



■ ARGENTINA

There is lots of positive news coming out of Argentina, and with President Mauricio Macri at the helm, the country is finally re-engaging with the world. A number of key economic indicators look favourable – inflation is falling, for example – and international investor activity is increasing; IP professionals are already experiencing an uptick in trademark business. There is also a new figure at the head of the National Institute of Intellectual Property (INPI) – Dámaso Pardo – who has quickly set to work improving the body's efficiency while also promoting intellectual property as a business and economic tool that local innovators should be leveraging.

Firms

Berton Moreno + Ojam

G Breuer

Marval O'Farrell & Mairal

FRTB - Ferrer Reyes, Tellechea & Bouché

Hausheer Belgrano & Fernández

Noetinger & Armando

Palacio & Asociados

Apellaniz & O'Farrell

Baker McKenzie

Estudio Chaloupka

Fernández Lacort

Moeller IP Advisors

[O'Conor & Power Abogados-Propiedad Industrial](#) ➔

PAGBAM | IP

Richelet & Richelet

Apellaniz & O'Farrell

"Responsive and reliable" IP boutique Apellaniz & O'Farrell possesses outstanding technical expertise and is highly regarded for its patent practice within the life sciences, electronics and mechanical fields. It also handles trademark matters with exacting attention to detail, engaging in all aspects of prosecution, as well as infringement litigation. Designs, domains and IP transactions are other areas of expertise attracting brand owners to the firm. "Dedicated and extremely knowledgeable", **Nicolas O'Farrell** wins plaudits for his straight-to-the-point advice and commercially attuned thinking.

Baker McKenzie

Baker McKenzie is famous for its international trademark practice, which is truly global in scope and which makes the firm a logical choice for brand owners in need of solutions that transcend borders. In Latin America, it has come on in leaps and bounds in recent years, largely down to the efforts of **Bernard William Malone** and his crew in Argentina; the team produces sterling work on regional IP protection programmes, integrating well with other Baker McKenzie ensembles nearby. A member of virtually every major international IP organisation, a noted author on IP topics and a university professor, Malone is steeped in the practice; he is someone who cares not only about his clients, but also about where the law is heading. He works in English, Portuguese and Spanish, rendering a 360-degree protection and enforcement service.

Berton Moreno + Ojam

This firm has "grown significantly in recent years; it is heavily involved in the development of trademark law and practice in Argentina and, for its clients, provides highly commercial advice". One US foreign associate comments: "Having worked closely with the firm, I can say that it demonstrates excellent trademark knowledge and strategic judgement." The collective experience of a high-calibre panel of senior experts makes Berton Moreno really stand out, with each partner bringing something special to the table. **Alberto Berton Moreno** has outstanding sector expertise – in sports and fashion, for instance – and has been exceptionally diligent in running the practice as efficiently as possible. He also thinks holistically about brands, and not just within the narrow confines of black-letter trademark law. **Enrique Gatti**, considered among the best litigators in Argentina, is an authority on competition law, as well as intellectual property. **Marcelo García Sellart** is the set's key anti-counterfeiting expert, while **Juan Berton Moreno** has a knack for getting new clients in the door and keeping them happy, thanks to his strategic brand-development prowess. In November 2017, the set added **Juan Carlos Ojam** and fellow partners **Mercedes Bullrich** and **Raquel Flanzbaum**, and rebranded as Berton Moreno + Ojam. Ojam is a repository of trust for big-name US brands that require guidance in Argentina and the wider region. Bullrich is service minded to the last and never leaves a client wanting for a response or a solution. Flanzbaum can be deployed with confidence in any trademark circumstance and contributes much with her insight on prosecution and litigation.

Estudio Chaloupka

IP boutique Estudio Chaloupka has undergone several structural changes over the years, but consistent throughout has been its expertise on trademark matters and the quality of its customer care. The firm has evolved to become a thoroughly modern organisation, as reflected in its online file management and communication tools and administrative processes, all of which make for a tight service. The team has also shown itself willing to go the extra mile, proactively keeping patrons up to date on IP news and information relevant to their business development. Names to note are foreign trademarks department head **Paula Galván**, and legal and patent division leader **Claudia Serritelli**.

Fernández Lacort

Propelled by excellent client references, Fernández Lacort makes its debut appearance in the *WTR 1000* this year. “The firm is responsive and service-minded, and really gets to know your business. You never feel in the dark when it is managing your trademark portfolio in Argentina. It is also very affordable, and can put a great team of lawyers at your disposal, not just one person.” Running the organisation is **Claudio Fernández Lacort**, who is “highly recommended for his dynamism, persistence and diligence”. “He teaches you to focus on what is important, and aggressively protects your key assets. Though he works with many major companies, he is always there when you need to reach him, and he takes care of your needs in the most efficient manner.” His IP practice is complete – there is no category of right or task he cannot handle.

FRTB - Ferrer Reyes, Tellechea & Bouché

“FRTB is a team of dedicated professionals who provide work and service of the very highest standard.” In the words of one foreign associate: “We expect timely responses, permanent availability to take calls or respond to emails, close follow-up on our cases and thorough analysis – and this is exactly what FRTB provides.” The group’s search reports and pre-filing advice are among the best on offer in Argentina, so clients are one step ahead of the competition from the moment they start seeking IP protection. If things get spicy down the line, the team is poised to take swift action, which adds another layer of comfort. On top of it all, the group has expertise in many additional areas of interest to brand owners, including data protection. The stability of the partner team and the hands-on attitude of the senior lawyers also serve to distinguish the ensemble. Co-leading the trademark department are **Julia Tellechea** and **Diego Bouché Ocampo**, both of whom bring superb sector knowledge to the table – Tellechea in pharmaceuticals, agribusiness and chemistry, and Bouché Ocampo in food and beverages. Tellechea has continued to do great things for Syngenta, most recently in overcoming oppositions to its trademark registration for ZYROX. Head of the litigation department **Laura de Achával** earns praise for her “ability to solve infringement problems in a fast, effective way”. Her litigation deputy is **Laura Beatriz Plavnick** who, like Achával, is admired for lightning-fast response times. The two advocates, together with patent-focused all-round IP ace **Santiago Ferrer Reyes**, have been acting for Nike International in an important anti-dilution case involving complex keyword advertising issues, for which an appeal is pending before the Supreme Court.

G Breuer

G Breuer has practised intellectual property in Argentina for a remarkable 150-plus years, but its rich tradition has never weighed it down; the firm remains at the discipline’s vanguard, as reflected by its top-tier placement in every edition of the *WTR 1000* to date. Analysing legal problems thoroughly while simultaneously presenting clear, simple, commercial advice to clients is a hallmark of this prestigious outfit. Key contacts for the address book are **Alejandro Breuer-Moreno**, **Jorge Otamendi** and **Pedro Breuer-Moreno**; the résumé of each is packed with experience, scholastic attainments and professional successes.

Hausheer Belgrano & Fernández

Hausheer Belgrano & Fernández has honed a top-flight service over the course of 115 years. However, rather than resting on its laurels, the firm continues to invest in its systems and people in order to keep operating at the cutting edge. The team's love of intellectual property shines through in every facet of its trademark work, which covers all aspects of filing and prosecution, as well as litigation. The best-known name on the roster is **Graciela Claudia Pérez de Inzaurraga**, a perspicacious lawyer and manager of the foreign client department. Incisive negotiation skills make Pérez de Inzaurraga a force to be reckoned with in any contentious setting, and there is no questioning her strategic smarts around trademark, copyright and patent protection. Also recommended are **Carolina Inés Fernández** – a highly organised trademark agent whose management skills are prized by the

Marval O'Farrell & Mairal

Marval O'Farrell & Mairal There is only one world-renowned firm in Argentina when it comes to intellectual property, and that is Marval O'Farrell & Mairal. "There are lots of good reasons why it is the number-one player, including the deepest bench of IP experts, and the sheer sophistication of its senior professionals." The unsurpassed scale of the firm's brands practice means that it can handle anything you can throw at it; in all its activities, the group's ability to manage and mitigate risk – and be crystal clear about what it is doing – really sets it apart. Latin America IP doyenne **Iris Quadrio** is a particular master at this – within the context of her clearance and opinion work, for example – as is **Sergio Ellmann**, a connoisseur of IP strategy with a deeply analytical mind. Marval's enforcement practice continues to shine too, as you would expect with **Gustavo Patricio Giay** at the helm. He is "one of, if not the most important player in Latin American IP enforcement", but he has lots of talent around him, too; his right hand is **Martín Chajchir**, a Customs intercepts maestro who also maintains a well-rounded IP litigation practice.

Moeller IP Advisors

Many international companies investing in Argentina have regional IP needs, which Moeller IP Advisors is in pole position to meet; the firm has bases in Buenos Aires and Sao Paulo, alongside a web of carefully selected associates in other Latin American jurisdictions. Its team is admirably diverse and includes lawyers, trademark attorneys, translators, technical specialists and IT consultants to guarantee that it can provide considered advice that covers all the angles. On the trademark side, prosecution – and related administrative disputes – form the bulk of the workload; even on matters that are more routine, the team finds ways to surpass expectations. **Victoria De Lasa Andrés** is the steady hand on the trademark department's tiller; she supervises the team's work with a hawkish eye for quality. Ensuring the welfare of clients is legal department lynchpin and business development ace **Mariano Municoy**, who has a strong understanding of US IP systems.

Noetinger & Armando

In the opinion of one highly ranked foreign associate, Noetinger & Armando is "head and shoulders above its peers in Argentina, taking into account the pragmatism and commerciality of its advice, and the speed with which it is delivered". Intellectual property is its primary area of focus and the set provides rigorous advice on any concern which falls under this umbrella. Luminary **Fernando Noetinger** and **Matías Noetinger** know trademark law cold and provide clear-sighted advice on brands as part of their A-to-Z IP practices.

O'Connor & Power Abogados-Propiedad Industrial ➔

Award-winning boutique O'Connor & Power provides one of the most personal and bespoke IP services you can find in Argentina. This is partly a function of its compact size, but is also down to the modus operandi of founding partner and leader **Santiago O'Connor**. His excellent team is the darling of many international brand owners thanks to its clear communication style, fluency in English and – of course – its granular expertise on trademark protection and enforcement. O'Connor has fostered a group that exhibits creative thought at every turn – another compelling reason to come here.

PAGBAM | IP

PAGBAM | IP – the former firm of INPI chief Damaso Pardo – protects its clients' IP rights with unwavering dedication and diligence. The approach here is multidisciplinary; there are no sharp boundaries between different experts or divisions of the organisation, which is therefore able to make the most of all available tools to deliver success. Strong leadership is instrumental to the success of this model, and it is readily supplied by **Fernando Alonso**. He is as up to date as it is possible to be on relevant case law, policy developments and legislative changes, giving his counsel a contemporary and immediate feel. He is flanked by **Paula Fernández Pfizenmaier**, who strengthens legal security for a wide range of goods and services.

Palacio & Asociados

Here is a selection of quotes from the many clients and foreign associates who line up to sing the praises of Palacio: "The firm's services are cost-effective, time-efficient, precise and professional." "The team replies immediately and always has great suggestions for overcoming issues quickly and smoothly." "It handles every case with care." Acclaim is also heaped on the leading individuals here: **Diego Palacio** is "really approachable, and an outstanding professional who calmly solves difficult cases with excellent creative thinking". Leader of the legal, litigation and patent section **Mingo Palacio** is an "awesome negotiator and smart enforcer" and "the go-to man for tough cases". Managing partner **Héctor Palacio** is "exceptionally experienced in all aspects of trademark law, and there is nothing he can't do". **Mercedes Durlach** is also "very seasoned and quick to respond" and "provides perfect solutions". Collectively, the team offers a balanced contentious/noncontentious service not just in Argentina, but also internationally.

Richelet & Richelet

Richelet & Richelet has been in the IP protection game for nearly 80 years and has made quality its central principle throughout this time. Ongoing investment in modern and efficient systems has allowed the firm to maintain its high standards and make a name for itself on the front line of IP protection. While Richelet's trademark capabilities are comprehensive, patrons of the firm also benefit from expertise in areas such as unfair competition law and consumer law.

Other recommended experts

Top-tier Spanish firm Herrero is making waves in Latin America. Its Buenos Aires bureau is manned by **Guillermo Alcaraz**, a former INPI legal adviser with an intimate knowledge of the office's workings. **Melisa Litvin** of Litvin Legales makes her first appearance in the *WTR 1000* thanks to a glut of highly positive feedback. According to one source, "I have worked with Melisa for over a decade and can honestly say I

have never once been disappointed by her work or service. She is readily accessible and responds promptly to all correspondence.” Another associate says, “We sell our services on the basis of efficient and timely advice and demand the same from our foreign correspondents – Melisa and her team provide us with exactly what we need.” “She has an amazing work ethic and is a warm and genuine person who practices law with integrity.” “Wonderfully creative” is the verdict on **Héctor Ariel Manoff** of Vitale, Manoff & Feilbogen. He works across the IP spectrum and is particularly respected for his litigation dexterity.

Individuals: enforcement and litigation

Gustavo Patricio Giay - Marval O’Farrell & Mairal

Jorge Otamendi - G Breuer

Fernando M Alonso - PAGBAM | IP

Pedro C Breuer-Moreno - G Breuer

Martín G Chajchir - Marval O’Farrell & Mairal

Laura de Achával - FRTB - Ferrer Reyes, Tellechea & Bouché

Paula Fernández Pfizenmaier - PAGBAM | IP

Raquel I Flanzbaum - Berton Moreno + Ojam

Marcelo García Sellart - Berton Moreno + Ojam

Enrique JF Gatti - Berton Moreno + Ojam

Héctor Ariel Manoff - VMF - Vitale, Manoff & Feilbogen

Gabriela Inés Musante - Hausheer Belgrano & Fernández

Fernando Noetinger - Noetinger & Armando

Nicolas O’Farrell - Apellaniz & O’Farrell

Santiago R O’Conor - O’Conor & Power Abogados-Propiedad Industrial

Juan Carlos Ojam - Berton Moreno + Ojam

Mingo Palacio - Palacio & Asociados

Graciela Claudia Pérez de Inzaurraga - Hausheer Belgrano & Fernández

Laura Beatriz Plavnick - FRTB - Ferrer Reyes, Tellechea & Bouché

Claudia Serritelli - Estudio Chaloupka

Individuals: prosecution and strategy

Alberto R Berton Moreno Jr - Berton Moreno + Ojam

Alejandro M Breuer-Moreno - G Breuer

Sergio M Ellmann - Marval O'Farrell & Mairal

Juan Carlos Ojam - Berton Moreno + Ojam

Graciela Claudia Pérez de Inzaurraga - Hausheer Belgrano & Fernández

Iris V Quadrio - Marval O'Farrell & Mairal

Juan Berton Moreno - Berton Moreno + Ojam

Diego O Bouché Ocampo - FRTB - Ferrer Reyes, Tellechea & Bouché

Mercedes Bullrich - Berton Moreno + Ojam

Victoria De Lasa Andrés - Moeller IP Advisors

Mercedes Durlach - Palacio & Asociados

Carolina Inés Fernández - Hausheer Belgrano & Fernández

Claudio Fernández Lacort - Fernández Lacort

Santiago Ferrer Reyes - FRTB - Ferrer Reyes, Tellechea & Bouché

Raquel I Flanzbaum - Berton Moreno + Ojam

Paula Galván - Estudio Chaloupka

Bernard William Malone - Baker McKenzie

Mariano Municoy - Moeller IP Advisors

Fernando Noetinger - Noetinger & Armando

Matías F Noetinger - Noetinger & Armando

Nicolas O'Farrell - Apellaniz & O'Farrell

Santiago R O'Conor - O'Conor & Power Abogados-Propiedad Industrial

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Guillermo Alcaraz - Herrero & Asociados

Melisa Litvin - Litvin Legales