

# Ana Rita Paínho

**Equity Partner**

[arp@servulo.com](mailto:arp@servulo.com)

Personal Assistant: Ana Maria Loureiro

**(+351) 210 933 000**

[aml@servulo.com](mailto:aml@servulo.com)

<https://www.servulo.com>



## PROFILE

---

At **SÉRVULO** since 2019, Ana Rita Paínho is a partner in the Life Sciences, Intellectual Property and TMT departments, working in the areas of trademarks and patents and, in the information technology field, focusing on software, e-commerce, data protection, marketing and advertising. Specialised Lawyer in Intellectual Property, by order of the General Council of the Bar Association of 2007, and Postgraduate in Industrial Property by the Faculty of Law of the Modern University, in 2003. CIPP/E (Certified Information Privacy Professional Europe) certification, 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 at Veiga Gomes, Bessa Monteiro, Marques Bom & Associados between 1998 and 2000. She joined the Portuguese Bar Association in 2000. Ana Rita is Chairman of the Tax Council of AIPPI Portuguese Group, Ombudswoman of the Portuguese Association of Travel and Tourism Agencies and a member of UNION and IAPP. She is a regular speaker at conferences related to her areas of specialisation.

## RELEVANT EXPERIENCE

---

Legal advice on intellectual property matters, including patents, trademarks, authorship rights and related litigation. Her practise also covers agency, distribution and franchising agreements for premium brands.

In TMTs, legal advice on software and e-commerce, publicity campaigns and branding strategies.

Full GDPR implementation advice, including data privacy impact assessments, auditing, policies and notices



revision and internal records for companies in various sectors.

## EXPERTISE

---

- Advertising
- Automotive
- Commerce, Manufacturing and Distribution
- Games and e-Sports
- Healthcare and Pharmaceuticals
- Information Technology and Outsourcing
- Intellectual Property
- Life Sciences
- Media and Telecommunications
- Privacy and Personal Data Protection
- Space Law
- Startups 360º
- TMT
- Whistleblowing

## RECOGNITION

---

### **Chambers Europe 2024**

#### Intellectual Property - TIER 2

I had an excellent interaction with Ana Rita Paínho. There is speed and clarity in her responses.

#### Life Sciences - TIER Spotlight table

I had an excellent interaction with Ana Rita Paínho. There is speed and clarity in her responses.

#### TMT - TIER 3

Ana Rita Paínho assists with a range of TMT matters, including cloud agreements, start-up establishments and regulatory licensing issues.

### **Chambers Europe 2023**

#### Intellectual Property - TIER 2

Ana Rita Paínho is very assertive.

#### Life Sciences - TIER Spotlight Table

Ana Rita Paínho is very assertive.

#### TMT - TIER 3

Ana Rita Paínho assists with a range of TMT matters, including cloud agreements, start-up establishments and regulatory licensing issues.

### **Chambers Europe 2022**

#### Intellectual Property - TIER 3

Ana Rita Paínho is highly active in patent infringement and invalidity proceedings. She has additional experience in life sciences matters. Clients describe her as being 'very responsive and reliable'.

#### Life Sciences - TIER Spotlight Table

Ana Rita Paínho is highly active in patent infringement and invalidity proceedings. She has additional experience in life sciences matters. Clients describe her as being 'very responsive and reliable'.

#### TMT - TIER 3

Ana Rita Paínho assists with a range of TMT matters. Clients really appreciate her support: 'She has a flexible, intelligent, and comprehensive approach to all of our requests', and also describe her as 'business-oriented and well connected'.

### **Chambers Europe 2021**

#### Intellectual Property - TIER 3

Ana Rita Paínho is highly active in trade mark disputes and opposition. One client enthuses: 'She is smart, efficient and responsive'.

#### Life Sciences - TIER Spotlight Table

Ana Rita Paínho is highly active in trade mark disputes and opposition. One client enthuses: 'She is smart, efficient and responsive'.

#### TMT - TIER 3

Ana Rita Paínho advises across the spectrum of TMT, including on satellite communications licences, online promotions and GDPR compliance.

### **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 2024**

Information Technology Law - TIER Recommended

Intellectual Property Law - TIER Recommended

Privacy and Data Security Law - TIER Recommended

Technology Law - TIER Recommended

Telecommunications Law - TIER Recommended

#### **Best Lawyers 2023**

Information Technology Law - TIER Recommended

Intellectual Property Law - TIER Recommended

Privacy and Data Security Law - TIER Recommended

Technology Law - TIER Recommended

Telecommunications Law - TIER Recommended



### **Best Lawyers 2022**

Information Technology Law - TIER Recommended

Intellectual Property Law - TIER Recommended

Technology Law - TIER Recommended

Telecommunications Law - TIER Recommended

### **Best Lawyers 2021**

Intellectual Property Law - TIER Recommended

Telecommunications Law - TIER Recommended

### **Best Lawyers 2020 Global Business Edition**

Intellectual Property Law - TIER Recommended

Telecommunications Law - TIER Recommended

### **Best Lawyers 2020**

Intellectual Property Law - TIER Recommended

Telecommunications Law - TIER Recommended

### **WTR 1000 2024**

Prosecution and strategy - TIER Silver tier

Leading the charge is dynamic partner Ana Rita Painho, whose expertise in trademarks and patents is matched by her in-depth knowledge of the IT industry, allowing her to navigate the intricacies of software, e-commerce and data protection with finesse.

Enforcement and litigation - TIER Silver tier

Leading the charge is dynamic partner Ana Rita Painho, whose expertise in trademarks and patents is matched by her in-depth knowledge of the IT industry, allowing her to navigate the intricacies of software, e-commerce and data protection with finesse.

### **WTR 1000 2023**

Enforcement and litigation - TIER Silver tier

Ana Rita Paínho has a strong background in cross-border IP matters.

Prosecution and strategy - TIER Silver tier

Ana Rita Paínho has a strong background in cross-border IP matters.



### **WTR 1000 2022**

#### Leading Trademark Professionals - TIER Silver tier

Leadership duties fall to Ana Rita Paínho whose rich knowledge of Portugal's legal and regulatory framework is a boon to many pharmaceutical, food and beverage and other businesses.

### **WTR 1000 2021**

#### Leading Trademark Professionals - TIER Silver tier

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.

### **Legal 500 2024**

#### Data Privacy & Data Protection - TIER Recommended

Ana Rita Painho is singled out for her expertise in the gamut of data protection matters.

#### Intellectual Property - TIER Leading Individual

Best known for her in-depth knowledge of trade marks, Ana Rita, whose expertise covers the development of branding protection strategies, and the drafting of franchise, distribution and agency agreements, heads up the practice.

#### TMT - TIER Recommended

Spearheading the team is Ana Rita Painho who possesses particular expertise in mandates concerning the IT, advertising, and telecoms segments.

### **Legal 500 2023**

#### Data Privacy & Data Protection - TIER Recommended

Ana Rita Paínho, who also oversees the IP and TMT teams, has extensive experience in data protection, marketing, IT and advertising matters.

#### Intellectual Property - TIER Leading Individual

Ana Rita Painho is recommended.

#### TMT - TIER Recommended

TMT specialist Ana Rita Paínho, who has a strong background in technology and IT matters, manages the practice.

### **Legal 500 2022**

#### Data Privacy & Data Protection - TIER Recommended

Ana Rita Paínho is recommended for her 'deep knowledge not only of data protection but also its application to clients' business'.



### Intellectual Property - TIER Leading Individual

Ana Rita Paínho - Extensive experience in the area demonstrating an unusual capacity to outline a winning strategy.

### TMT - TIER Recommended

Ana Rita Paínho is always available to help with all issues and always presents practical and concrete solutions. Always tries to simplify the themes, demonstrating a high knowledge in this area.

### Legal 500 2021

#### Data Privacy and Data Protection - TIER Recommended

Ana Rita Paínho, who has a strong background in data protection, oversees the practice.

#### Intellectual Property - TIER Recommended

Ana Rita Paínho is an exceptional lawyer. We feel we are always in good hands.

#### TMT - TIER Recommended

Ana Rita Paínho is a great IT/data protection lawyer, very responsive and to the point.

### Legal 500 2020

#### Data Privacy and Data Protection - TIER Recommended

Ana Rita Paínho is very responsive and keeps us in the loop. We appreciate her and her team's responsiveness and helpful attitude when there are follow-up queries.

#### Intellectual Property - TIER Recommended

Ana Rita Paínho and Mariana Costa Pinto offer succinct, relevant and prompt advice.

#### TMT - TIER Recommended

TMT specialist, who regularly advises international clients on local law issues.

### Who's Who Legal 2021

Data - Iberia National Leaders - TIER Recommended

Data - Information Technology - Global Leaders - TIER Recommended

Data - Telecoms & Media - Global Leaders - TIER Recommended

### Who's Who Legal 2020

Data - Information Technology - TIER Recommended

Data - Telecoms & Media - TIER Recommended

### Who's Who Legal 2019

Data - TIER Thought Leader



### **Expert Guides 2021**

Information Technology - TIER Expert

### **Expert Guides 2020**

Information Technology - TIER Expert

### **Expert Guides 2019**

Information Technology - TIER Expert

### **IAM Patent 1000 2023**

Litigation and transactions - TIER Silver tier

Innovative and creative, Ana Rita Paínho is the engine driving the IP department.

### **IAM Patent 1000 2022**

- TIER Silver tier

Ana Rita Paínho is deeply knowledgeable, client focused at all times and reasonably priced.

### **IAM Patent 1000 2021**

Leading Patent Professionals - TIER Silver tier

Head of the practice Ana Rita Paínho has spent two decades teasing out the knots of cutting-edge, often multi-jurisdictional IP matters.

### **IAM Patent 1000 2020**

Leading Patent Professionals - TIER Silver tier

Sérvulo's cornerstones are Ana Rita Paínho and Mariana Costa Pinto, who provide commercially savvy advice when it is needed most.

### **Leaders League 2023**

Data Protection - TIER Excellent

Technology - TIER Highly Recommended

Telecommunications Law - TIER Highly Recommended

IP Litigation - TIER Leading

### **Leaders League 2022**

Data Protection & Cybersecurity - TIER Excellent

Telecommunications Law - TIER Highly Recommended





Technology - TIER Highly Recommended

IP Litigation - TIER Leading

### **Leaders League 2021**

Technology - TIER Highly Recommended

IP Litigation - TIER Leading

Data Protection - TIER Excellent

### **Leaders League 2020**

Data Protection & Cybersecurity - TIER Excellent

IP Litigation - TIER Leading

Technology - TIER Highly Recommended

### **IP Stars 2023**

Patent disputes - TIER Trade mark star

Trade mark disputes - TIER Trade mark star

### **IP Stars 2022**

Patent disputes - TIER Trade mark star

## **BOOKS AND ACADEMIC ARTICLES**

---

### **2024**

Chambers Life Sciences Guide 2024

13 May 2024 | in Chambers & Partners

### **2023**

Digital Business 2024 | Portugal

2023 | in Lexology GTDT

### **2022**

Chambers TMT Guide 2022

2022

Lexology GTDT - Digital Business, 2023

2022 | in Lexology GTDT

## **2021**

Copyright - Portugal

2021 | in Wolters Kluwer Law & Business

Trademarks - Portugal

2021 | in Wolters Kluwer Law & Business

## **2018**

Data Protection & Cyber Security 2018

2018 | in Chamber & Partners Practice Guides

Copyright - Portugal

2018 | in Wolters Kluwer Law & Business

Trademarks - Portugal

2018 | in Wolters Kluwer Law & Business

## **2016**

Trade Secret Protection: A Global Guide - Portugal

2016 | in Globe Law and Business Ltd

Trademarks Throughout the World – Portuguese Section

2016 | in Fifth Edition, West Group

## **2015**

Copyright - Portugal

2015 | in Wolters Kluwer Law & Business

Trademarks - Portugal

2015 | in Wolters Kluwer Law & Business

## **2013**

Copyright - Portugal

2013 | in Wolters Kluwer Law & Business

Trademarks - Portugal

2013 | in Wolters Kluwer Law & Business

**2011**

Direito dos Valores Mobiliários - Volume X

2011 | Coimbra Editora

**2006**

Trademarks Throughout the World – Portuguese Section

2006 | in Fourth Edition, Vol 1, Thomson West

**2003**

European Privacy Laws

2003 | in Baker & McKenzie