



LAWYER

Pedro Tavares

Pedro Tavares works with Intellectual Property matters since 2006, advising national and foreign clients on a wide range of IP issues, with particular emphasis on obtaining, maintaining and enforcing trademark rights.

LANGUAGES

Portuguese, English, Spanish

INFORMATION AND CONTACT

 Vcard

 Resume

 55 21 3824-1010

 pss@bmapi.com.br

OAB

OAB/RJ n° 162.511

Professional experience

Pedro's activities include the management of trademark portfolios in Brazil and abroad; trademark prosecution and enforcement proceedings; Intellectual Property litigation and counseling; negotiating, drafting and reviewing agreements involving IP rights; and conducting due diligences.

Pedro is a member of the Trademarks Work Group of the Brazilian Association of Industrial Property Agents and of the Bulletins Committee of the International Trademark Association (INTA).

Education

LL.M. in Intellectual Property – University of Turin and World Intellectual Property Organization (2016)

Expert Witnesses and IP Litigation Course – Brazilian Association of Industrial Property Agents (2016)

Training Course for Trademark Experts – Japan Patent Office (2014)

Postgraduate Degree (lato sensu) in Intellectual Property Law – Pontifícia Universidade Católica do Rio de Janeiro – PUC-Rio (2013)

Summer School on Intellectual Property – University of Geneva/WIPO (2013)

Extension Course in Entertainment Law – Universidade Federal do Rio de Janeiro – UFRJ (2011)

LL.B. – Universidade Federal do Rio de Janeiro – UFRJ (2009)

Associations

Member of the Trademark Office Practices Committee of the International Trademark Association – INTA

Brazilian Bar Association, Rio de Janeiro and São Paulo sections – OAB

Brazilian Association of Industrial Property Agents – ABAPI

Coordinator of the Copyright and Personality Rights Committee of the Brazilian Intellectual Property Association – ABPI

Recognitions

Pedro is listed in the 2025/2026 Rising Stars group of the International Trademark Association – INTA

Pedro is recognized as a leading lawyer by specialized publications such as WTR 1000 and IP STARS (Managing Intellectual Property), as Rising Star

"Special Distinction" granted by the Association of Intellectual Rights (Argentina), 2016

Publicações

Publication of the article "BRAZIL: One Step Closer to Joining the Madrid Protocol" in the INTA Bulletin of May 15, 2019.

Lecture "The role of trademarks and industrial designs in a marketing strategy" in the WIPO-Brazil Summer School on Intellectual Property, March 2019.

Lecture "A new approach to the enforcement of trademarks" in the 1st Intellectual Property Seminar of FGV Rio Law School, September 2018.

Publication of the article "Morality And Trademarks: The South American Approach" in the Suffolk Transnational Law Review. Vol. XL, Summer 2017, Number 2.

Publication of the article "La Moralidad en el Sistema Marcario Sudamericano" in the journal Novedades Jurídicas (Ecuador, 2016). Year XIII, Nos. 120, 121 and 122.

Publication of the article "Guidelines Issued on Registrability of the Word 'Olympic'" in the INTA Bulletin of March 15, 2016 (Vol. 71, No. 5).

Publication of the article "Creation of a 'National Directory to Combat Trademark Counterfeiting'" in the INTA Bulletin of January 1st, 2014 (Vol. 69, No. 1).

Publication of the article "A (In)Existência de Prazo para Anulação de Registros Marcários Pleiteados de Má-Fé" in the Intellectual Property Association of São Paulo's Bulletin nº 41, July 2013 – February 2014

Publication of the article "INPI Enacts New Resolution Regarding Highly Renowned Marks" in the INTA Bulletin of September 15, 2013 (Vol. 68, No. 17).

Publication of the article "Regra sobre marcas famosas traz mais segurança jurídica" in the Consultor Jurídico website (www.conjur.com.br) on September 7, 2013.

Publication of the article "Mediation Procedure Implemented for Administrative Trademark Disputes" in the INTA Bulletin of August 15, 2013 (Vol. 68, No. 15).

Publication of the article "INPI Issues Guideline on Coexistence Agreements" in the INTA Bulletin of October 1st, 2012 (Vol. 67, No. 17).

Publication of the article "Trademark Aspects of the 2014 FIFA WORLD CUP General Bill" in the INTA Bulletin of March 1st, 2012 (Vol. 67, No. 5).
