

Ana Rita Paínho

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PROFILE

At **SÉRVULO** since 2019, Ana Rita Paínho is a partner in the Life Sciences, Intellectual Property & TMT departments, working in the areas of Patents for medicines, Information Technology, E-Commerce, Data Protection, Marketing and Advertising, Intellectual Property and Litigation related with such topics. She is a Specialised Lawyer in Intellectual Property, by order of the General Council of the Bar Association of 2007 and has a post-graduation course in Industrial Property by the Faculty of Law of the Modern University in 2003. She also made the CIPP / E (Certified Information Privacy Professional Europe) by the IAPP (International Association of Privacy Professionals) in 2018. Before joining **SÉRVULO**, she was a consultant and partner at Anselmo Vaz, Afra & Associados between 2008 and 2019, a lawyer at Abreu, Cardigos & Associados between 2000 and 2007 and a trainee lawyer at Veiga Gomes, Bessa Monteiro, Marques Bom & Associados between 1998 and 2000. She joined the Bar Association in 2000. Ana Rita Paínho is Chairman of the Tax Council of AIPPI Portuguese Group and a member of UNION, IAPP and IBA. She is a regular speaker in conferences related to her practice areas.

RELEVANT EXPERIENCE

Legal advice on intellectual property matters, including patents, trademarks and authorship rights and related litigation (particularly on trademarks and in pharmaceutical's litigation). Her practise also covers agency, distribution and franchising agreements for premium brands.

In TMTs, her practice combines telecommunication services including voice and data services and infrastructure licensing network, with software and e-commerce advice and also regular legal advice on publicity campaigns and branding strategies and sponsoring agreements.



Full GDPR implementation advice including data privacy impact assessment, auditing, policies and notices revision and internal records for companies in various activity sectors.

PRACTICE AREA

- Intellectual Property
- Life Sciences
- TMT
- Privacy and Personal Data Protection

RECOGNITION

Chambers Europe (2020)

Intellectual Property - TIER 3

Ana Rita Paínho is roundly praised by clients, who say she possesses 'great negotiation skills'. She is able to advise on trade mark disputes and oppositions.

Life Sciences - TIER Spotlight Table

According to a client, Ana Rita Paínho is 'a highly available and straightforward' practitioner who is 'able to adapt to the complexity of the regulatory framework in practical measures'. Paínho is also active in disputes.

TMT - TIER 3

Ana Rita Paínho advises across the spectrum of TMT, including on satellite communications licences, online promotions and GDPR compliance. One client enthuses: 'She is very smart and knows a lot in this industry'.

Chambers Europe (2019)

Intellectual Property - TIER 3

Ana Rita Paínho draws praise for her efficiency, responsiveness and experience. She is well versed in patent disputes concerning generic medicines, including arbitration proceedings, as well as IP issues relating to technology.

Life Sciences - TIER Spotlight Table

Ana Rita Paínho supports a host of major pharmaceutical companies in intellectual property, regulatory and transactional mandates. One client enthuses: 'She's always working for our benefit and is fast to respond'.



TMT - TIER 3

Ana Rita Paínho is singled out for her 'good technical knowledge, commercial awareness and client service'. She handles contentious and non-contentious matters, including those relating to e-commerce or data privacy.

Best Lawyers (2020)

Intellectual Property Law - TIER Recommended

Telecommunications Law - TIER Recommended

WTR 1000 (2020)

Leading Trademark Professionals - TIER Recommended

Ana Rita Paínho is a very honest and dedicated trademark lawyer who is always available to discuss client matters and handpicks strategies to meet their needs. Fantastic in court and a great team leader.