



EMBEDDED IN YOUR BUSINESS.

Intellectual Property, Advertising & Information Society

Intellectual property - i.e., literary and artistic works, brands, patents, logos, company names, etc.- is nowadays for many companies one of their main assets and plays an outstanding role in the wealth produced in each country. Its enforcement against unauthorized use by third parties is, nevertheless, an essential precondition for the preservation, promotion and development of such assets. On the other hand

advertising and other forms of promoting products and services are essential for many businesses' access to markets and for their communication with consumers. Such activities nevertheless often raise issues of compliance with the demanding legal framework that applies to them in Portugal and in other European Union Member States. The emergence of the Internet and of e-commerce has provided companies

with new and very relevant opportunities to promote and distribute their products and services, both at the national and the international levels; but it has also given rise to a whole new set of legal issues related with online contracting, the protection of personal data, liability for making available unlawful content online, the registration of domain names, the use of computer programmes, etc.

slcm

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PROTECTING CLIENT'S ASSETS...

... EVEN THE INTANGIBLES

_Drafting contracts concerning, among others, the transmission, acquisition and licensing of intellectual property

_Trademark, patent and copyright litigation

_Legal advice on advertising campaigns and other promotional activities

_Preparation and launching of business projects in these areas

HOW?

- _Anticipating and advising on key issues
- _Analysing dispute scenarios, identifying options and advising on best course of action
- _Providing legal representation and advice

TO WHOM?

- _Banks
- _Private companies
- _Insurance companies
- _Public organizations

WITH WHO?

Multidisciplinary teams specialized in:

- _Tax
- _Mergers & Acquisitions
- _Corporate
- _Litigation

Our experience includes areas such as:

- _Online banking
- _Written and broadcast media
- _Information technology
- _Artistic creation - works of art
- _Advertising and marketing services
- _Sport events
- _Food production and distribution
- _Pharmaceutical industry
- _Power production, transmission and distribution systems