



Argentina

RANKINGS REVIEW IP STARS

Trade Mark & Copyright Editorial 2018

Baker McKenzie

Baker McKenzie's IP team in Argentina is led by the "experienced and client-focused" *Bernard Malone*. The team is recommended for trade mark protection and disputes. Rising star Maria Paula Bassi is experienced in trade mark protection work. She is "great to work with".

Berton Moreno + Ojam

In 2017, Mitrani Caballero Ojam & Ruiz Moreno partners *Juan Carlos Ojam*, *Mercedes Bullrich* and *Raquel Flanzbaum* joined up with partners at Berton Moreno & Asociados to form **Berton Moreno + Ojam**. The firm is now a powerful player in the IP market in Argentina. The team is recommended for trade mark protection and disputes. One client observes: "Juan Carlos Ojam and his team are experts in IP. They are creative and practical in their approach to problem-solving. I also appreciate that they take the time to explain the nuances of local practice in Argentina." The "brilliant" *Alberto Berton-Moreno Jr* is "an excellent lawyer who provides great service to clients", while *Marcelo Garcia-Sellart* is a "very sharp lawyer with great expertise in IP". A client also commends *Enrique Gatti* for being "very reliable in litigation".

Clarke Modet & Co.

Clarke Modet & Co, a large specialised IP group with 34 offices in numerous countries, has created a network of IP professionals that handles more than 450 local and international clients. The firm, recognised by clients as being "very good at what they do" by a competitor, maintains a strong global presence with a variety of multinational corporations. Clarke Modet & Co Argentina composes strategies to bolster portfolio protection and enforcement by providing consultancy and technical advice.

Ferrer Reyes, Tellechea & Bouché

IP boutique **Ferrer Reyes Tellechea & Bouche** is experienced in trade mark filing and disputes. *Diego Bouche* and *Julia Tellechea* specialise in trade mark protection, portfolio management and enforcement. *Laura de Achával* chairs the litigation department. Other notable practitioners in the firm are *Santiago Ferrer Reyes* and *Laura Plavnick*. The team advises brand owners such as H&M and Nike.

Herrero & Asociados

Herrero & Asociados is an IP boutique with offices in Mexico, Brazil, Spain and Portugal. *Guillermo Alcaraz*, head of the trade mark department, leads the team in representing clients such as Elizabeth Arden, DDG, Billabong, Rovio Entertainment, Paris Hilton and Steve Madden in the protection and enforcement of their trade mark portfolios.

Marval O'Farrell Mairal

Marval O'Farrell & Mairal is a top-tier firm to instruct on any IP matter. The firm is highly recommended across the practice areas including anti-counterfeiting. "The IP team at Marval is excellent. They are dedicated and go above and beyond to serve us," says a client. IP star *Gustavo Giay* leads the trade mark team. Other notable trade mark practitioners include *Iris Quadrio*, *Sergio Ellmann* and *Juan López Mañán*. *Martín Chajchir* is in charge of its enforcement unit. Soft IP case studies show the team obtained favourable outcomes for several right holders. The firm won Managing IP's 2018 trade mark and copyright award.

Mitrani Caballero Ojam & Ruiz Moreno Abogados

Mercedes Bullrich, known by her peers as the "steadfast matriarch" of **Mitrani Caballero Ojam & Ruiz Moreno**, offers sound knowledge and skill in all trade mark matters. Bullrich represented client Tenaris Connections after it applied for the trade mark Blue in Australia. The Australian Trade Mark Office rejected the mark, citing that Blue was not sufficient to distinguish Tenaris's goods from those of other companies. The trade mark office gave 18 reasons for the decision, which Mitrani Caballero Ojam responded to, leading to 16 of the 18 reasons being overcome. The firm later amended the scope of the protection, filed statutory declarations and exhibits, and provided additional evidence on the trade mark. The two remaining reasons were eliminated with the filing of a non-use application and a letter of consent. The trade mark Blue was then accepted by the Australian PTO in February 2016.

Moeller IP

With more than 85 years of experience in various IP and regulatory matters, **Moeller IP** focuses on finding solutions to complex and comprehensive client needs. IP professionals at the firm IP are experienced in trade mark oppositions, enforcement, prosecution and anti-counterfeiting matters.

Mariano Municoy is regarded by competitors as "one of the best practitioners in all markets, not just Argentina". Municoy's trade mark experience extends across industries such as pharmaceuticals, food & beverage, electronics, and academics & research.

Palacio & Asociados

The trade mark practice at **Palacio & Asociados** is headed by *Diego Palacio*, *Hector Palacio* and *Mercedes Durlach*. "The firm is very responsive and offers perfect solutions," says one client. The "diligent" Diego Palacio is "a dynamic and business-oriented" lawyer. One market commentator adds: "He is quick, experienced and reliable". The "very practical" Durlach provides a "responsive and efficient service". Another client says: "She is very proactive and detail-oriented." *Hector Palacio* is also commended. "Hector Palacio is very experienced in trade mark matters and responds very quickly," says a client. "A great lawyer with a lot of experience in all IP fields." The senior practitioners are supported by a team of trade mark assistants.

Richelet & Richelet

Richelet & Richelet is one of the established IP firms in this jurisdiction. *Ricardo Richelet III* is a key contact at the firm. He leads the enforcement team. Its trade mark practice is led by Roberto Parretta, who is experienced in trade mark registration and management. Gastón Richelet is in charge of patent and designs.



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