



Ana Luisa Bastos Ramos

Associate

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Ana Luisa has IP experience, advising clients on a wide range of intellectual property matters, such as trademarks, copyrights, and software, advertising and promotions, licensing and transfer of technology, including prosecution, management, legal advice, agreements, due diligence and litigation.

Ana Luisa also has experience with Data Protection. She has assisted in a number of compliance projects to ensure compliance with Brazilian's data protection legislation, the General Personal Data Protection Law ("LGPD"), as well as provides consulting services in relation to all aspects of data protection, including localization of agreements and assessment of data protection issues involved in several technologies.

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LANGUAGES SPOKEN

- English
- Portuguese
- Spanish

- Intellectual Property and Technology
- Advertising, Marketing and Promotions
- Data Protection, Privacy and Security
- Commercial Contracts
- Technology Transactions and Strategic Sourcing

- Media, Sport and Entertainment

English Portuguese
Spanish

- Ana Luisa is currently advising on copyrights issues in the acquisition of musical catalogues. She assists the client (a new company of the artistic sector aimed specifically at the area of investments in copyright and related rights) in all stages of purchasing musical catalogues from relevant artists from the perspective of copyright. She advises them from the negotiation and preparation of appropriate copyright assignment agreements to the conduction of due diligence with the analysis of all documents and information related to the works and the artists.

- Ana Luisa continuously advises one of the largest technology and entertainment companies in the world on legal risks and obligations that should be observed by the client when conducting commercial promotions to advertise their products in Brazil, from a prize promotion laws standpoint. In this sense, Ana Luisa assists in the analysis of the mechanics of the promotions and the need or not to obtain prior local authorization, in reviewing the Terms & Conditions of the promotions to be in compliance with Brazilian laws and regulations, as well as providing legal assistance in all the steps for registering promotions with the Brazilian relevant authority. Ana Luisa also provides further legal advice on certain client's queries about the matter.
- Ana Luisa has advised a number of the world's largest and most important technologies companies in the launch of new products and services in Brazil, providing the analysis of all content standards and restrictions, the advertising, IP, marketing, and commercial issues, possible third-party claims, music rights, competition, as well as privacy and data protection concerns involving the launch of such projects.
- Ana Luisa has assisted a renowned streaming platform in the localization of their agreements related to different services, including agreements for the provision of artistic services by digital influencers, and contracting of advertising production services. In this sense, she has evaluated all aspects of IP, copyright, confidentiality, and privacy rights in these documents to prevent the client from potential issues.
- Ana Luisa is currently assisting one of the largest English courses in Brazil, with more than 50 franchises in the country in complying with the Brazilian General Data Protection Law (LGPD). The workload includes gap analysis assessment of data protection issues within their structure; production of a report on data protection compliance for the LGPD; data mapping of the personal data processing activities; and revision of data processing agreements and other company policies, including privacy policies for employees and other related documents. Ana Luisa is providing legal assistance to them in all phases of this data protection project in Brazil, from the assessment phase to employee training.

CREDENTIALS

Admissions

- Rio de Janeiro, Brazil

Prior Experience

- Previously, Ana Luisa worked on an IP specialized firm in Rio de Janeiro, Brazil, especially focusing on trademarks, copyrights, and transfer of technology.

Recognitions

- Leaders League 2022 – Recommended Office in Data Protection

Education

- B.A., Universidade Federal do Rio de Janeiro (UFRJ) 2015

Memberships

Brazilian Bar Association (OAB)

INSIGHTS

Events

- "IP Day 2022," IBMEC Hubs Rio and Les Brasil, in celebration of World Intellectual Property Day, in which current cases of the strategic use of IP were discussed, May 2022