

# OlarteMoure

presentation

## What do they say about us?

### **Chambers Global 2011:**

“Carlos Olarte is widely regarded as one of the country's leading patent experts and focuses his practice on patent prosecution and related litigation matters. ... Juan G. Moure is lauded for his expertise in competition and antitrust matters.”

### **Chambers Latin America 2010:**

“Carlos Olarte has a wealth of experience in the IP sector and is described as *‘a patents guru, not just in Colombia but across Latin America.’* Clients praise Juan G. Moure for his skill in competition and antitrust issues.”

## What do they say about us?

### **Chambers Latin America 2012:**

“The team offers ‘top-notch expertise,’ particularly in patents matters. ... **Carlos Olarte** specialises in patents and has significant crossover expertise in pharmaceutical matters. His wealth of experience and unrivalled reputation are major selling points for clients. **Juan G. Moure** specialises in trade marks and is skilled in unfair competition matters. He wins client praise as a ‘truly business-minded lawyer.’”

**Carlos Parra's** practice focuses on patents, technology transfer, litigation and IP management. He worked for a number of years in Japan as a legal adviser for IP and licensing issues . He subsequently set up his own practice to provide IP-related advice to international clients entering the Japanese market.

## Our mission

**We want your IP to constitute a critical business advantage in the local and regional market.**

## What can we do for you?

- **Patents:**

- Filing and prosecuting PCT national phases regionally
- Filing and prosecuting international phase applications
- Counterpart searches and freedom to market opinions
- Drafting patent applications
- ADR and civil litigation in infringement cases
- Administrative litigation before the Council of State

## What can we do for you?

- **Regulatory**
  - Regulatory Test Data protection for pharmaceutical and agrochemical products
  - Review NCE applications
  - Promote and defend administrative investigations by the INVIMA regarding product quality/efficacy and regulatory compliance

## What can we do for you?

- **Antitrust and Unfair Competition**
  - Specialized counsel before National Medicament Price Commission
  - Defending against antitrust investigations
  - Litigating unfair competition actions
  - Seeking regulatory clearance for mergers and other operations

## What can we do for you?

- **Trademarks:**

- Searches with legal opinion
- Filing and prosecuting applications
- Preparing or responding to oppositions
- ADR, criminal or civil litigation in infringement cases
- Administrative litigation before the Council of State



## What can we do for you?

- **Anticounterfeiting**
  - Private investigations through third parties
  - Prepare and file criminal or administrative complaints when possible and more efficient
  - Coordination of raids with the prosecutor's office and the judicial police
  - Participate in criminal and damages trials

# What can we do for you?

CUSTOMSWATCH™



## What is CustomsWatch™?

- a unique, tailored pharmaceutical market intelligence product based on information carefully culled from public customs databases, including India and China
- allows customer to anticipate product launches throughout Latin America; know what the competition is thinking of doing before they do it
- Customer receives customized, periodic reports on import and export operations, including details regarding the chain of supply for each operation
- All the information is 100% compliant with FCPA rules

## Where can we help you?

- Andean Community
  - **Colombia**
  - Peru
  - Ecuador
  - Bolivia
- Venezuela
- Chile
- Uruguay
- Paraguay
- Argentina
- Central America
  - Costa Rica
  - El Salvador
  - Guatemala
  - Honduras
  - Nicaragua
  - Panama
  - Belize
- Carribean
  - Dominican Republic
  - Cuba

## The benefits of a regional service

- Centralized patent and trademark prosecution with local presence. Local firms have excellent knowledge of domestic practice and superb relations with local Patent and Trademark Offices.
- Reduce redundant fees and obtain efficiencies. Same prosecuting team in OlarteMoure is handling the same file throughout the region, allowing for greater familiarity with the case and consequently better prosecution quality at an average lower cost.

## The benefits of a regional service

- Greater uniformity in prosecution throughout the region, taking advantage of common regional laws and prosecution procedure
- Single prosecution contact at OlarteMoure to channel all client communications
- Greater discounts that recognize pooled regional filings

## The benefits of a regional service

- Fixed tariff for various prosecution stages, allowing for more accurate budget forecasting
- Obtain the same prosecution quality and standards you expect from OlarteMoure throughout the region
- An experienced patent litigation team. Prosecution is just part of the solution; each of our local firms has experienced and practical litigators that can get the enforcement job done.

## The benefits of a regional service

- Know who your local attorney is and, if necessary or convenient for a specific matter, liaise directly with our local firms. This distinguishes us from other regional models providing centralized services, which often never let you know who the local contact is and where your prosecution is many times entrusted to the lowest bidder.
- Provide a translation service for all filing requirements in the region.

## How the regional service works

- Client issues a single General Power to OlarteMoure (OM) to handle industrial property matters throughout the region. OM subsequently issues country-specific Powers of Attorney.
- Client sends its filing instructions and electronic filing package to OM designating the countries where it wishes to file. Individual packages are then assembled in each country where the application is to be filed.



## How the regional service works

- OM corresponds directly with client's prosecuting attorney regarding examination and any other prosecution issues.
- All billing is centralized through OM and can accommodate e-billing procedures.
- OM maintains central docketing in Bogota along with electronic files of the file wrapper in each country. Local firms maintain hard copies and a redundant docketing system.

## Our Team- Partners

### **Carlos R. Olarte**

B.S.E., Duke University (1990) – Biomedical and Mechanical Engineering;  
J.D., Chicago-Kent (1993); Convalidated Law Degree, Pontificia  
Universidad Javeriana (1994); Attorney at Law, Colombia and Illinois.

[carlos.olarte@olartemoure.com](mailto:carlos.olarte@olartemoure.com)

### **Juan G. Moure**

J.D., Universidad Javeriana (1990); Postgraduate Specialization,  
Universidad de los Andes (1991) and l'Université de Paris Panthéon-Assas,  
(Paris II) (1992); Attorney at Law, Colombia.

[juan.moure@olartemoure.com](mailto:juan.moure@olartemoure.com)

## Our Team- Associates

- **J. Alexander Agudelo.** B.S. Pharmaceutical Chemistry; M.Sc. in Pharmaceutical Sciences (Montreal University, Canada)
- **Carlos A. Parra. Attorney at Law; Specialization in Public Affairs; LL.M. in IP (Franklin Pierce Law-School of Law University of New Hampshire, USA)**
- **Andrés Rincón.** Attorney at Law; LL.M in IP (Max Planck Institute for Intellectual Property, Competition and Tax Law, Germany)
- **Gina Arias.** B.S. Pharmaceutical Chemistry; Specialization in Molecular Biology (Universidad Nacional)
- **Juan Felipe Acosta.** Attorney at Law (Universidad del Rosario); Specialization in IP
- **Mónica Guevara.** B.S. Pharmaceutical Chemistry (Universidad Nacional)
- **Andrés Alvarado.** B.S. Electric Engineer (Universidad de La Salle)
- **Ella Ponce.** B.S. Chemical Engineering (Universidad América)
- **Liliana Galindo,** Attorney at Law (Universidad de los Andes)
- **Mauricio Ávila.** B.S. Pharmaceutical Chemistry (Universidad Nacional)
- **María Clara Calderón.** Attorney at Law (Universidad del Rosario)
- **Laura María Escobar.** Attorney at Law (Universidad Javeriana)

## Our Offices

Carrera 5 No. 34-03

Bogota, Colombia

PBX +57-1 6017700

Fax +57-1 6017799

[office@olartemoure.com](mailto:office@olartemoure.com)

