



EDUARDO HALLAK

Founding Partner

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PRACTICE AREAS

- Trademark, Trade Dress & Publicity Rights Matters
- Patents
- Food & Drug Law
- Copyright
- Licensing & Technology Transfer
- Industrial Designs
- Internet, E-commerce & Software
- Anti-counterfeiting

LANGUAGES

- Portuguese
- English

BIOGRAPHY

Eduardo Hallak is one of the founding partners at Licks Attorneys and one of our leaders at the Sao Paulo office. For more than a decade, he has been working as a litigator before state and federal courts in Brazil, in several complex disputes and leading cases involving Patent law, competition and regulatory compliance, most of them pursuing the interests of clients in the area of life sciences. He also has extensive practice in trademark litigation as well as technology transfer contracts, working together with multinational clients to establish strong brand protection and licensing programs in the country. Mr. Hallak currently teaches IP litigation in the Post-Graduation course at the prestigious Pontifical Catholic University of Rio de Janeiro (PUC-RJ) and is often invited to lecture on procedural and strategic aspects of IP litigation, in addition to being a member of the Special Commission on Mediation of the Rio de Janeiro Chapter of the Brazilian Bar Association (OAB-RJ) and the Enforcement Committee of INTA.

PROFESSIONAL HIGHLIGHTS

- Chambers Brazil Contentious: IP: Patent (2023, 2022);
- Chambers Global – Intellectual Property - Patent, Brazil (2023);
- Best Lawyers - ‘Recommended’ Intellectual Property Law (2023, 2022);
- Best Lawyers - ‘Recommended’ Biotechnology and Life Sciences Practice (2023, 2022, 2021, 2020);
- Best Lawyers - ‘Recommended’ Litigation (2023);
- Best Lawyers - ‘Lawyer of the Year’ Biotechnology and Life Sciences Practice (2022);
- Análise Advocacia – Most Admired – IP (2022, 2021, 2018);
- Análise Advocacia – Most Admired – Health (2022);
- Análise Advocacia – Most Admired – Sao Paulo (2022, 2018);
- Análise Advocacia – Most Admired – Pharmaceutical (2021, 2018, 2017);

- Análise Advocacia – Most Admired - Chemical and Petrochemical (2021);
- Análise Advocacia – Most Admired – Rio de Janeiro (2021);
- Análise Advocacia – Most Admired – Paper and Cellulose (2018);
- LACCA ‘Approved’ Intellectual Property (2023, 2022, 2021, 2020, 2019);
- Who’s Who Legal – “National Leader - Brazil” IP - Trademarks – (2022);
- Who’s Who Legal – “National Leader - Brazil” Life Sciences – (2022);
- The Legal 500 - ‘Recommended’ IP Practice (2023, 2022, 2019, 2018);
- The Legal 500 - ‘Recommended’ Life Sciences Practice (2023, 2022);
- Leaders League – Life Sciences (2022, 2021, 2019, 2018, 2017);
- Leaders League – Trademark Litigation and Patent Litigation (2022, 2021, 2019, 2018);
- IAM Patent 1000- ‘Leading Expert’ (2022, 2021, 2020, 2019, 2018);
- Chambers Brazil Industries & Sectors: Life Sciences (2022, 2021);
- WIPR Leaders (2022, 2020, 2019, 2018, 2017);
- IP Stars- ‘IP Star’ Trademark Star (2022, 2021, 2020, 2019);
- Leaders League - Civil and Commercial Litigation (2022, 2018);
- Análise Advocacia 500- ‘most admired’, Brazil (2021, 2018, 2017);
- Benchmark Litigation- ‘highly recommended’ IP (2021);
- Chambers Latin America- ‘Recommended’ Life Sciences (2021);
- Chambers Latin America- ‘Up and Coming’ Life Sciences (2020, 2019);
- Benchmark Litigation – ‘Litigation Star’ (2020, 2019, 2018);
- Leaders League – Technology (2019, 2018);
- Benchmark Litigation – “very business oriented advisor and excellent litigator” (2019);
- Chambers Latin America- ‘Notable Practitioner’ Life Sciences, Brazil, “a very proactive and hands-on lawyer who has a good practical knowledge of the field” (2018);
- Professor on the Post-Graduation Course in Intellectual Property at the Pontifical Catholic University of Rio de Janeiro (PUC-RJ) (2014);
- Professor on the Advanced Course on Civil Procedure in Intellectual Property, at the Associação Brasileira dos Agentes da Propriedade Industrial – ABAPI (2011);
- Speaker at the Brazilian Bar Institute (IAB), on the panel “Civil Procedure Topics regarding IP Litigation”, on December 3rd, 2013;
- Speaker at the V ABAPISUL Meeting, on the panel “The Enforcement of Industrial Design Rights before Courts”, on March 21st, 2010;
- Author of “Medicine Packaging and Copyrights”, article published in World Intellectual Property Review January/February 2010;
- Author of “Data Package Protection in Brazil”, article published in World Intellectual Property Review November/December 2011;
- Speaker at the FDLI US & Brazil Conference, on the panel “Medical Products: IP Issues”, on September 11th, 2011;
- “Ambush Marketing and Sport Events”, article published in Visão Jurídica n. 78 January 2013;
- Co-author for “Brazilian Courts: ANVISA Must Apply Federal Law or Face Bad Faith Litigation”, Update Magazine, a publication of the Food and Drug Law Institute (FDLI), Issue 1, January/February 2015, pages 25-27.

AFFILIATIONS

- Brazilian Bar Association (OAB – RJ);
- Brazilian Intellectual Property Association (ABPI);

- American Intellectual Property Law Association (AIPLA);
- Pharmaceutical Trade Marks Group (PTMG);
- International Trademark Association (INTA).

EDUCATION

- Universidade do Estado do Rio de Janeiro, currently enrolled as a Masters candidate in Civil Procedure Law (2011);
- Bachelor of Laws (LL.B), Universidade do Estado do Rio de Janeiro (2005).

ARTICLES

- [Julgamento da lei de patentes no STF é de ‘extrema preocupação’ para inovação do agro](#), Canal Rural, 2021.