



KARLO TINOCO

Attorney at Law

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PRACTICE AREAS

- Industrial Designs
- Intellectual Property
- Licensing & Technology
- Litigation
- Patents
- Trademark, Trade Dress & Publicity Rights
- Counseling and Transactional

LANGUAGES

- Portuguese
- English
- French

BIOGRAPHY

Karlo Fonseca Tinoco is an Attorney at Law at Licks Attorneys' São Paulo office since 2018. Karlo has a long experience working as an attorney and an advisor, both in Brazil and France. Prior to joining Licks, Karlo worked at a full-service law firm and at an IP boutique, representing national and international major companies. His practice comprises advising clients from a wide range of industries, focusing on patents, trademarks, trade secrets, unfair competition, technology transfer, IP prosecution and licensing matters. In addition, as an attorney, a researcher and a lecturer in France for over a decade, Karlo gained a broad experience in dealing with conflict of laws and jurisdictions issues. Furthermore, Karlo was one of the founding members of the *Association Francophone de la Propriété Intellectuelle*, and served as co-director of the *Revue Francophone de la Propriété Intellectuelle*. Karlo has published several papers in the field of intellectual property and is constantly invited as a speaker in seminars in Brazil and abroad.

REPRESENTATIVE CASES

- Advised a multinational cosmetic products company in adapting and implementing its employees' inventions legal strategy in Brazil;
- Assisted a multinational home appliances company in a patent and design pre-contentious case;
- Assisted an American cosmetic company in establishing a distribution network in Brazil;
- Advised an American sports equipment company in protecting its intellectual property in Brazil;
- Represented a multinational company before the Superior Court of Justice in order to obtain the enforcement of a foreign arbitration award in Brazil.

PROFESSIONAL HIGHLIGHTS

- IP Stars- 'IP Star' Rising Star (2021);
- Speaker at the 23rd European Intellectual Property Forum (2018), UNIFAB, Paris – France;

- Speaker at the French-Brazilian Chamber of Commerce in São Paulo, on Employees' Inventions law and practice (2017);
- Speaker at the *Colloque Propriété(s) et données* (2016), Université Paris Descartes, Paris – France;
- Speaker at the Annual Congress of the Brazilian Association of Intellectual Property (2016), São Paulo – Brazil;
- Speaker at the 1^{er} *Colloque franco-colombien de l'Association Francophone de la Propriété Intellectuelle* (2016), Bogotá and Medellín – Colombia;
- Speaker at the 1^{er} *Colloque international franco-japonais* (2015) – Osaka, Japan;
- Speaker at the International Conference on Protection of geographical indications and appellation of origin : challenge and perspective, Tunghai University, Taiwan;
- Lecturer at the LLM *Ingénierie Juridique de l'Entreprise et Développement Durable* – University of Haute Alsace – France (2014-2016);
- Lecturer in International Private Law at the University of Lorraine – France (2014-2016);
- Lecturer in International Private Law and Law of New Technologies at the University of Strasbourg – France (2013-2016).

AFFILIATIONS

- Brazilian Bar Association – São Paulo, Rio de Janeiro and Rio Grande do Sul;
- Former member of the Strasbourg (France) Bar Association (2011-2017)
- Member of the Emerging Issues Committee of the International Trademark Association (INTA);
- Member of the board of the *Association Francophone de la Propriété Intellectuelle* (2015-2017);
- Member of the AIPPI;
- Member of the *Association des Praticiens du Droit des Marques et des Modèles* – APRAM;
- Member and co-founder of the *Association Francophone de la Propriété Intellectuelle* – AFPI;
- Former co-director of the *Revue Francophone de la Propriété Intellectuelle*.

EDUCATION

- LL.B., Pontifical Catholic University – Rio Grande do Sul (PUC-RS), 2006;
- LLM., Centre d'Etudes Internationales de la Propriété Intellectuelle – CEIPI, Université de Strasbourg, 2007 ;
- PhD, Centre d'Etudes Internationales de la Propriété Intellectuelle – CEIPI, Université de Strasbourg, 2014.

PUBLICATIONS

- *Droit de la Concurrence et Jouissance des Droits de Propriété Industrielle en Droit Français et Européen*, in Apontamentos sobre sinais distintivos: o Direito de marca, nome de empresa e iG na nova economia, João Marcelo de Lima Assafim (org.), Ed. Lumen Juris, 2017, pp. 57-75.;
- *Le régime des inventions de salariés en droit brésilien*, LexisNexis, Revue Propriété industrielle, n° 1-2017, étude n° 3 ;
- *Clearing the thicket of employee rights*, World Intellectual Property Review, November-December 2016, pp. 60-61;
- *L'ouverture des données de l'INPI*, LEGICOM n° 56, 2016/1, pp. 77-85, avec Pauline Darnand ;
- *Nullité partielle de la marque Gradiente iPhone au Brésil : la victoire d'Apple sur le droit des marques*, LexisNexis, Revue Propriété industrielle, n° 2-2014, étude n° 5, avec Yann Basire ;
- *La Licence obligatoire de brevet en droit français et brésilien in Les Frontières entre liberté et interventionnisme en droit français et brésilien*, M. Stork, G. Vieira da Costa Cerqueira, Thales Moraes da Costa (org.) Harmattan, 2010.