

WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Erica AOKI
Aoki Advogados Associados
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Date of Birth: December 11, 1962
Nationality: Brazilian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

LL.M., The George Washington University, Washington DC, 1995;
SJD., Doctorate Course, Seijo University, Tokyo, 1994;
LL.M., Commercial Law, Seijo University, Tokyo, 1991;
Bachelor of Law Degree, Catholic University of São Paulo, 1985.

Bar and court Admissions

São Paulo, 1986;
Rio de Janeiro, 1997.

Academic Activities:

Auditor Student, Graduate School of Economics, Seijo University, Tokyo, April 93-March 1994;
Auditor Student of Graduate School Laws, Seijo University, Tokyo, April 1988-March 1989;
Research Student at Faculty of Law, Tokyo Metropolitan University, Tokyo, April 1986-March 1987.

Awards/Accolades:

Richard Paul Monsen Scholarship, September 1994-May 1995;
International Communication Foundation Scholarship, (KDD Foundation) April 1994-January 1995;
September 30, 2014

Rotary Club, Yoneyama Memorial Foundation Scholarship, April 1989-March 1991;
Tokyo Metropolitan Government, Researcher Scholarship, April 1986-March 1987;
Referred in Marquis Who's Who in the World - 1999, 16th Edition (pub. 1998);
Referred in Gibraltar Publishing, Inc. Who's Who of Professionals 1999;
Referred in Marquis Who's Who in the World - 2001, 18th Edition (pub. 2000);
Referred in Who' Who Legal of Patent Lawyers 2008;
Referred in Who' Who Legal of Patent Lawyers 2009.
InterContinental Finance Magazine 'HIGHLY COMMENDED – TOP TIER FIRMS – 2011
Acquisition International Legal Awards 2011 Trademark Law Firm of the Year - Brazil
Finance Monthly Law Award 2011 - Patent Law Firm of the Year, Brazil
Deal Makers Monthly 'Brazilian IP law firm of the year'.
Brazil Leading Lawyer 50
Economic Law Firm of the Year Acquisition International Magazine's 2013 M&A Awards
Business Law Firm of the Year – Brazil Acquisition International Magazine May 2014
ICFM 100 Leading Female Lawyers of 201
Patent Law Firm of the Year 2014 Global Awards
Boutique IP Law Firm of the Year Acquisition International May 2014
Immaterial Law Firm of the Year – Brazil Acquisition International Magazine June 2014
Trade Law Firm of the Year in Brazil – 2014 Client Choice category - Trade Law Firm of the Year in
Brazil – 2014

LANGUAGES

Portuguese, English, Japanese, Spanish

PRESENT POSITION

Partner, Aoki e Farias Advogados Associados, January 2003.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Partner, Moreira Lima Royster Ohno Advogados (associated with Steel Hector & Davis LLP), June
2000-December 2002;
Partner, Tozzini, Freire, Teixeira e Silva, São Paulo 1996-00;
Consultant and Intern, Dorsey & Whitney, Washington DC 1994-96;
Japanese ODA Project Planner, Takanashi Sangyo Co. Ltd., Overseas Div. Planning & Development
Dept., Tokyo 1993-94;
Foreign Associate, Hashidate Law Office, Tokyo 1991-92;
Summer Associate, Pinheiro Neto Advogados, São Paulo - Summer 1991;
Assistant Lawyer, Makoto Kondo on Criminal Case, Tokyo 1991-92;
Intern, Hashidate Law Office, Tokyo 1990;
Intern, Deloitte & Touche, International Tax Dept., Tokyo 1987-89.

AREAS OF SPECIALIZATION

Intellectual Property;
Entertainment Law;
International Trade;
Sports Law;
Media Law;

Privacy & Information;

Web related Law.

MEMBERSHIP IN PROFESSIONAL BODIES

Member:

Brazil Japan Chamber of Commerce;
 Immaterial Rights Committee of the São Paulo Bar Association;
 George Washington University Alumni Association São Paulo Club – President 2001.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Counseling clients on registration and conflicts between domain name, tradename and trademarks, recovered several domain names through out of court notifications, participated as speaker in seminars.

EXPERIENCE IN [INTELLECTUAL PROPERTY LAW] [AND/OR] [ENTERTAINMENT LAW] [AND/OR] [FILM LAW] [AND/OR] [MEDIA LAW]

Twenty four years of experience in the legal profession fifteen years of experience in Immaterial Rights:

- ◆ Appointed arbitrator for the Independent Film and Television Alliance (IFTA) since 2007;
 - ◆ Assisting domestic and international producers and distributors of filmed entertainment (motion pictures and television) in all aspects of acquisition, financing, co-financing, production and distribution;
 - ◆ Specialized in General Corporate, Contracts, Intellectual Property, Entertainment, Technology Transfer and Technical Assistance, Information Technology, Copyrights, International Trade and Real Estate;
 - ◆ Assisting Asian Clients in international trade, general corporate and litigation matters.
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MAJOR PUBLICATIONS

Recent Speeches and Conferences:

Legal Aspects in Electronic Commerce Transactions – Database and Data Protection- Speaker at Seminar sponsored by International Business Communications, November 29, 30, 2000;
 Civil Responsibilities for the Unlawful Registration of Trademarks and Domain Names in the Internet, Speaker at seminar sponsored by Forum CEBEFI, November 28, 2000;
 Virtual Crimes and Privacy- Speaker at seminar sponsored by ABDI (Informatic Law Brazilian Association), November 24, 2000;
 Electronic Commerce, Speaker at seminar sponsored by Japan-Brazil Chamber of Commerce, September 22, 2000;
 Legal and Corporate Aspects of Electronic Commerce and Internet – Speaker at seminar sponsored by Estácio de Sá University (International Center), Rio de Janeiro, September 14-16, 2000;
 Website Development Agreement and Website Audit-1st Legal Week of UNIP, Paz Campus, Speaker at seminar sponsored by Student Association, August 31-September 1, 2000;
 Legal Aspects in Electronic Commerce Transactions, Database and Data Protection, Speaker at seminar sponsored by International Business Communications, June 28-29, 2000;
 Infringement of Intellectual Property Rights, Speaker at seminar sponsored by the Academia de Desenvolvimento Profissional e Organizacional, May 11, 2000;
 Legal aspects on Internet, Speaker at seminar sponsored by the Academia de Desenvolvimento Profissional e Organizacional, March 28, 2000; April 4, 2000 and April 25, 2000;
 Moral Rights Survey, author of the information about Brazil for the anti-piracy project of the Motion Picture Association;
 Electronics Commerce, Speaker at seminar sponsored by the Academia do Desenvolvimento Profissional e Organizacional, August 25, 1999;

Leading Trademarks, Speaker at seminar sponsored by International Business Communications, November 17 and 18, 1998;
The Electronic Commerce Agreements, Speaker at seminar on the New Intellectual Property Law, of the Japanese Commercial and Industry Chamber of Brazil, August 30, 1996;
Brazil Constitutional Security Law, (Brazil Kempo Hosho Seido) author of work presented at the Asian Economic Research Center, Tokyo, December 12, 1986, part of which was included in article;
Latin America Shokoku I Ioscido, (Laws and Regulations of Latin American Countries), Published in March 1988, Asian Economic Research Center;
Interpreter at Japan-Brazil Comparative Law Seminar, Keio University, October 17 and 18, 1980.

Recent Publications:

“Managing Intellectual Property Rights In Brazil”, published in “Building and Enforcing Intellectual Property Value”, published by Globe White Page sponsored by Morgan Stanley, Pricewaterhouse Coopers, Moody’s Investors Services, 2002;
“Intellectual Property Rights Transfer Pricing Rules in Brazil”, published in Patent World, November 2001;
“The Intellectual Property Trade Barrier”, published in Copyright World, August 2001;
“Moral Rights are not Violated by Unauthorized Publication of Copyrighted Work in Website” published in Copyright World, August 2001;
“Domain Name Cases in Brazil” published in Trademark World, August 2001;
“Domain Name Issues in Brazil”, IPBA Journal, December 2000;
“Website Development Agreements” Revista da ABPI (Brazilian Intellectual Property Association), November/December 2000;

Articles:

“Patents No Longer Pending”, Export Today, February 1997;
“The Cyberspace at the Law – What are the legal problems under the Net?”, Folha de São Paulo, April 13, 1996;
“Intellectual Property in Brazil” Export Today, October 1995;
“Mercosur at Work”, Export Today, April 1995;
“Divorce Procedures for Brazilians Living in Japan” Information Latin America, (Latin America Shokoku I Ioscido), September 1993;
“Debt Equity Swap in Brazil, Deloitte & Touche Monthly Magazine, August 1988.

EXPERIENCE IN COURT LITIGATION

Intellectual property, civil law and tax litigation. Assistant to former Federal Court Judge Lucia Valle Figueiredo Collarile.

PROFESSIONAL TRAINING IN MEDIATION

Participated in seminars organized by domestic and international intellectual property organizations.

EXPERIENCE IN MEDIATION

Participated in seminars organized by domestic and international intellectual property organizations and chamber of commerce.
