BMA ADVOGADOS

LAWYER

Beatriz Peixoto

Beatriz Peixoto is a lawyer in BMA's Intellectual Property practice area, focusing on strategic litigation.

LANGUAGES

Portuguese, English

INFORMATION AND CONTACT

55 21 3824-5800

bcp@bmapi.com.br

OAB

OAB/RJ nº 248.506

Professional experience

Beatriz has experience representing domestic and international clients in complex intellectual property disputes involving patents, trademarks, copyrights, unfair competition, trade dress and image rights. Her practice includes infringement and invalidity proceedings, interim relief and disputes involving standard-essential patents.

She also has experience in advertising law and personal data protection, particularly in matters involving misleading and abusive advertising and digital marketing. Her practice spans a range of industries, with a particular focus on technology, telecommunications, entertainment and media, pharmaceuticals and consumer goods.

Education

Specialization in Digital Law – Universidade do Estado do Rio de Janeiro – UERJ e Instituto de Tecnologia e Sociedade do Rio – ITS Rio (2026).

LL.B. – Pontifícia Universidade Católica do Rio de Janeiro – PUC-Rio (2022).

Publications

Marketing e proteção de dados: bases legais para a utilização de cookies de publicidade. In: Regulação Digital – Diálogos da Pós-Graduação em Direito Digital, ITS Rio/UERJ, 2024.