



# JOÃO MARCELO VILLELA

## Attorney at Law

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### PRACTICE AREAS

- Anti-counterfeiting
- Contracts
- Copyright
- Cyber Law
- Industrial Designs
- Intellectual Property
- Internet, E-commerce & Software
- Litigation
- Prosecution
- Trade Secrets & Regulatory
- Trademark, Trade Dress & Publicity Rights
- Unfair Competition

### LANGUAGES

- Portuguese
- English

### BIOGRAPHY

João Marcelo Baptista Villela joined Licks Attorney's Rio de Janeiro office as an Attorney at Law in 2022. He has over 8 years experience as a litigator in Intellectual Property cases and unfair competition law.

### PROFESSIONAL HIGHLIGHTS

- Speaker at the Japanese Trade and Industry Chamber in Brazil, at a panel about New Perspectives on Relevant Cases on Intellectual Property to entrepreneur and retailers, on July 17<sup>th</sup>, 2022.

### AFFILIATIONS

- Brazilian Bar Association – Rio de Janeiro Section (OAB/RJ).

### EDUCATION

- Graduate Program in Intellectual Property, Pontifical Catholic University – Rio de Janeiro (PUC-RJ), 2018;
- Graduate Program in Civil Procedures, Pontifical Catholic University – Rio de Janeiro (PUC-RJ), 2016;
- LL.B., Pontifical Catholic University – Rio de Janeiro (PUC-RJ), 2014.

### PUBLICATIONS

- “A brief study of the habilitation procedure of collective management societies regarding the Ministry of Culture under its market relevance on the Information Society”, 2017 (available at <<https://www.gedai.com.br/wp-content/uploads/2018/04/xi-codaip-2017-gedai.pdf>>);
- ““Critic to the parasitic use on the Brazilian Comercial Code Draft: the existence of “symbiotic use””, 2020, published on the Brazilian Intellectual Property Association Magazine n. 165 (Revista da ABPI).