

Peter Eduardo Siemsen

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Peter Eduardo Siemsen is a lawyer, Industrial Property Agent and partner at the Dannemann Siemsen firm, who is responsible for the Marketing Department and a member of the Internal Ethics Committee. He has more than 29 years' experience in working with Trademarks, Software, Information Technology, Technology Transfer and Licensing of Rights, Contract Law, Domain Names, E-commerce, Unfair Competition, Sports Law and Litigation. He is specialized in Finance Law from the Getúlio Vargas Foundation, Rio de Janeiro, and has a Law Degree from the Catholic Pontifical University, Rio de Janeiro. MBA Professor of Intellectual Property and Internet Law at the Superior Law School of Rio de Janeiro – ESA. President of the Fluminense Football Club for two consecutive terms (2012-2016). 2nd Vice President of the São Paulo Association of Intellectual Property – ASPI (2009-2011). Member of the Discovery Committee at INTA (2008-2009). Member of the IP Committee and anti-piracy Brazilian Bar Association (2007–2008). Coordinator of CESA Intellectual Property Committee (2006-2008). Member and coordinator of CESA Intellectual Property Committee (2006-2007). Law's most admired in the category Intellectual Property, 2007. Vice-President for Law Affairs of Fluminense Football Club (2002-2004). Member and ex-vice coordinator of the Internet Committee at ABPI. Member and president of the Legislation Committee for Latin America at INTA (1999-2000). Ex-professor of ABAPI (Course for Industrial Property Agents). Co-coordinator of the Commission for the Study of Sport Law – ABPI. He is co-author of the Brazil section of "International Intellectual Property Litigation", a book published in 1997 by FT Law and Tax and "Comentários sobre a Lei da Propriedade Industrial e Correlatos", published in 2001 by Renovar. Peter is recognized by publications such as Who's Who Legal – Trademarks 2019, The Legal 500 – 2019, and WIPR Leaders 2019 - World IP Review; he was featured in the Media, Sports & Entertainment category in the Best Law Firms in Brazil Guide by Leaders League and also by Managing Intellectual Property – IP Stars 2020, in the Trademark area; The WTR 1000 2021 – World Trademark Review said that Peter knows a huge amount about international IP litigation, having published extensively on the subject; Peter Eduardo Siemsen has considerable experience assisting clients in a wide variety of IP matters including those involving IT, technology transfer, contracts and sports law, according to Chambers & Partners Latin America 2017; and Chambers & Partners Global and Latin America from 2016 reported that sources are impressed by Peter Eduardo Siemsen's technical knowledge and interpersonal skills. He is also experienced in sports law matters. Also, he is member of

associations such as OAB – Brazilian Bar Association, AIPPI – International Association for Intellectual Property Protection, ABAPI – Brazilian Industrial Property Agents Association, ABPI – Brazilian Intellectual Property Association, INTA – International Trademark Association, ABA – American Bar Association, CESA – Centre for the Study of Law Firms, IPO – Intellectual Property Owners Association and ALA – Association of Legal Administrators.