

WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Paul E. MASON
International Counsel
Independent Arbitrator and Mediator
Miami and Rio de Janeiro



Telephone: +1 786 401 9085

Email: paulericmason@gmail.com

American Address:

International Counsel, Independent Arbitrator and Mediator
2655 Collins Avenue, Unit 2307
Miami Beach, FL 33140
United States of America

Nationality: American
Brazilian permanent residency

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

J.D., University of Maine School of Law, 1976;
M.A., Hons. (International Relations/International Economics/European & Russian Studies);
Johns Hopkins University, Paul Nitze School of Advanced International Studies, Washington, D.C. and
Bologna, Italy, 1969;
B.A., (Russian Studies), Yale University, 1967.

Admitted to Bar:

Massachusetts and Maine Bars (USA);
Affiliate member, Florida Bar International Law Section and Co-founder/former Vice-Chair,
International Litigation and Arbitration Committee;
Admitted as Foreign Legal Consultant, Brazilian Bar, Rio de Janeiro (OAB – RJ) 2013 - 2016.

LANGUAGES

English, Portuguese, Spanish, Russian and French

PRESENT POSITION

International Counsel, Commercial Arbitrator and Mediator, since 2001.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

"International Counsel, Arbitrator and Mediator, Veirano Advogados, Rio de Janeiro/São Paulo, 2011 - 2013";
International Commercial Lawyer, Arbitrator and Mediator, Diaz Reus (Miami) and Bastos-Tigre Advogados (Brazil), 2004-11;
International Commercial Lawyer, Arbitrator and Mediator, Miami, Florida, 2001-04;
Director, Legal & External Affairs, Latin America & Canada, 3COM/Palm Corporation, Santa Clara, California, 1999-01;
Legal Director-United States, Módulo Consultoria e Informática (leading Brazilian network security software company), Rio de Janeiro, Brazil & San Rafael, California, 1996-99;
President and member, Board of Directors, Commercial Dispute Resolution Center of the Americas, Miami, Florida, 1996-99;
Director, External and Legal Affairs, Latin America Division, Oracle Corporation, Redwood Shores, California, 1994-95;
Director, External and Legal Affairs, Latin America/Caribbean and Senior Attorney/Trade Advisor, Russia Project, Digital Equipment Corporation, Maynard, Massachusetts, 1988-94;
Attorney-Consultant, International Group, Law Department, Bank of Boston, Boston, Massachusetts, 1986-87;
International Attorney, International Law Collaborative, Cambridge, Massachusetts, 1985-88;
Legal Consultant, United Nations/Harvard Law School, Cambridge, Massachusetts, 1977-85;
Pro Bono Attorney, Environmental Protection Division, Massachusetts Department of the Attorney General, Boston, Massachusetts, 1981-82;
Program Associate, The Asia Society, New York, New York, 1972-73;
University Teacher, Pontifícia Universidade Católica, Rio de Janeiro, Brazil, 1969-72.

MEMBERSHIP IN PROFESSIONAL BODIES

Silicon Valley Arbitration & Mediation, Tech List of Expert Technology Neutrals;
Mediation Commission, Brazil - Canada Chamber of Commerce/São Paulo;
Intellectual Property Commission, Brazil – Canada Chamber of Commerce/São Paulo;
First Mediator Certified in Brazil by the International Mediation Institute (IMI)/The Hague;
Immediate past IMI Brazil Coordinator.

Member:

Arbitrator and Mediator, LCIA, HKIAC (including its IP Panel);
Beijing Arbitration Commission;
Silicon Valley Arbitration & Mediation Center;
Singapore International Mediation Centre;
Brazilian ADR centers (CAMARB, CBMA, CCBC, Eurocâmaras, FIEP);
International Task Force on Mixed Mode Dispute Resolution, Pepperdine University.
Russian and CIS Arbitration Network

AAA/ICDR Panels of Commercial Arbitrators;

AAA/ICDR Panel of Mediators;
ICC Arbitrator and Mediator;
Brazil Arbitration Committee;
Commercial Arbitrator and Mediator, Brazil-Canada Chamber of Commerce, São Paulo.

Former member:

International Bar Association, Arbitration and Mediation Committees;
 American Electronics Association;
 Computer Law Association (now iTechLaw) International Committee;
 Brazil-U.S. Business Council;
 Brazil & Mexico *Ad Hoc* Groups on Intellectual Property Law;
 Council of the Americas;

The Forum (a U.S.-Russian/NIS professional exchange organization), Chair, Commissions on Technology & Trade for conferences in Moscow/St. Petersburg, Irkutsk, Kiev/Talinn, and New England.

AREAS OF SPECIALIZATION

Trademarks, commercial law, computer contracts, computer law, computer software, confidentiality, consulting service agreements, contract, distribution, distributorships, domain names, high technology, information technology, international commercial law, international trade, Internet, joint ventures, licensing, market access, manufacturing projects, software, software protection, strategic alliances, technology transfer, transfer of technology, wine and spirits, telecommunications, M. & A, energy, alternative energy and biofuels.

EXPERIENCE IN INTELLECTUAL PROPERTY

Extensive experience in negotiating and preparing software licensing, confidentiality and technology transfer agreements, including dispute resolution mechanisms for major IP transactions – U.S. and Latin America;

Copyright and trademark litigation, dispute settlement negotiations – Argentina, Brazil, Venezuela. Arbitrator in commercial arbitrations (ICC, AAA) involving patent licenses, outsourcing of IT services, rights to trademarks.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Decided over 55 domain name cases for the WIPO Arbitration and Mediation Center since 2001, with parties from Brazil, Canada, Denmark, France, Germany, Malaysia, Russian Federation, Spain, Switzerland, Ukraine, U.K., U.S.A., and other countries. Panelist for .br country extension domain name case in Portuguese (2012, 2013).

- Decided numerous new gLTD string confusion cases for the ICDR;

- Moderator for JURIS Conference Panel on Protecting Intellectual Property Assets in Latin America, Miami, 2008.

Presentations on “Crossing Parallel Lines: The U.S. Federal Courts and the UDRP Process for Domain Name Dispute Resolution”, for the IBA Annual Meeting/Cancun/2001; ASIPI (Inter-American Association of Industrial Property) Annual Meeting/Mexico City/2003; and 1st Annual International Arbitration Congress/Rio de Janeiro/2004.

Expert witness for U.S. domain name litigation, 2002.

Investigated domain name issues in Latin America for 3COM, 1999 - 2001.

MAJOR PUBLICATIONS

International Commercial Arbitration Practice: 21st Century Perspectives (creator and General Editor with former ICC Secretary-General Horacio Grigera-Naón as Co-Editor), Lexis-Nexis/Matthew Bender, NY, 2010, 55+ chapters with annual updates including several chapters on IP, two of which are written by the WIPO Arbitration and Mediation Center.

"Med-Arb, Arb-Med and Related Processes in Brazil and Beyond – Some Observations and Suggestions", chapter in *Temas de Mediação e Arbitragem*, vol. 4 (LexEditora S/A, expected in 2019).

"Corporate Culture and Business Mediation", Kluwer Mediation Blog online, September 4, 2018, <http://mediationblog.kluwerarbitration.com/2018/09/04/corporate-culture-business-mediation/> .

'Key Changes to the Brazilian Arbitration Law: A Foreign Practitioner's Perspective', chapter in the book *Métodos Extrajudiciais de Resolução de Conflitos Empresariais (Extrajudicial Methods for Resolution of Business Disputes)*, IOB/São Paulo, July 2017.

"The Brazilian Mediation Wave - Will it Rise?", Kluwer Mediation Blog online, October 21, 2016, at <http://kluwermediationblog.com/2016/10/21/the-brazilian-mediation-wave-will-it-rise/>.

"Key Changes to the Brazilian Arbitration Law: A Foreign Practitioner's Perspective", chapter in the book *Livro de Arbitragem e novos meios de resolução de conflito (Book on Arbitration and new methods of conflict resolution)*, São Paulo (expected 2016).

"Proposed UNCITRAL Convention on Mediated Settlements of International Commercial Disputes", co-authored with IMI Chair Deborah Masucci and IBA Latin America Mediation Committee Coordinator Andrea Maia, *IBA Bulletin* (expected 2016).

"Brazil's New Mediation Law and the Impact on International Business Disputes", co-authored with Brazilian lawyer and mediator Alexandre Simões, *AAA Dispute Resolution Journal*, Vol. 70, no. 4 (December 2015), pp. 13 - 19.

"The Law, Exposed", a translation and brief commentary on the new Brazilian Mediation Law, co-authored with Brazilian lawyer and mediator Alexandre Simões, part of *Building a Mediation Structure in Brazil* in the International ADR section of CPR's *Alternatives* journal, Vol. 33, No. 11, December 2015, pp. 163 - 170.

"Arbitration and Mediation of Brazilian M & A Disputes", Beijing Arbitration Commission column in the Disputes Digest section of the *China Business Law Journal*, Beijing, Vol. 6, issue 8, September 2015.

"Brazil: Changes Enacted to Arbitration Law" at website www.ChinaGoAbroad.com (for Chinese entities interested in markets abroad), May 2015. Article published in English and Chinese.

"Multi-dimensional Mediation", chapter in the book *Contemporary Tendencies in Mediation*, Humberto Dalla and Juliana Loss de Andrade, Co-Editors, Editorial Dykinson, Madrid, 2015.

Co-author with Leandro Tripodi and Andrea Maia, "Arbitration and Mediation of Contracts Governed by the CISG", Working Paper for the II CPR Brazilian Business Mediation Congress, Belo Horizonte, Brazil, April 2014; Portuguese version published in bulletin of the Federation of Chambers of Commerce for Foreign Trade (FCCE), March 2014.

"Brazil: Proposed reforms to arbitration law ready for scrutiny". *Global Arbitration Review* (London) online, 7 October 2013.

"Brazil: Reforms to Dispute Resolution", *Latin Lawyer* (London) online, 15 October 2013.

"Suggested Changes to Brazil's Arbitration Law", *The Commercial, Shipping & Investment Arbitration Watch* (Madrid), Issue 19, July - September 2013.

"Dueling Tribunals at the Jirau Dam", *IBA Arbitration News*, September, 2013.

"Como Resolver disputas sobre nomes de domínio na internet" ("How to Resolve Internet Domain Name Disputes"), co-author, *Revista Brasileira de Arbitragem* (Brazil Arbitration Journal), vol. 33, pp. 122 - 135 (Jan. - March 2012).

"The Arbitrator as Mediator, and Mediator as Arbitrator", *Journal of International Arbitration* (The Hague), December 2011 issue, with update published in *JOIA*, April 2012.

Co-author of Brazil chapter in the book *International Commercial Arbitration Practice & Procedure* -

Enforcement of Foreign Awards (Covering more than 75 Countries), Universal Law Publishers (India), 2012.

"O Mito da Mediação e Expertise" ("The Myth of Subject-Matter Expertise in Mediation"), co-author, *Revista Brasileira de Direito de Construção* (Brazilian Construction Law Journal), Institute of Brazilian Construction Law, São Paulo, vol. 1 (2012).

"Dispute Resolution in Brazil" for the Chinese investor website www.chinagoabroad.com 2011 - 2012.

"What's Brewing in the International Commercial Mediation Process: Differences from Domestic Mediation and Other Things Parties, Counsel and Mediators Should Know", *Dispute Resolution Journal*, American Arbitration Association, New York, February - April 2011 issue.

"Multidimensional Mediation", *Alternatives to the High Cost of Litigation*, CPR/New York, February 2010. A shorter version focusing on International Mediation can be found on the CPR website's International Practice column (November 24, 2009) at: <http://www.cpradr.org/tabid/45/articleType/ArticleView/articleId/547/Default.aspx>.

Interviewed for and comments published as part of several articles in "A Closer Look at Arbitration in Brazil", Special Issue of *Global Arbitration Review* (London), Vol. 4, Issue 6 (January 2010).

Guest lecturer on "Combining Mediation and Arbitration (Medi – Arb) to Resolve International Commercial Disputes: Western vs. Chinese Perspectives and Experiences", graduate law course on Latin American Commercial Arbitration, University of Miami Law School, Miami, November 2008.

Moderator for Panel on "Protection of Intellectual Property Assets in Latin America", JURIS Conference on Legal Aspects of Risk Management in Latin America, Miami, October 2008.

"The New York Convention and the Enforcement of Foreign Arbitral Awards in Brazil", *Mealeys International Arbitration Report – Special Edition Commemorating the 50th Anniversary of the New York Convention* (co-authored with Fernando Eduardo Serec and Antonio M. Barbuto Neto, Tozzini Freire Advogados, Sao Paulo).

Speaker, "The Latest Legal Developments Related to Arbitration in Brazil", 6th Annual ICDR Arbitration Conference, Miami, April 2008.

Expert Commentaries on International Arbitration for Lexis-Nexis Legal Publishers as from October 2007:

1. "Hall Street Associates v. Mattel" (on the U.S. Supreme Court's last word to decide whether contractual arbitration clauses or agreements calling for expanded judicial review of arbitration awards are enforceable or not).
2. "Premium Nafta Products Limited" (on the decision by the United Kingdom's highest court, the House of Lords, to widen the straits that had narrowed the role of arbitrators and independence of arbitration clauses).
3. "Société SNF – SAS v. Chambre de Commerce International" (French court decision on the question of which set of rules of the arbitral institution are applicable when the arbitration clause is silent on the matter).
4. "The Perils of Mixing: Whether Arbitration Rules Should be Applied Without Administration by the Issuing Arbitral Institution".
5. "Reasoned Awards/Preliminary Decisions in International Arbitration".
6. "Problems Arising from a 'Dual System' Arbitration Clause: Americatel El Salvador v. Cia. de Telecomunicaciones de El Salvador" (How the benefits of international arbitration can be diluted by multi-state litigation).
7. "Arbitration in International Tax Treaties" (co-author).
8. "Unclear Arbitration Clauses Leading to Unwanted Court Intervention".

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9. "Overview of Key Brazilian Arbitration Law Developments in 2007-2008".
10. "Availability of Foreign Arbitral Forums: A Tale of Two Countries with Opposite Views - Chile and Ukraine" (May 2008).
11. "Arbitration in Chains of Contracts – France and Switzerland" (May 2008).
- "New Keys to Arbitration in Latin America", co-author, *Journal of International Arbitration* (The Hague), February 2008 issue.
- "Visualizing a Settlement – Videoconferencing to Resolve International Commercial Disputes", *Global Arbitration Review* (London), October 2006, and *Revista Brasileira de Arbitragem* (The Brazilian Journal of Arbitration, published by the Brazilian Arbitration Committee), No. 11/2006 (July-September 2006).
- "Telecommunications Arbitration in Latin America", co-author,, *Latin Lawyer* (London), April 2005.
- "Seven Keys to Arbitration in Latin America", in *Mealey's International Arbitration Report*, February 27, 2004 issue (published by Lexis-Nexis), with a Portuguese version to be published in *Revista Brasileira de Arbitragem* (the Brazilian Journal of Arbitration), No. 2/2004.
- "Resolution of Conflicts in E-Commerce", for the Plenary session of the Inter-American Association of Industrial Property (ASIPI), Mexico City, November 2003.
- "Crossing Parallel Lines: The U.S. Federal Courts and the UDRP Process for Domain Name Dispute Resolution", International Bar Association's Business Law International Conference, Cybercourt 1 Session on Domain Name Litigation, Cancún, Mexico, October 2001.
- "Eight Trends in International Commercial Arbitration Affecting Latin America",
co-author, in the *Latin American Law & Business Report*, August 1998.
- "Arbitration in the United States: Background, the American Arbitration Association and a Comparison of AAA and other International Rules", "chapter in *Arbitragem na Era de Globalização* (Arbitration in the Era of Globalization), (co-author), J.M. Garcez, ed., Editora Forense, Rio de Janeiro, Brazil, September 1997.
- "The New Brazilian Arbitration Law: Help for Your Business", *Brazilian-American Chamber of Commerce of Florida newsletter*, March 1997.
- "International Alternative Dispute Resolution for High Technology Companies", Computer Law Association, International Retreat Conference, Monterey, California, October 1996.
- "Arbitration in Latin America: A Practitioner's Perspective", *Latin American Law & Business Report* (World Trade Executive, Inc.), Vol. 4, No. 6, May 1996.
- "International Commercial Arbitration: A Corporate Counsel's View", ACCA Docket (American Corporate Counsel Association), *summer 1995 Issue* and *Dispute Resolution Journal* (American Arbitration Association), summer 1994.
- "International Joint Ventures in the Latin American Computer Market: Business and Corporate Cultural Challenges", *Latin American Law & Business Report*, January 1994.
- "International Protection of Computer Software: The Japanese Experiment", (co-author), *Boston Bar Journal*, Vol. 29, 1985.
- "U.N. Mediation: More Effective Options", (co-author), *SAIS Review*, Vol.5, No. 2, 1985.
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EXPERIENCE IN COURT LITIGATION

Expert witness for U.S. domain name litigation, 2002.

Managed court litigation for various cases in Latin America and Puerto Rico, including intellectual property cases (software and trademark issues).

PROFESSIONAL TRAINING IN MEDIATION

"*Técnicas Alternativas de Resolução de Conflitos*" ("Techniques for Alternative Resolution of Conflicts"), Catholic University of the State of Minas Gerais (PUC-MINAS), Brazil, September 2002 and June 2001 (course given by Professor Maria de Nazareth Serpa, a certified US Mediator/Brazilian Mediator and Law Professor with a Ph.D. in mediation).

Advanced Mediation Skills Training, American Arbitration Association, Miami, Florida, July 2002.

EXPERIENCE IN MEDIATION

Cases:

Mediated dispute between Brazilian agribusiness multinational and Central American enterprise.

Mediated dispute between U.S. personal care products company and Japanese representative.

Mediated settlement between British and Russian companies in aeronautics sector.

Mediated settlement to dispute in ICDR arbitration between Central American travel company and U.S. charter aircraft company.

Mediated settlement to dispute between Russian and U.S. companies in shipping sector, successfully reaching a settlement to preserve companies' ongoing business relationship. Mediation conducted primarily in English with some Russian and Ukrainian language documents.

Mediated settlement to complex multi-party dispute in ICC arbitration between Central American wholesale energy company and U.S. & European insurers and reinsurers. Mediation conducted in Spanish and English with 11 participants from six countries.

Mediated partial settlement to large ICDR case with Brazilian mining Company and U.S. energy multinational, Rio de Janeiro. Mediation conducted in English and Portuguese.

Mediated settlement to reinsurance dispute between Argentine and U.S. companies for the U.S. Federal Court, Miami, Florida. Mediation conducted in English and Spanish.

As party counsel, initiated and took part in one of the first successful international mediations by videoconference between parties from Brazil and the U.S.

Mediated numerous internal corporate disputes between U.S. parent company and Latin American, European and Russian business groups for Digital Equipment, Oracle, and 3COM/PALM.

Certification: Certified Mediator by the International Mediation Institute, The Hague ([www. IMImediation.org](http://www.IMImediation.org))
First IMI-certified Mediator in Brazil.

Mediation Courses and Presentations Given:

Served as coach and Expert Assessor for International Mediation & Negotiation Competitions in English and Portuguese: Vienna, IBA-VIAC, 2016; Goa - India Lex Infinitum, 2017; CAMARB, Brazil, 2016; CPR, Brazil, 2017; AMF, Brazil, 2017; American Bar Association, Miami, 2018.

Taught intensive post-graduate workshops in Mediation at the MFUA, Russia's largest private university, and the Federal University of St. Petersburg.

Provided mediation training in English and Spanish for the Quito, Ecuador Chamber of Commerce's Center for Conciliation and Arbitration, October.

"Benefits of Mediation and Arbitration for Latin American Oriented Business", presentation to the Economist Latin America Regional Managers Club, Coral Gables, Florida.

"Mediation Trends in Latin America", Hispanic Bar Association 21st Annual Convention, Miami, October.

PROFESSIONAL TRAINING IN ARBITRATION

Award Writing - Safeguarding, Deciding and Writing Arbitration Awards (AAA, 2006);
 AAA Panel Chair Program, Miami, September 2005;
 ICDR International Case Management Program, New York, 2005;
 AAA Arbitrator II (Advanced Case Management Techniques), Miami, January 2004;
 American Arbitration Association Arbitrator I Training Program, Atlanta, Georgia, March 2003;
 AAA International Arbitration Course, Coral Gables, Florida, 1993.

EXPERIENCE IN ARBITRATION

Cases:

Sole arbitrator in dispute over valuation of shares in medical tech company for debt-to-equity conversion.

Sole arbitrator in software development case between U.S. developer and finance sector client company.

Sole arbitrator in cloud computing case between Canadian client company and British/U.S. software developer.

Panel member in USD \$70M+ dispute in simulated arbitration contracted to track and model the real arbitration in health care and financial services sectors.

Sole arbitrator in case between South American customer and U.S. manufacturer of medical equipment.

Sole arbitrator in government contract related case between military aircraft contractor and subcontractor.

Panel member in consumer products marketing case between Chinese and U.S. companies.

Arbitrated first AAA international case in 1986 on panel with Willem Vis. Currently on Panel of Arbitrators of the International Centre for Dispute Resolution (ICDR) of the AAA. Arbitrated ICDR cases from Brazil (financial sector), Canada (patent assignment rights in medical laser technology), China (financial services).

India (outsourcing of information technology services), Mexico (telecom), Panama (steel industry), the U.K. (aerospace) and the United States.

Arbitrated Caribbean AAA case on telecommunications services.

Arbitrated large complex AAA case on IT outsourcing.

Arbitrated Brazilian M&A case in Portuguese.

Arbitrated ICC products distribution case between Brazilian and U.S. companies.

Counsel for Scandinavian party in large Brazilian oil & gas arbitration, and for Brazilian party in energy sector arbitration.

Arbitrator and Mediator for two Brazilian Chambers, The Brazil-Canada Chamber of Commerce (São Paulo) and ARBITAC (Curitiba).

Arbitrator and Mediator, Centre canadien d'arbitrage commercial (Canadian Commercial Arbitration Centre/CCAC).

Arbitration Courses and Presentations Given:

Trained AAA new arbitrators, Miami, December 2016.

Co-designed and taught ADR course for Russian lawyers and executive MBAs, Moscow Academy of Finance and Law (MFUA) and St. Petersburg Federal University, 2011.

Taught arbitration module of post-graduate ADR course for Brazilian judges and lawyers, PUC- Minas Law School, Belo Horizonte – MG, Brazil, 2001 and 2002 (in Portuguese).

Numerous presentations on international arbitration to bar associations, chambers of commerce and law schools in the U.S. and Latin America.

ARBITRATION EXPERIENCE

SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-arbitrator	Counsel
International Arbitrations	WIPO	52		43	9	
	ICDR	10	2	3	4	2
	ICC	1			1	
	LCIA	1				1
	CPR	1			1	
	Others:	5		4	1	
Number of cases: sub-total		70	2	50	16	3
Domestic Arbitrations	AAA Commercial	4		2	4	
	AAA Domestic consumer arbitrations	102		102		
	CCBC (Brazil)	1			1	
Number of cases: sub-total		107		104	5	
TOTAL		176	2	154	21	3

MEDIATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations	ICC (multi-party w 6 companies)	1	1	
	ICDR	7	6	1
	Others (U.S. Federal and FL state Courts)	2	2	
	Ad hoc	23	23	
Number of cases: sub-total		33	32	1
Domestic Mediations	AAA			
	Court-annexed			
	Ad Hoc (multi-party w 8 companies, U.S. \$50+ million)	1	1	
Number of cases: sub-total				
TOTAL		29	28	1