

**BRITÂNIA**  
PROPRIEDADE INTELECTUAL



# Since 1965 protecting intellectual property assets in Brazil and abroad.

With an extensive digital operation,  
we can serve clients worldwide.



**‘Far beyond registration, the service of intellectual property protection is constant.’**



# Our services

## Mapping

1

Our work philosophy is to know and meet the client's demands, elaborating efficient and effective strategies to attend them.

## Registration

2

Guidance to the client, elaboration of the application, and follow-ups of the processes related to the registrations of intellectual property assets, such as trademark, patent, industrial design, and copyright, among others.

## Follow-up and watching service

3

Periodic verification of processes to assess whether our client's intellectual property instruments are being well applied by the company and respected by the competition.

## Reinforcement of protection and new registrations

4

Elaboration of strategies for the maintenance of registrations and expansion of the company's portfolio.

## Litigation, administrative representation and legal counselling

5

We have a highly experienced team that can act in various fields helping to provide unique perspectives about Intellectual Property.

# Our approach

# Trademark



## Advanced preliminary search

The previous search at the Brazilian IP Office -INPI database is essential to verify the viability of the registration, possible anteriority, and which classes better suit the client's market segment.

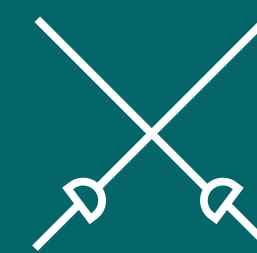
1



## Registration

We operate in the counseling and litigation sphere, assisting in the application for registration, trademark maintenance, and watching of client and third-party proceedings.

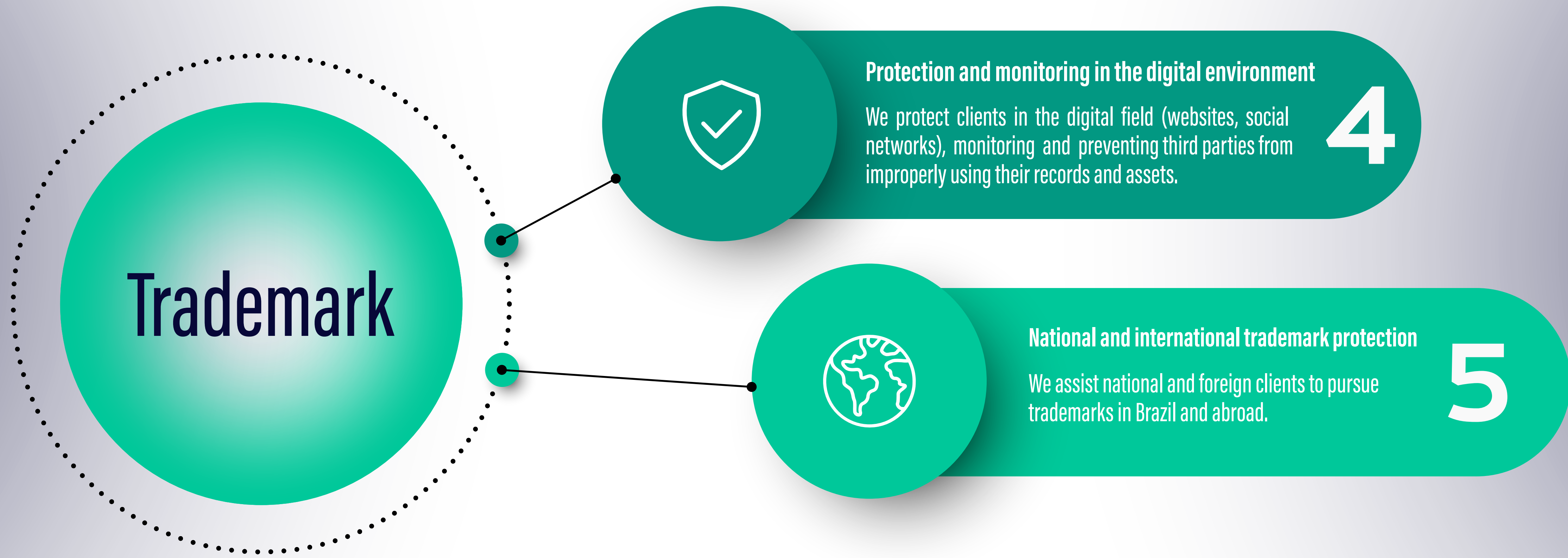
2



## Piracy, unfair competition, and parasitic use

We act to prevent third parties from using our clients' registrations, avoiding commercial and reputational damages.

3



# Trademark



## Protection and monitoring in the digital environment

We protect clients in the digital field (websites, social networks), monitoring and preventing third parties from improperly using their records and assets.

4

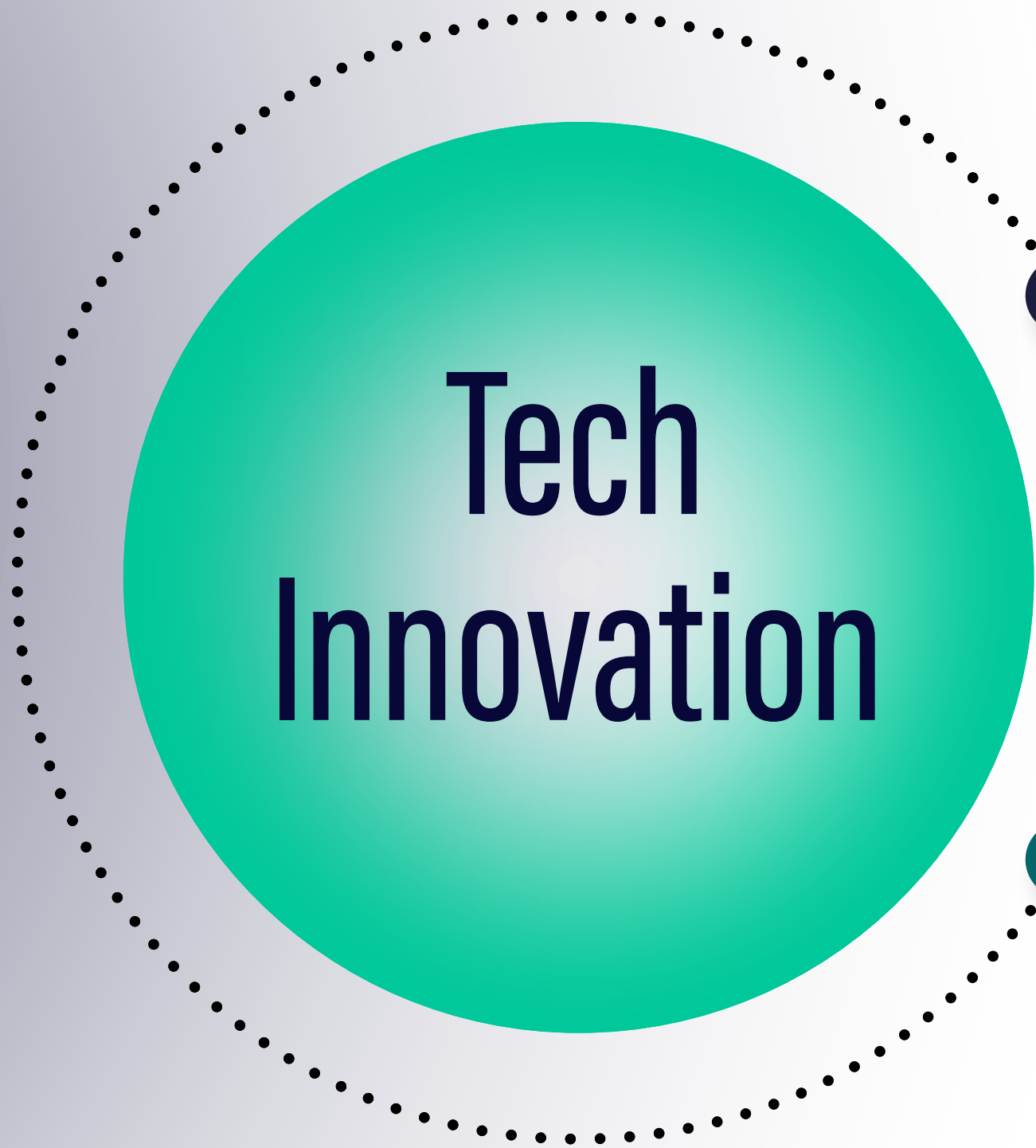


## National and international trademark protection

We assist national and foreign clients to pursue trademarks in Brazil and abroad.

5





### Prior search

A prior worldwide search of the technology, besides verifying its viability and the fulfillment of the patentability requirements, will also help the writing of the specification and elaborating the application's claims.

1



### Patents and Utility Models

We follow-up the patent applications, during its entire period in force, including watching services and assistance related to competition issues and other infringements.

2

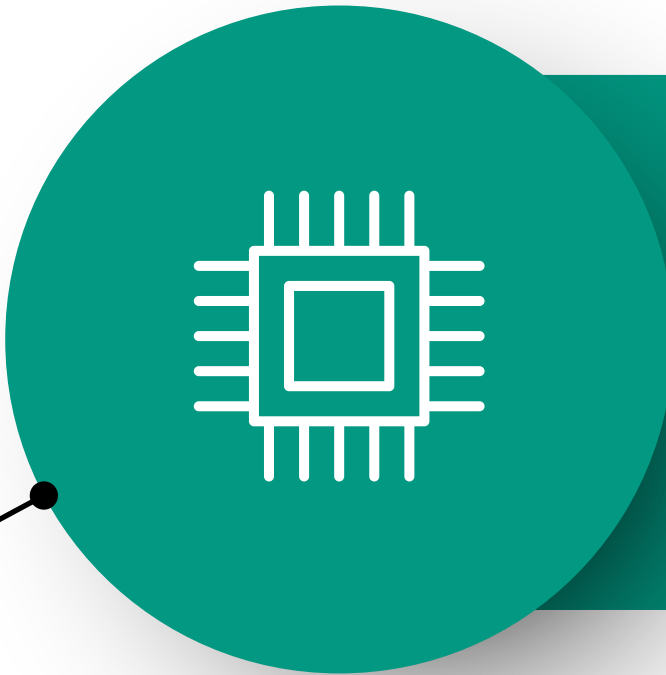
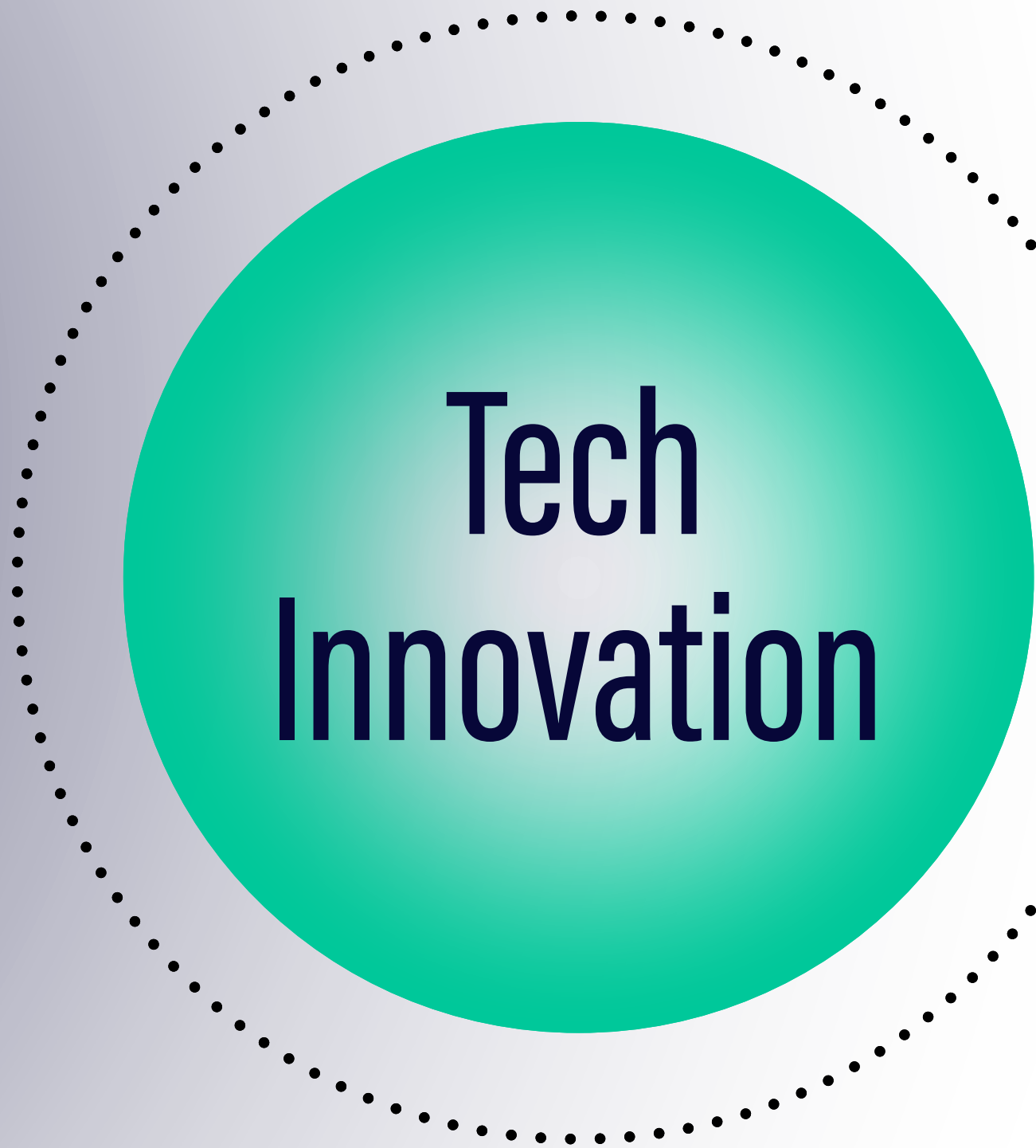


### Industrial Design

We carry out the application, including preparing the drawings, or their adaptation, according to the required standard. In addition, we monitor the process until the end of its term.

3





**Integrated circuit topography**

Filling the application, evaluation of the related, constructed, or encoded images that show the three-dimensional configuration of the integrated circuit layers.

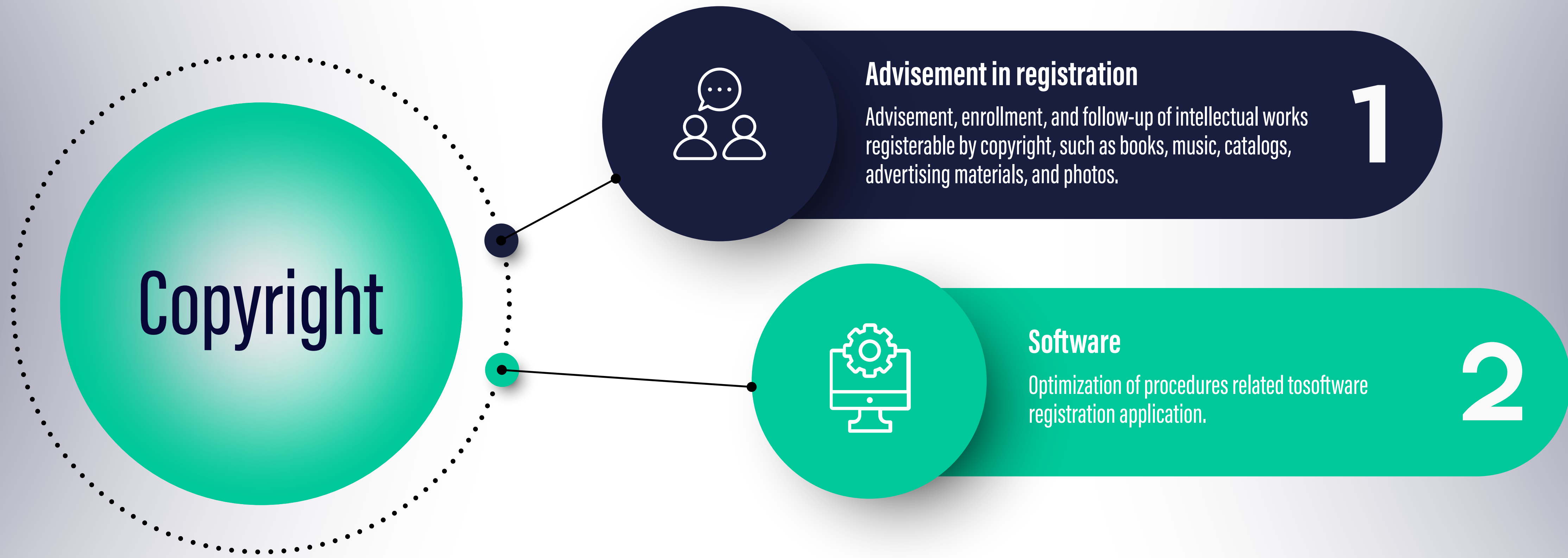
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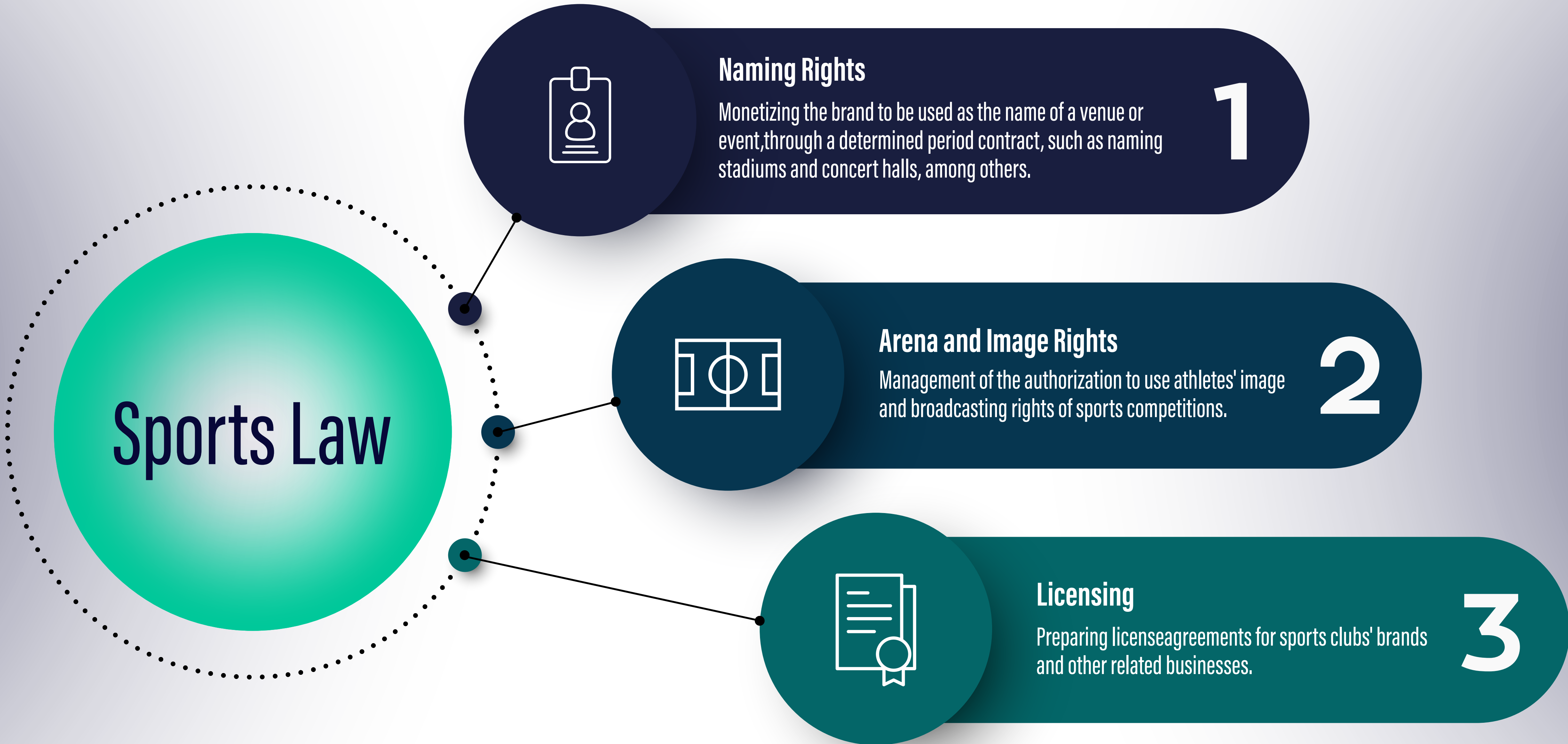


**Technological, marketing, and competitive information**

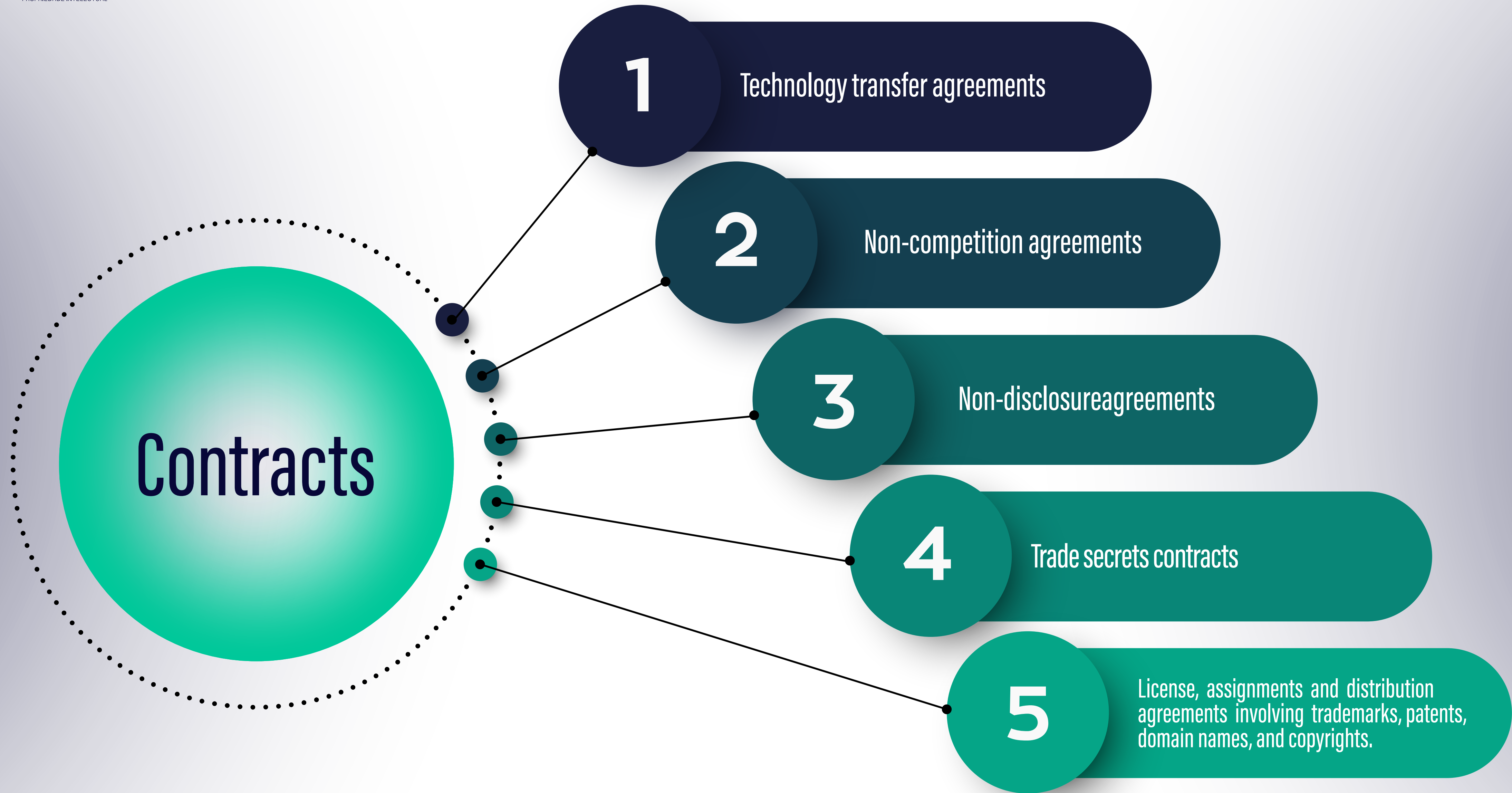
Counseling and business orientation about intellectual property, market adequacy, and commercial needs.

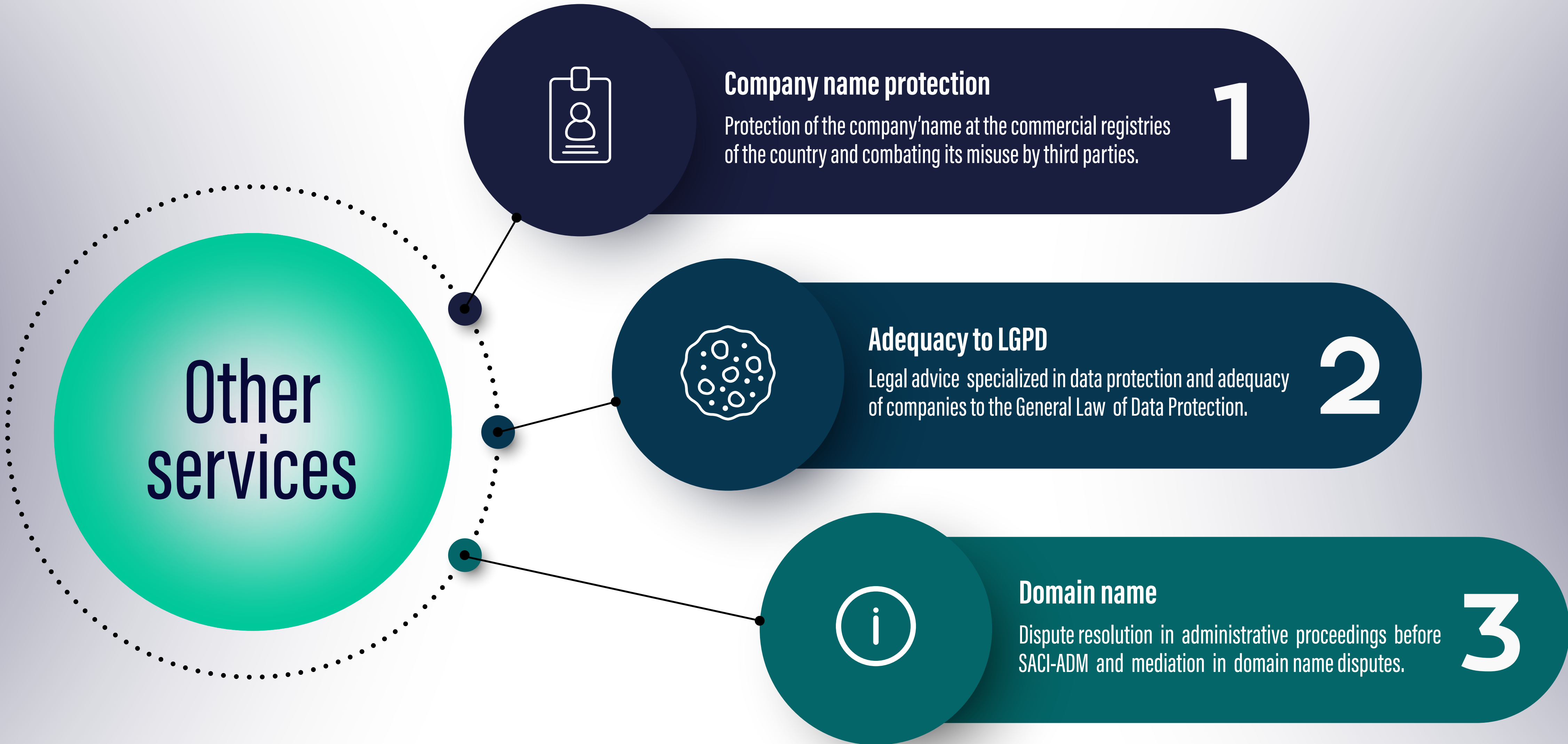
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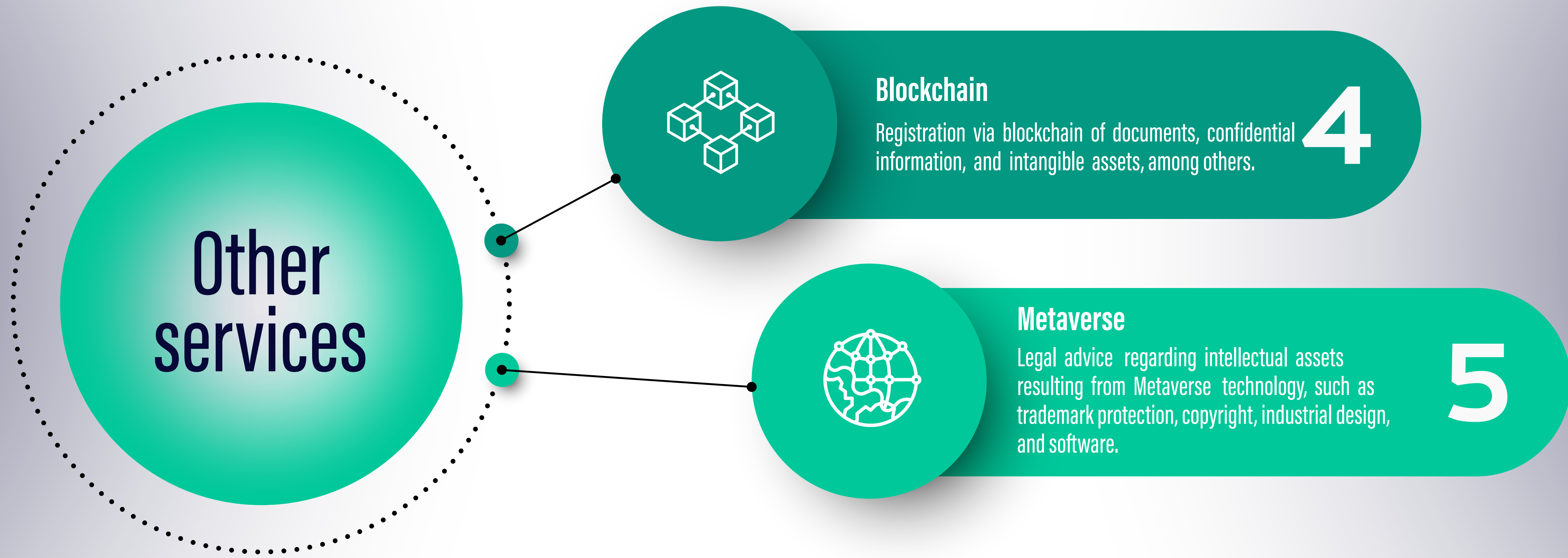




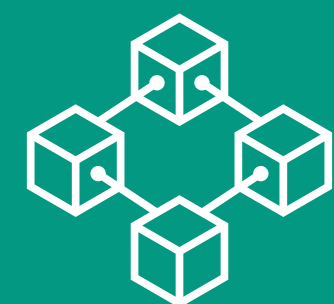








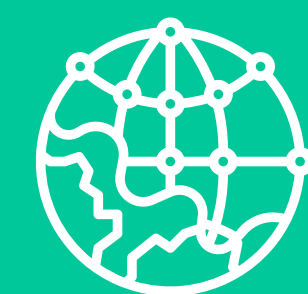
# Other services



## Blockchain

Registration via blockchain of documents, confidential information, and intangible assets, among others.

4



## Metaverse

Legal advice regarding intellectual assets resulting from Metaverse technology, such as trademark protection, copyright, industrial design, and software.

5



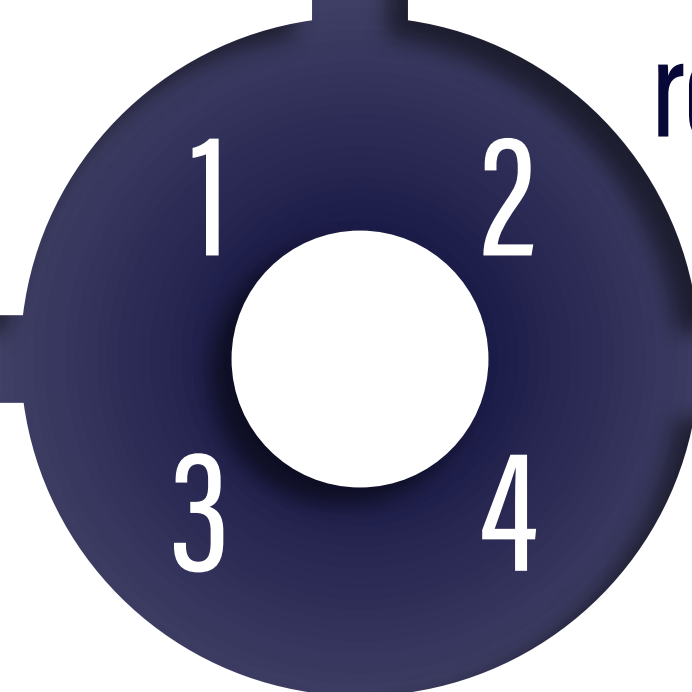
# Our Differentials

**We exploit assets like trademarks and patents to value and monetize your business.**

**Broad business protection through registration, follow-up, contractual review, counseling, and orientation.**

**We invest in highly qualified and constantly updated professionals, enabling continuous specialized and high-standard advisory and consulting work.**

**We have personalized services and solutions.**



# Portfolio

dengo

 **TIVOLI**  
SHOPPING

**CINESYSTEM**  
CINEMAS

**SEM PARAR** ↑

*Casa*  
**Santa Luzia**  
DIG

**Probel**

  
**Camelo**  
PIZZARIA

MUSEU A CASA  
DO OBJETO BRASILEIRO

 **PONTAL**

  
**competition**

 **MAUÁ**

**Opus**..

  
**BAXMANN**

**AF**  
**AFONSO**  
**FRANÇA**  
ENGENHARIA

*Meister*  
**GOURMET**

  
**abramge**

 **TECNAL**

**Abividro**  
Associação Brasileira das Indústrias de Vidro

  
**Zini**  
BRASIL



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