



WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Samantha Bancroft VIANNA BRAGA
Ouro Preto Advogados
Av. Rio Branco nº 12, 18º andar, Centro –
20090-000 Rio de Janeiro – RJ
Brazil



Tel: + 5521 3923 5253

Email: samantha@ouropreto.adv.br

Date of Birth: July 15, 1984

Nationality: Brazilian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Law degree from Pontifícia Universidade Católica do Rio de Janeiro – RJ and Attorney-at-Law admitted in the Brazilian Bar Association in 2006;

Extension Course in Corporate Law at State University of Rio de Janeiro – UERJ in 2008;

Advanced level extension courses in Trademarks and Technology Transfers, both offered by the Brazilian Industrial Property Agents Association – ABAPI in 2009 and 2010;

Approved in the Master's Degree in Intellectual Property and Innovation offered by the Brazilian Patent and Trademark Office – INPI (*begins in February, 2013*);

Current member of the Alternative Dispute Resolution – ADR Committee of the International Trademark Association – INTA

LANGUAGES

Portuguese, English

PRESENT POSITION

Partner, Ouro Preto Advogados.

July 14, 2013

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

October 2011 – Partner at Ouro Preto Advogados;

Skills cover the full spectrum of services related to intellectual property, with a solid background on IP litigation at both State and Federal courts and appellate levels. High expertise in litigation matters includes a broad scope of issues, such as trademarks, trade dress, patents, industrial designs, domain names and internet-related trademark disputes, false advertising, copyrights and unfair competition, with strategic counseling on IP and also procedural law to optimize client's rights before Courts and achieve more effective results, taking also into consideration opportunity in possible settlement negotiations.

Extensive experience in providing IP validity and infringement legal opinions, seeking defensive or offensive measures, whether in the administrative or judicial levels. Activities also cover trademark prosecution in Brazil and substantial experience with client portfolio management in foreign countries. Additionally engaged in activities involving licensing and technology transfer issues and in the prosecution of domain name disputes under the Uniform Domain Name Dispute Resolution Policy (UDRP) before the World Intellectual Property Organization.

July 2008 – October 2011 – Associate at Siqueira Castro Advogados;

Expertise in intellectual property, particularly in the management of trademark portfolios in Brazil and abroad, extensive experience in litigation involving intellectual and industrial property rights, as well as unfair competition, both in judicial and administrative levels. Practice also comprises the drafting of licensing agreements, technology transfer agreements and coexistence agreements.

March 2007 – July 2008 – Attorney-at-Law at Momsen, Leonardos & Cia;

Expertise in intellectual property, particularly in litigation involving intellectual and industrial property rights, as well as unfair competition, both in judicial and administrative levels. Drafting of agreements and contracts involving intellectual property rights.

April 2006 – March 2007 – Barbosa, Mussnich e Aragão Advogados;

Internship in the general litigation department of the firm, which activities comprised the close follow up of all court action of the department, jurisprudence searches, participation in due diligences and drafting of petitions addressed to State and Federal Courts.

April 2005 – March 2006 – Momsen, Leonardos & Cia;

Internship in the IP litigation department of the firm, which activities comprised the close follow up of all court action of the department, jurisprudence searches, participation in due diligences and drafting of petitions addressed to State and Federal Courts.

MEMBERSHIP IN PROFESSIONAL BODIES

Brazilian Industrial Property Agents Association – ABAPI (*for Ouro Preto Advogados*);

Brazilian Intellectual Property Association – ABPI (*for Ouro Preto Advogados*);

International Trademark Association – INTA (*for Ouro Preto Advogados*).

AREAS OF SPECIALIZATION

Trademarks; Trade Dress; Unfair Competition; Copyrights; Licensing and Technology Transfer; Franchises; Software; Internet and Domain Names; Patents; Industrial Design; Trade Secrets; Entertainment; Right of Publicity; Advertising; Litigation; Dispute Resolution.

EXPERIENCE IN INTELLECTUAL PROPERTY

Yes, as described above in “professional experience”.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Yes, as described above in “professional experience”.

MAJOR PUBLICATIONS

In 2012, “*Issues regarding admissibility of appeals at Courts and moral damages arisen from the violation of publicity rights*” in *Revista dos Tribunais*, Year 101, Volume 923, September, 2012, Ed. Revista dos Tribunais, pages 605 - 622.

EXPERIENCE IN COURT LITIGATION

Yes, as described above in “professional experience”.

PROFESSIONAL TRAINING IN MEDIATION

I Workshop INPI-WIPO “*The refuge to Mediation in the Trademark Procedure*” on July 26, 2012;
II Workshop INPI-WIPO “*The refuge to Mediation in the Trademark Procedure – Practical aspects*” on November 27 and 28, 2012;

Both under the coordination of the IP Defense Center of the Brazilian Trademark and Patent Office – INPI in partnership with the World Intellectual Property Organization – WIPO.

EXPERIENCE IN MEDIATION

Participation and activities in the *Alternative Dispute Resolution* – ADR Committee of the International Trademark Association – INTA.
