

COVID-19 and its impacts on Intellectual Property and Data Protection

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INTELLECTUAL PROPERTY AND COVID-19

Brazilian PTO creates a “COVID-19 Technologies Observatory” and amends resolution that deals with priority processing of patent applications

In light of the worldwide crisis brought on by COVID-19, the Brazilian Patent and Trademark Office (INPI - Instituto Nacional da Propriedade Industrial) has launched a project called “COVID-19 Technologies Observatory”, which brings together and discloses information on technologies that can contribute to solutions to the pandemic.

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The worldwide surge of trademark applications related to COVID-19

Coronavirus and COVID-19 are words that have become part of the daily life of a large part of the world's population since the disease caused by the SARS-CoV-2 virus became a pandemic. The subject dominates in the media, among government authorities and in conversations among friends. Not surprisingly, COVID-19 has also hit Intellectual Property Offices around the world.

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Intellectual Property Offices around the world extend deadlines due to the COVID-19 pandemic

The COVID-19 pandemic has brought with it challenges for governments and public and private entities around the world. In the case of Intellectual Property Offices, measures are being implemented to minimize propagation of the coronavirus, such as remote work for their employees and suspension/extension of deadlines for users of the IP systems.

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Draft legislation promotes compulsory patent licensing

The COVID-19 pandemic has stirred a number of legislative initiatives aimed at Brazil's Industrial Property Law (Law 9279/1996, the "LPI" – Lei de Propriedade Industrial), and particularly at patents.

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Brazil's Senate approves postponement of the General Data Protection Law to January 2021

On April 3rd, 2020, Brazil's Senate approved Bill 1179/2020, which will postpone the coming into force of the greater part the country's General Data Protection Law ("LGPD" – Lei Geral de Proteção de Dados) until January 2021. The Bill introduces a set of rules that create the Emergency and Transitory Legal Regime or RJET (Regime Jurídico Emergencial e Transitório), designed to make legal relationships governed by private law more flexible during the COVID-19 pandemic.

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How Brands are responding to COVID-19 in Brazil and worldwide

Fifty-six percent of consumers are happy to hear how brands are helping out communities in response to the coronavirus pandemic, according to a survey of 1,000 consumers conducted on March 18 by the American Association of Advertising Agencies (4A's) and real-time market research platform Suzy. So, what is now for consumers, is what's next for brands.

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POINT OF VIEW

Brazilian PTO keeps on doing it right

Despite all the challenges, the Brazilian Patent and Trademark Office (INPI - Instituto Nacional da Propriedade Industrial) continues at a brisk pace. Because of its powers to grant patents, register trademarks and industrial designs, and record franchise and technology transfer agreements, the INPI has a fundamental role in stimulating innovation and economic development in this country.

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