

Ana Rita Paínho

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PERFIL

Na **SÉRVULO** desde 2019, é sócia nos departamentos de Life Sciences, Propriedade Intelectual e TMT. As suas áreas de atuação incluem marcas e patentes e, na área das Tecnologias da Informação, software, e-commerce, proteção de dados, marketing e publicidade. É Advogada Especialista em Propriedade Intelectual, por despacho do Conselho Geral da Ordem dos Advogados de 2007, e Pós Graduada em Propriedade Industrial pela Faculdade de Direito da Universidade Moderna, em 2003. Certificação CIPP/E (*Certified Information Privacy Professional Europe*) da IAPP - *International Association of Privacy Professionals*, em 2018. Antes de ingressar na **SÉRVULO**, foi consultora e sócia da Anselmo Vaz, Afra & Associados entre 2008 e 2019, advogada na Abreu, Cardigos & Associados entre 2000 e 2007, e advogada estagiária na Veiga Gomes, Bessa Monteiro, Marques Bom & Associados entre 1998 e 2000. Inscrita na Ordem dos Advogados desde 2000. É Presidente do Conselho Fiscal do Grupo Português da AIPPI, Provedora do Cliente da Associação Portuguesa dos Agentes de Viagens do Turismo e membro da UNION e IAPP. Participa habitualmente como oradora em conferências subordinadas às suas áreas de prática.

EXPERIÊNCIA RELEVANTE

Assessoria jurídica em questões de propriedade intelectual, incluindo patentes, marcas, direitos de autor e litígios relacionados. Contratos de agência, distribuição e *franchising* de marcas *premium*.

Em TMTs, assessoria jurídica em software e comércio eletrónico, campanhas publicitárias e estratégias de *branding*.

Assessoria na implementação do RGPD, incluindo avaliação de impacto de dados, auditorias, revisão de políticas e avisos e registos internos para empresas em vários setores de atividade.

EXPERTISE

- Comércio, Produção e Distribuição
- Jogos e e-Sports
- Life Sciences
- Media e Telecomunicações
- Privacidade e Proteção de Dados Pessoais
- Propriedade Intelectual
- Publicidade
- Rising Stars
- Saúde e Indústria Farmacêutica
- Sector Automóvel
- Tecnologias da Informação e Outsourcing
- TMT
- Whistleblowing

RECONHECIMENTOS

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

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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

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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 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 2021

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 2020

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 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.

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 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 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

LIVROS E ARTIGOS CIENTÍFICOS

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