

## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Mario SOERENSEN GARCIA  
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Nationality: Brazilian

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Law, University of the State of Rio de Janeiro, Brazil.

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### LANGUAGES

Portuguese and English

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### PRESENT POSITION

Founder and Managing Partner, Soerensen Garcia Advogados Associados.

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Lawyer, Itaú Bank.  
Lawyer, Chase Manhattan Bank.  
Lawyer, Dannemann Siemsen firm in Brazil.

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### MEMBERSHIP IN PROFESSIONAL BODIES

Former INTA Board of Directors and Executive Committee.

March 9, 2015

## Member:

Pharmaceutical Trademark Group;  
ASIPI;  
AIPPI.

Frequent attendee at ICANN, MARQUES and LES.

Member and on Board of Directors, Brazilian IP Association, and Brazilian Association of Agents.

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**AREAS OF SPECIALIZATION**

All aspects of intellectual property law, with a particular focus on trademark, copyright and patent litigation; due diligence investigations; strategic trademark and patent portfolio analysis; management; enforcement; licensing; and client counseling.

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**EXPERIENCE IN INTELLECTUAL PROPERTY**

Chaired and continues to speak on panels for the International Trademark Association (INTA), Pharmaceutical Trademark Group (PTMG), Interamerican Association of Intellectual Property (ASIPI), Associação Brasileira da Propriedade Intelectual (ABPI), and other bar and industry groups. In 2009, appointed to the International Trademark Association Board of Directors as well as the Executive Committee.

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**EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Representing several clients in domain name disputes, including Amazon Technologies Inc and others.

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**MAJOR PUBLICATIONS**

“The Politics of Patent Protection” Life Science IP Review, World Intellectual Property Review, May 2009, (co-author with Patricia Rizel and Barbara Dias). Presentation.

“Brazil’s Economy and Intellectual Property Law” INTA Annual Meeting, May 2009.

“Brazil Gets Set for World Sports” BRIC Supplement “Suggestive Marks and Poor Decisions” Brazilian Association of Intellectual Property (ABPI), July-August 2008.

Speaker, “In House and Outside Counsel, Working Together,” INTA Leadership Meeting, 2008.

Speaker, “Ambush Marketing” at INTA leadership meeting, 2011.

Speaker, “Naming rights” at Brazilian Association of Intellectual Property (ABPI), 2011.

Speaker at GRUR (Berlin) “Trademarks in Social Media”, 2011.

Speaker, “IP at the Brics and Brazil” PTMG, 2011.

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**PROFESSIONAL TRAINING IN ARBITRATION**

Training with INTA ADR committee.

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**PROFESSIONAL TRAINING IN MEDIATION**

Training with INTA ADR committee.

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**ARBITRATION EXPERIENCE**  
**SUMMARY TABLE**

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-Arbitrator	Counsel
International Arbitrations	WIPO Domain Name Dispute Resolution	3				X
	Ad Hoc					
	Others					
Number of Cases : Sub-Total		3				
Domestic Arbitrations	ABPI Domain Name Dispute Resolution	2				X
Number of Cases Sub-total		2				
<b>TOTAL</b>		<b>5</b>				