

LERMAN  
& SZLAK

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# \_our approach

LERMAN & SZLAK



*You Need  
Advice and  
Execution.  
We Give You  
Both*

***We are an Argentine law firm that works hand-in-hand with technology companies, caring for their intangible assets, as the companies grow. We take care of your IP, so you can take care of your business.***

Our expertise is to advise and execute legal solutions for on IP, commercial and investment issues. We offer legal and strategic protection to help you make better deals, with a special focus on legal support for technology startups and online businesses.

# We Turn Your Problems Into Solutions

**We combine our absolute focus, technology and creativity** in order to come up with effective legal strategies.

It is our primary concern to **tackle each case individually and promptly**.

**The experience we have gained over the years, combined with professional training**, allows us to fully grasp the needs of our clients and help them reach their goals.

Regardless of the challenges that may arise, **we are always eager to embrace innovative themes** that are constantly changing and evolving.

**Remaining in touch with newly established businesses, as well as digital entrepreneurs**, allows us to wrap our heads around our client's digital vision and actively participate in it.

In all our cases and interventions we guarantee our **undivided attention and precision**.

**Addressing complex issues that entail multiple branches of law** is yet another of the tasks we access with integrity and diligence.

**We are not afraid to support our client's vision.**

**Our methods and resolutions go beyond the idea of the zero-sum** view being the only way to win. This mindset allows us to obtain numerous solutions that strengthen our client's position.

# *We Understand What Business People Need*

- We are active members of the global digital community. As pioneers in technology law, with more than fifteen years of specialized academic and professional training, today we pride ourselves on being successful trainers and consultants. Another important aspect of our occupation concerns collaborating through research, teaching, and many other areas.
- We are able to actively participate in the affairs of local, regional, as well as international organizations, shaping the history of local and regional ecommerce and data protection, and most importantly – global agreements which create and shape innovations.

- We form a part of the digital ecosystem, not only from the legal viewpoint, but also as entrepreneurs in Argentina and Chile, in charge of projects closely connected to our current services. Having the ability to gain experience firsthand gives us insight into the dynamic world of brands and technology companies. Consequently, we are able to truly understand our clients' goals and guide them.

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IP  
services

LERMAN & SZLAK

# We are The IP experts

- Located in Argentina, we manage IP protection for the entire world.
- We have established our cutting-edge firm thanks to our expertise in IP and technology, as well as sharp and stable management, providing rapid answers and cost-competitive offers at both international and local levels.
- We develop protection strategies for both local and international companies, including technological startups about to begin the quest for investors.
- Thanks to our specialized technology we are able to monitor complex IP portfolios, provide constant follow-up, and stay up to date with all innovations.
- Being registered IP agents and having American certifications (members of the California Bar Association) as well as a full command of English allows us to work with international brands with no barriers.
- We rely on an international professional network that enables us to handle the management of local brands and as assets across the globe.
- We are active members of committees of the International Trademark Association (INTA), the Business Constituency and the LAC Steering Committee at ICANN, the National Center for Technology & Dispute Resolution of UMASS (University of Massachusetts), the Legal Affairs Committee of the Argentine Chamber of Electronic Commerce (CACE), as well as other prestigious local and international organizations, and we take part in international meetings regularly.
- As far as our academic engagements are concerned, we teach and have studied in some of the most prestigious universities, such as Universidad de Buenos Aires, Universidad Torcuato Di Tella, Columbia Law School, Stanford Law School. Participating and making contributions in international discussions enabled us to take the leading position in this field.

# *IP Services*



IP STRATEGY



IP PROSECUTION



IP ENFORCEMENT



## IP STRATEGY

- We enjoy professional challenges and intervening in complex operations, such as integrating different areas of law to solve a particular issue, or assisting in complex transfers of assets.
- We adapt international contracts according to the terms of the Argentine legislation, evaluating both the local and the international aspects. However, our main focus is on IP and its interaction with other legal aspects (labor, corporate, family, taxes).
- We draft license agreements, franchises, EULAs, and terms and conditions, incorporating strong aspects of IP and NDAs.

- We prepare accurate legal opinions that translate into actionable items for customers, including patent infringement analysis, and FTO (freedom to operate) opinions.
- We provide data protection and management strategies
- We manage franchises and assist them with our professional advice.
- Numerous local and foreign companies have chosen us to be in charge of the IP aspect of their purchase, sale, and investment deals.



## IP PROSECUTION

- **Trademarks:** We protect the distinctiveness of words, logos, phrases, designs.
- **Patents:** We preserve inventions.
- **Copyright:** We protect all pieces of creative work, such as literary texts, artistic pieces, creative campaigns and software.
- Internet domain names and all other types of IP.
- **Data Protection:** Securing appropriate data protection, compliant with international standards and regulations.



## IP ENFORCEMENT

- We conduct mediation and judicial proceedings, as well as extrajudicial negotiations. Alternative means of dispute resolution, such as domain disputes at Nic Argentina and WIPO, are our expertise.
- In our approach, we opt for conciliatory methods, based on our experience in negotiation and mediation. We aim to achieve the best agreements, making sure to prioritize the state of our client's business.
- We preserve digital evidence with the use of modern technological tools.



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# \_cases & clients

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# *Expertise And Successful Ip Cases*

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*We have developed successful registration and protection strategies* for many prominent brands, including Sweet, Yukon Fire Extinguishers, Pentagono, and the Argentine Chamber of Electronic Commerce – CACE.

2

*We are able to achieve immediate cease of use* through precautionary measures. Our vault of successfully defended registrations holds complex cases such as CyberMonday, HotSale, leading international baby products and famous sports brands.

3

*We handle domain disputes* for prominent multinational clients in English, Spanish and Portuguese.

4

*We provide the best market prices* for filing patent applications. We act quickly and offer same-day fillings for urgent cases.

## WHAT OUR CLIENTS SAY

*"Lerman & Szlak has been advising and representing our Chamber through solid advice and professionalism for years. They have successfully supported CACE's growth and responded to the needs of an institution in constant development like ours.*

*Diego Urfeig, Executive Director,  
ARGENTINE CHAMBER OF  
E-COMMERCE (CACE)*

*"Lerman & Szlak's team has been very supportive to protect the identity of Pentagono Doors on the vast Internet, solving complex issues and designing creative strategies with high performance and impressive results".*

*Alexis Atar, Director  
PENTAGONO*

*"Celia and Gabi offer a unique legal counseling on the protection of digital products in Argentina and the US. They have also been able to negotiate and design successful strategies to address complex scenarios".*

*Oscar Barone, Executive Managing Director  
CONCILIAC*

*"We trust Lerman & Szlak our international brand portfolio and our commercial matters. They have demonstrated outstanding management, availability, and professionalism".*

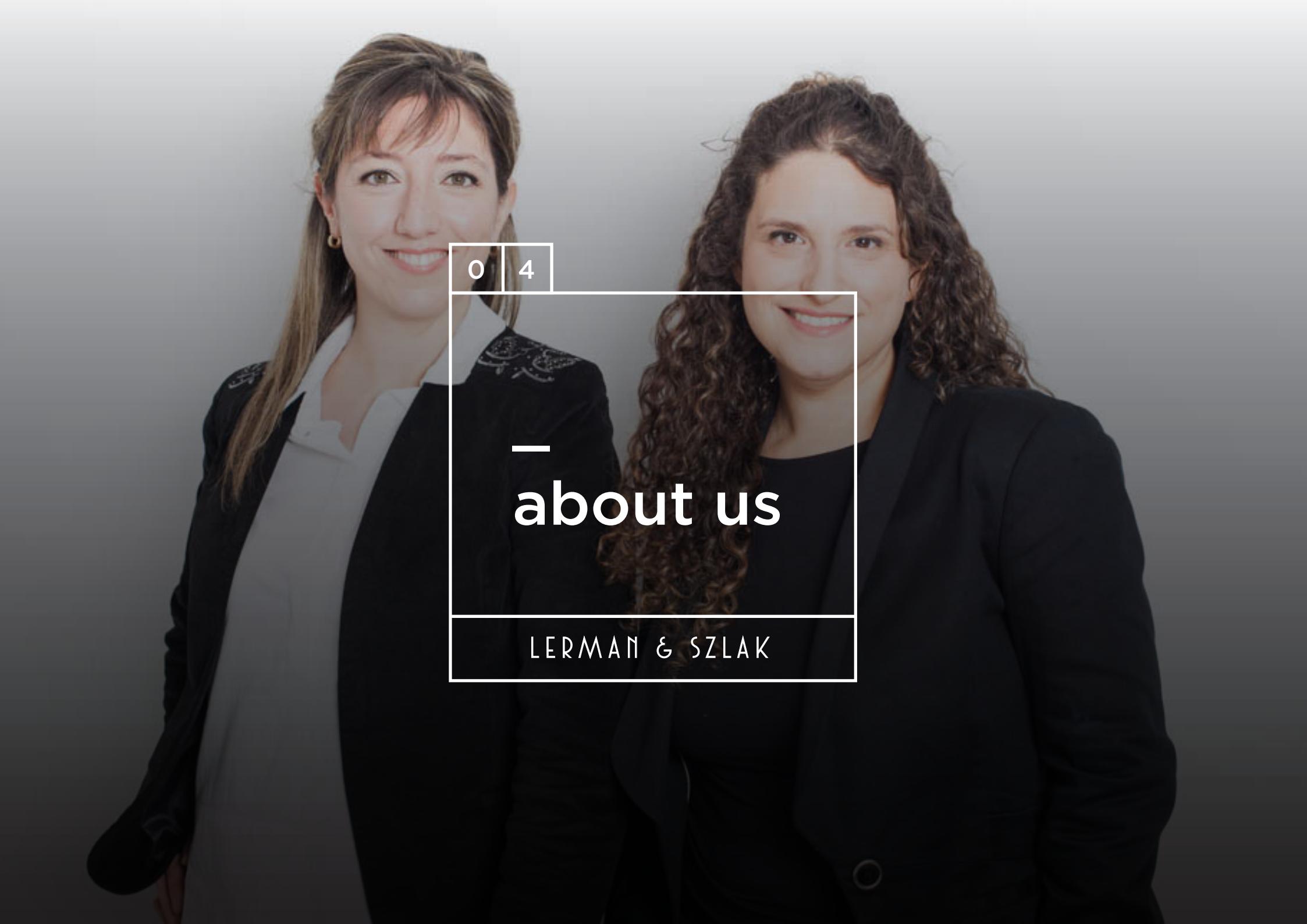
*Jonathan Saban, Director  
SWEET*

*"I choose Gabi and Celia because they combine crucial aspects for companies that develop technological and innovative products and services that require specific knowledge of the Internet and Mobile world".*

*Gonzalo García, Founder/CEO  
EUROFULL*

*"It gives us peace of mind to have your support and professional quality in managing and protecting important aspects for Vascolo".*

*Martin Schurmann, Executive Creative Director  
VASCOLO*



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**about us**

LERMAN & SZLAK

# *We Are The Right Team For your Tech Company*



*Gabriela Szlak*

PARTNER

Gabriela is a lawyer (University of Buenos Aires - UBA, with honors) with postgraduate studies in eBusiness Management at Georgetown University and University of Salvador. She is a registered mediator and industrial property agent. Her experience combines Commercial Law and its relationship with new technologies and innovative ventures with international projection.

At Lerman Szlak, she leads all matters related to New Technologies, Corporate Law and Startups. Having been a digital entrepreneur herself, she now advises companies, investors and entrepreneurs in corporate, commercial and contractual matters. She also specializes in the legal

aspects of digital businesses, including digital marketing, e-commerce, intellectual property, data protection and domain names.

She represents clients in organizations such as the ICANN Business Constituency and is a member of the Data Protection Committee at INTA. She is a speaker at local and international events in the field of new technologies, and she is a pioneer in online dispute resolution in Latin America. She is member of the Argentine Chamber of E-commerce (CACE) legal commission, and a lecturer in Legal Aspects of Marketing, postgraduate course (UBA).

To know more about Gabriela:  
[ar.linkedin.com/in/gabrielaszlak/](https://ar.linkedin.com/in/gabrielaszlak/)

# We Are The Right Team To Protect Your Ideas



*Celia Lerman*  
PARTNER

Celia is a lawyer (Universidad Torcuato Di Tella - UTDT, Valedictorian), Intellectual Property LLM (Universidad Austral, with honors) and Master in the Science of Law (JSM, Stanford University). She is a technical bachelor in Computer Science (ORT). She specializes in designing and executing transnational IP protection strategies; in drafting and revising IP contracts, licenses and confidentiality agreements; and in executing domain name disputes in Argentina and before the WIPO.

She has excelled in research and legal consulting in Intellectual Property, as WIPO/WTO selected professor and as Visiting IP Scholar at Columbia University. She received a Fulbright Scholarship to pursue her studies at Stanford, where she

wrote her empirical thesis on Patent Strategies of Technology Startups with distinction, supervised by Mark Lemley. She is currently a lecturer at UTDT, where she teaches Law of New Technologies and IP Aspects of Law & Startups, and directs the Law and Innovation Lab.

Celia is a member of the California Bar Association the Buenos Aires Bar Association. She is also a member of the Emerging Issues Committee at INTA. She is an IP agent and leads the IP department at Lerman Szlak, combining academic leadership with specialized professional practice.

**To know more about Celia:**  
[ar.linkedin.com/in/celialerman/](https://ar.linkedin.com/in/celialerman/)

## MEMBERSHIPS



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