broad spread of IP matters but he is particularly well known for trade mark-related issues. The group also draws upon the senior experience of Pedro Breuer Moreno and Alejandro Breuer Moreno, as well as highly regarded younger partner Agustina Martínez Estrada. In addition to trade marks, the firm packs a punch in patents, licensing and unfair competition matters.

Another elite boutique outfit, **Hausheer Belgrano & Fernández** impresses with its 'long-established experience in the IP area'. The firm's specialist expertise translates into a comprehensive practice, which routinely advises on trade marks, patents and designs, copyright and IP litigation for a diverse roster of major multinational clients, including Nestlé, Procter & Gamble and Sanofi. Graciela Pérez de Inzaurraga, who manages the firm's foreign clients department, and Juan Carlos de la Vega, who leads the local clients practice, are both names to note.

Noetinger & Armando's exclusive focus on IP and related matters continues to pay dividends and it is held up by sources as a 'firm that knows how to play to its strengths'. Patents, trade marks, copyright and IP litigation are all notable areas of expertise and it also houses supplementary strength in technology transfer, advertising law, consumer law and sports law. Seasoned expert Fernando Noetinger is widely revered as 'the dean of the Argentine IP bar'. Matías Noetinger is also recommended for his broad practice that takes in IP, advertising law and sports law.

'Sophisticated IP shop', **Richelet & Richelet** is a popular choice for complex IP litigation but it also excels in non-contentious patent and trade mark matters. Among the names to note, senior partner Ricardo Richelet is a 'leading light' and directs a group that also includes patent specialist Gastón Richelet and trade mark partner Gustavo Parretta. Recent matters saw the team obtain various favourable rulings for Facebook, with the courts deciding that the company's local subsidiary lacks the capacity to act on requests for deletion of content and information on users.

Allende & Brea's practice distinguishes itself through its niche strength in technology and internet-related matters, and which complements a broader IP offering with additional strength in domain names, database law, data protection and privacy issues. Recent mandates saw department head **Pablo Palazzi** advise Facebook on trade mark registration and enforcement matters, which included filing over 150 oppositions. The firm also handles trade mark protection for Instagram, LinkedIn and WhatsApp. Senior associate Marco Rizzo Jurado is also well regarded.

The 'consistently excellent' group at **Baker McKenzie** provides 'timely service at a fair price'. The team is particularly active in trade mark-related work but it also advises on patents, industrial models and designs, copyrights and domain names. Department lead **Bernard Malone** is a 'widely acknowledged expert in Argentine IP law' and has a strong record in trade mark and anti-counterfeiting matters; he assisted Bausch & Lomb to negotiate an agreement with Keratos to withdraw their opposition to the "Kerasoft" mark. Associate Maria Paula Bassi provides capable support.

At **Beccar Varela, Emilio Beccar Varela** is highlighted for his 'strong knowledge in TMT-related matters'; he co-leads the department alongside the 'very professional' **Florencia Rosati**. The team handles a broad array of IP-related issues, with notable experience in trade marks, patents, copyright and industrial designs. Recent highlights include advising official Mercedes Benz dealer Colcar Merbus on trade mark opposition matters. The group has also recently undertaken work for Coppel, Despegar and Mostaza.

In 2017, **Mitrani Caballero & Ruiz Moreno Abogados** saw the departure of former group head Juan Carlos Ojam, who left to join **Berton Moreno + Ojam**. Ignacio Bérèterbide now leads the practice. Tenaris is a key client and the firm advises it on its patent protection strategy worldwide. On the trade mark front, it is responsible for Ternium Internationaal's global trade mark protection strategy. The practice group is also well versed in IP litigation.

Palacio & Asociados is a sizeable boutique, which fields four partners dedicated to IP law. The firm, which strikes a good balance between contentious and non-contentious work, has solid expertise in trade marks, designs, patents, copyright, domain names, customs issues and technology transfer. Recommended names include managing partner Héctor Palacio, who is a key contact for trade mark matters, IP litigation head Mingo Palacio and 'rising star' Diego Palacio. Representative clients include Breitling Montres, Harley-Davidson and Tetra Pak.

[Pérez Alati, Grondona, Benites & Arntsen](#)'s three partner team manages a significant volume of local trade mark portfolios for major multinational clients, such as Google and Red Bull. The firm also has strong experience in patent matters and IP litigation. The names to note are trade mark specialist [Fernando Alonso](#), IP litigation head [Julio Lago](#) and [Santiago Fiorito](#).

New entrant to the IP ranking, [Bruchou, Fernández Madero & Lombardi](#) impresses with its '*great client-oriented service*', which is backed up by its ability to provide '*quick, concrete and pertinent answers*'. The group, which focuses on corporate matters and IP litigation, is led by senior associate Marcos Santiváñez Vieyra, who is highlighted as an '*industry expert in the IP and data privacy areas*'. Recent work includes advising Digital House on various IP matters, including internal policies covering image rights.

At **Estudio Chaloupka** patent work – both contentious and non-contentious – provides the bulk of instructions but the firm also houses an active trade mark practice. Sources highlight patent head Claudia Serritelli as '*extremely responsive*' and also single out '*very professional*' foreign trade mark department lead Paula Galván. The firm's client roster is dominated by foreign brands including Allergan, CrossFit and GlaxoSmithKline.

Fernández Lacort Lawyers routinely handles an array of IP matters, with notable experience in the trade mark, patent, industrial design and contentious areas. The firm's key clients are drawn from a broad range of sectors including the financial services (BBVA), automotive (Suzuki) and e-commerce (Groupon) industries. Founding partner Claudio Fernández Lacort is the key contact.

The Argentine outpost of Spanish IP firm **Herrero & Asociados** leverages its international network – it also has platforms in Mexico, Brazil and Portugal – to specialise in advising multinational clients on local matters. Local group head Ariel Juan Ibañez is '*very commercial and client-oriented*' and steers a comprehensive IP practice, which counts Airbus, Billabong and LinkedIn as clients.

[Litvin Legales](#) receives rave reviews for its '*outstanding service*', '*business-oriented legal advice*' and '*great ability to structure cost-effective IP strategies*'. Trade mark matters are a notable sweet spot, with founding partner Melisa Litvin lauded as a '*trade mark expert*'. Buldey Company is a key client and the firm advises it on global portfolio management and contentious matters.

[M & M Bomchil](#)'s nascent IP practice advised on a string of significant files over the past year. Most notably, the Buenos Aires City Government turned to the firm for advice on IP matters in relation to the Youth Olympic Games, which included trade mark registration and enforcement. The group also advised Degrémont on patent matters. Entertainment law expert Adrián Furman heads the department.

In 2018, **Estudio Randle** boosted its IP team with the hire of new department head Paula Fernandez Pfizenmaier from [Pérez Alati, Grondona, Benites & Arntsen](#). The group's experience spans trade mark prosecution and litigation, advertising law, privacy issues, and sweepstakes and contest clearance. On the trade mark front, the firm manages the Argentine portfolios of NSE Products and SSR Mining, among other clients.

[Zang, Bergel & Viñes Abogados](#)' IP department is led by high-profile of counsel Carlos Castrillo, who has a strong track record in trade mark and patent matters. The firm also routinely advises on copyright, domain names, trade secret and biotechnology issues. Representative clients include start-ups through to large international companies.