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**2021
TECH
TALK**

Critical legal updates
in Technology



**LATIN AMERICA'S TECH FUTURE:
TRANSFORMATION TRENDS IN THE
DIGITAL BUSINESS ENVIRONMENT**

TECH TALK LATIN AMERICA

July 21 to 23 2021



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Renata Amaral*

Partner | São Paulo

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Renata focuses her practice on issues related to the environment, consumer protection, social responsibility and climate change. She advises on environmental audits and due diligence, environmental self-disclosure and consent agreements, negotiation and implementation of environmental remediation plans, change, environmental class actions, environmental licensing and administrative defence, and financing for the environment. Renata also provides clients with advice on corporate social responsibility and social audit, legal aspects of biodiversity protection, judicial and administrative litigation and alternative dispute resolutions, environmental crisis management, development of policies and preventive strategies, negotiation of Emission Reduction Purchase Agreements and social corporate audits.



Beatriz Araujo

Partner | London

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Beatriz focuses her practice on advising boards and multinational groups on company law, in particular director duties, corporate governance matters and best practice approaches to embed governance and values in organisations with a view to companies building trust with all stakeholders and third parties, including regulators. She also advises clients in Spain, Portugal and Latin America investing into the UK and Europe.



Janett Burga

Senior Associate | Lima

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Janett advises investment funds and foreign general partners in structuring investment funds and rating eligible investments for PFAs and insurance companies, as well as banking institutions in their role as structuring entities in local and foreign debt issuance programs under different capital market regimes. She is experienced in venture capital transactions, startups advice including fundraising stage, and financial technology counseling.



Vanina Caniza

Partner | Buenos Aires

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Vanina advises clients on transactional, general commercial, compliance and regulatory matters. She has advised numerous clients in M&A and licensing transactions and conducted several compliance investigations. Vanina focuses her practice on the Healthcare and TMT industries, with extensive experience on regulatory law and specialized knowledge of legal issues related to the pharmaceutical, med tech and healthcare industry.



Paulo Casagrande*

Partner | São Paulo

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Paulo has a deep knowledge of several industries, including technology, media and telecoms. He is especially active in the representation of clients before CADE (the Brazilian antitrust agency) in complex merger reviews and investigations of alleged anticompetitive practices. Paulo has accumulated extensive experience in assisting infrastructure and technology companies active in dynamic digital markets.



Guillermo Cervio

Partner | Buenos Aires

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Guillermo advises clients in the technology, media and telecoms industry, helping them to navigate regulatory, privacy, corporate/contractual regulations in Argentina. He has been part of leading projects in LatAm and has advised some of the largest companies in the technology and media industries on highly complex issues.



Viviana Chavez

Senior Associate | Lima

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Viviana specializes in corporate compliance, with experience in advising clients in the design and implementation of their compliance programs, the conduction of internal investigations and compliance due diligence processes and in providing specialized trainings on compliance related matters. Viviana also has extensive experience in advising companies on data privacy matters, including the implementation of privacy compliance programs and also provides legal advice for the development of projects of high complexity from a data privacy perspective. In addition, Viviana is also specialized in competition law.



Agostina Coppola

Senior Associate | Buenos Aires

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Agostina assists many of the world's largest technology companies in navigating complex projects and on day-to-day business needs. Her practice focuses mainly on data protection, social media, information technology and telecommunications matters. She regularly works with teams of lawyers from our offices around the world helping clients to complete multijurisdictional projects.



Lothar Determann

Partner | Palo Alto

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Lothar has been helping technology companies in Silicon Valley and around the world take products, business models, intellectual property and contracts global for nearly 20 years. He advises on data privacy law compliance, information technology commercialization, interactive entertainment, media, copyrights, open source licensing, electronic commerce, technology transactions, sourcing and international distribution.



Bruno Dreifus*

Partner | São Paulo

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Bruno has a wide breadth of experience in transactions involving both listed and non-listed corporations, including acquisitions, joint venture, restructuring, due diligence, purchase and sale of assets, public offers, among others for clients engaged in the following sectors: technology, commerce, energy, services, fertilizers and mining, among others.



Carolina Duque

Partner | Bogota

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Carolina is an expert in financial transactions with an emphasis on project financing. She advises clients in different sectors, including the technology, media and telecoms industry, facing a great range of situations, interests and concerns. Carolina has a deep knowledge of 4G road financing structures through the issuance of bonds in the international market. She has also advised developers, debt funds, special purpose vehicles, trade companies and government entities in general financing transactions.



Laura Durán

Associate | Bogota

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Laura has experience in tax matters, both nationally and internationally, and focuses on consulting and tax planning matters. She advises clients in the manufacturing, technology and digital economy industries.



Liliana Espinosa

Partner | Lima

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Liliana has led many domestic and cross border acquisition transactions and sale of companies and assets including private and public M&A and private equity deals, mergers, spin-offs, and other sophisticated structures, in different industries including technology, media and telecoms.



Diego Ferrada

Partner | Santiago

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Diego focuses on M&A and project finance matters in several industries including the technology, media and telecoms industry. He has assisted several clients in various aspects of proposed international joint ventures, project financing and foreign investments. Diego has also represented clients in corporate and commercial arrangements, telecommunications, major infrastructure projects and mining.



Felipe Ferezini*

Partner | São Paulo

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Felipe has vast experience in the area of compliance , with focus on structuring and leading complex internal investigations, implementation of compliance, risk and Governance programs (risk assessment, internal policies, remediation mechanisms, and trainings). He also has a relevant background assisting clients in the technology industry on administrative law and related sanctions regime.



Tatiana Garcés

Partner | Bogota

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Tatiana advises on general labor law, labor proceedings, labor agreements, payroll benefits, promotion of collective employment agreements for mass termination, employee transfers, M&A (labor matters), corporate liquidation, quasi-fiscal contributions, labor audits, comprehensive social security and occupational health, and immigration matters. She further advises on labor litigation and handles administrative procedures before labor and immigration authorities.



Raffaele Giarda

Partner | Rome

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Raffaele assists domestic and multinational clients in the areas of technology, telecoms, media, M&A, corporate law and commercial contracts. He advises on regulatory matters as well as on wireless networks and services, infrastructures rollout and provision, satellite networks, media platforms, 5G, mobile virtual network operators (MVNO), interconnection and access, the Internet of Things (IoT), other internet protocol scenarios, disruptive technologies, Artificial Intelligence (AI) and connected vehicles.



Adriana Goncalves

Senior Associate | Caracas

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Adriana has assisted national and international clients in the preparation of service agreements, and transnational transactions, including mergers and acquisitions. She has experience in comprehensive corporate counseling and in international trade transactions subject to customs and exchange control regulations.



Roberto Grané

Partner | Buenos Aires

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Roberto advises clients on day-to-day operations, contracts, transactions, corporate restructurings, mergers and acquisitions and regulatory matters, across many different industry sectors, including technology, media & telecoms, consumer goods & retail and oil & gas. Among the clients he serves are many leading local companies, as well as multinational business groups doing business in Argentina and other jurisdictions in Latin America.



Adriana Ibarra-Fernandez

Partner | Mexico City

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Adriana's practice focuses on commercial and international trade matters, including rules of origin, verifications of origin and related subjects in terms of the FTA's to which Mexico is a party, tariff classification, customs valuation, maquila (IMMEX) and other programs for the promotion of imports and exports, as well as non-tariff import regulations and consumer protection. She advises clients with regulatory matters and has experience in handling compliance and anti-corruption matters.



Diana Juarez-Martinez

Partner | Mexico City

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Diana focuses her practice on corporate and personal income tax, VAT, corporate reorganizations, international tax planning, tax treaties and estate planning. She represents software, high technology and e-commerce companies



Lex Kuo

Partner | Hong Kong

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Lex has significant experience in representing Chinese and international entertainment and media clients. He regularly advises producers, distributors, and financiers of motion pictures and other content on a variety of cross-border and strategic matters, including financing, development, production and distribution of media and entertainment projects, music licensing, IP rights, and content exploitation on traditional and new media platforms.



Lawrence C. Lee

Partner | Palo Alto

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Lawrence advises public and private companies, as well as investment banks and private equity funds, in connection with M&A transactions across a variety of industries, with a focus on the technology sector. Lawrence's practice focuses primarily on public and private company merger and acquisition transactions and takeover defense, as well as private equity transactions, venture capital investments, LBOs, recapitalizations and spin-off transactions. Additionally, he has significant experience representing clients in the cryptocurrency industry on corporate transactions.



Christian López-Silva

Partner | Mexico City

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Christian regularly advises on regulatory, transactional and intellectual property matters for the manufacturing, import, distribution, advertising, labeling, commercialization and post-market vigilance of good and services. He has experience in government relationship, administrative proceedings, registration of products, as well as consultancy and contractual work.



Stephanie Magnus

Partner | Singapore

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Stephanie regularly advises international banks, capital markets intermediaries, fund managers, insurance companies, Fintechs and other financial institutions on financial services compliance and regulatory matters. In the fintech space, Stephanie has been involved in contributing to policy formation, and regularly advises on fintech models including equity and debt crowdfunding, roboadvisor platforms, payment service models, consumer credit models, e-wallets, digitalisation and tokenisation.



Alfonso Martínez-Bajarano

Partner | Mexico City

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Alfonso focuses his practice on financial technology (FinTech), regulatory compliance and financial transactions. He regularly advises FinTech companies (local as well as multinationals) on regulatory and transactional matters, including e-wallet platforms, crowdfunding entities, online lending B2B platforms, digital banks, card payment processors (aggregators and acquirers), cryptocurrency exchanges and comparison product and services platforms. Alfonso also focuses on the negotiation of loan facilities, and their security interest documents.



Anna Mello*

Partner | Rio de Janeiro

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Anna is an expert in buy-sell agreements and joint ventures, acting from transaction planning to drafting and negotiation of all related contracts, as well as advising on corporate restructurings, investments structures and regulatory matters in the corporate and capital markets area. She represents multi-national clients in a range of industries including technology, telecommunications, commodities, construction, hospitality, investment funds, oil and gas, power and shipping. Anna has broad experience in multi-jurisdictional transactions supervising, coordinating and managing complex deals across Latin America.



Ciro Meza

Partner | Bogota

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Ciro focuses his practice on tax planning, tax advisory and tax litigation. He has also been involved in the restructuring of several companies and in various mergers and acquisitions in the technology, media and telecoms space involving international jurisdictions.



Kamleh Nicola

Partner | Toronto

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Kamleh's practice focuses on intellectual property litigation, with an emphasis on all aspects of patent, trademark and copyright disputes, particularly in the TMT and pharmaceutical industry. She also advises clients on the regulatory aspects of pharmaceuticals and medical devices, including strategic advice relating to product approval and launch, marketing, labelling and pricing, governance and compliance. Kamleh works with her clients to minimize risk and navigate the complexities in Canada's regulatory regime.



Carolina Pardo

Partner | Bogota

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Carolina's areas of expertise include antitrust and competition law, consumer protection, information technology and privacy law. She actively advises and represents national and multinational clients in investigations, implementing internal procedures to comply with the applicable regulations on competition, data protection, consumer regulation and compliance matters in general. Focusing on the technology, media and telecoms industry, Carolina has also coordinated and prepared submissions containing input from industry group members to the Colombian authorities regarding their consumer protection, competition and data protection initiatives.



Flavia Rebello*

Partner | São Paulo

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Flavia's practice focuses include data protection, licensing, sourcing and transactions, franchising and e-commerce and internet. She has extensive experience in drafting, negotiating and reviewing agreements involving intellectual property, including supply of technology, trademark license, patent license, franchise, copyright license, software license and distribution, and SaaS outsourcing. Flavia is an expert in data protection and privacy issues, including implementation projects, review of policies and data breaches and also advises on various aspects of commerce, internet and social media.



Marcela Robledo

Partner | San Francisco

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Marcela focuses her practice on technology transactions, and routinely advises public and private clients from all types of industries on the intellectual property, privacy and cybersecurity aspects of a wide range of corporate matters.



Yuliana Salamanca

Senior Associate | Bogota

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Yuliana advises on trademark prosecution, online & regular enforcement, entertainment law, copyrights & software and unfair competition. She also advises on licensing and IP agreements involving clients in the technology industry. Her clients also come from a broad range of industries, including fashion, food, alcohol, cosmetics, heavy machinery, tobacco and pharmaceuticals. Yuliana has participated in successful cases of online enforcement through take down notices, cease and desist letters, civil actions, criminal actions and border measures. Her experience includes managing trademark portfolios and enforcement for multinational clients all over Latin America, Brazil, and the Caribbean.



María Eugenia Salazar

Partner | Caracas

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María Eugenia has advised major telecommunications companies in setting up their operations in Venezuela, on both regulatory and corporate issues. She has also advised content providers, and technology companies on their businesses in Venezuela and in the LatAm region. María Eugenia has helped her clients understand and strategically plan how to conduct their business in Venezuela, in cases related to: data collection and data transfer, health care minors and other sensitive content, advertisement, as well as on damages.



Adriana Stamato*

Partner | São Paulo

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Adriana has extensive experience in serving clients in matters involving corporate reorganizations, risk assessment, compliance with tax inspections, modeling of new businesses, obtaining special regimes, among others.

Adriana has extensive experience in analyzing the different tax regimes applicable to each sector, having assisted clients in selecting the best business model for implementing structures in Brazil.

She represents customers in the technology, automotive, energy, food, pharmaceutical, chemical, hygiene and cosmetics, retail trade, agribusiness and services, among others.



Anahita Thoms

Partner | Dusseldorf

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Anahita focuses her practice on global investigations, particularly in the fields of international trade law and data protection. She has significant experience advising on internal compliance programs, accompanying internal and external investigations and self-disclosures in cases of breaches of sanctions, export control and foreign investment review, closely collaborating with authorities. Anahita also has considerable experience in the area of data protection and human rights.



Marcela Trigo*

Partner | Rio de Janeiro

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Marcela primarily represents clients in legal disputes involving patents, trade secrets, data package exclusivity, unfair competition and regulatory compliance, particularly in the internet and communications sectors. She also advises national and international clients on IP portfolio management, multinational licensing programs, licensing and technology transfer agreements.



Carlos Vela-Trevino

Partner | Mexico City

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Carlos focuses his practice on corporate, commercial and transactional work, including M&A, corporate restructuring, corporate governance and private equity transactions. He has also implemented privacy management compliance programs for over 100 Fortune 500 companies. Carlos advises on e-discovery, FCPA investigations, e-commerce, direct marketing, privacy in the workplace, litigation and M2M communications. Carlos advises some of the most innovative IT and consumer internet industry players, as well as MVNO operators and telecom resellers.



Valentina Venturelli

Partner | Santiago

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Valentina focuses her practice on intellectual and industrial property matters, and prosecution and surveillance of trademarks and patents, as well as other IP assets such as domain names, copyrights, plant variety rights, trade secrets, etc. in Chile and other jurisdictions. In addition she counsels national and international clients in relation to the fulfilment of requirements before the competent authorities, prosecution, administrative litigation, and contractual protection, use and transfer of relevant IP assets.



Daniel Villanueva-Plasencia

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Daniel works with clients in a variety of industries, particularly in matters where there is an intersection between intellectual property and technology. Daniel assists technology, media and telecoms companies in cross-border transactions, drafting and negotiating commercial agreements, including the negotiation of licenses for the use of software and other innovative technologies. He also advises developers of software, hardware, video games, social networks, e-commerce and internet companies worldwide on regulatory restrictions, intellectual property and data privacy.



Tiago Zapater*

Partner | São Paulo

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Tiago focuses his practice on class actions for consumer protection, advertising, product liability and internet litigation. He represents a broad variety of clients in the technology industry, including hardware manufacturers, software/apps developers, social media, streaming platforms and video game companies.

**Trench Rossi Watanabe and Baker McKenzie have executed a strategic cooperation agreement for consulting on foreign law*



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Baker McKenzie helps clients overcome the challenges of competing in the global economy.

We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients.

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