

ejambf

OJAM  
BULLRICH  
FLANZBAUM

Be Fine

Av. Cabildo 1507, floor 13th, Buenos Aires, Argentina.



# About us

We are the outcome of movement, unity, and a journey that has guided us to become the best version of ourselves.

**We are a firm specialized in intellectual and industrial property, as well as in any other intangible assets, technology and privacy.** We provide comprehensive and innovative legal and business solutions adapted to the specific needs of each of our clients.

**We are a team** that has worked together for more than 20 years and is widely regarded as a leader in the industry. Today, our knowledge, experience, and solidness, is complemented by young talents that challenge us to go further.

**We are a new working culture.** Our original and creative approach encourages best-in-class clients worldwide to select us. We are also passionate about accompanying entrepreneurs, start-ups, and innovative businesses that seek our support to achieve success.

**We are OJAM BULLRICH FLANZBAUM  
and excellence is our habit.**

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Our professionals are recognized at a national and international level.

We shaped our working culture focused on **providing an excellent service**. Working together with our clients, we achieved a deep understanding of their industries, learnt to appreciate their needs and fully respond to their specific requirements from a legal and commercial perspective.

Our goal is to provide creative and customized solutions. We left behind the traditional concept of a Patent and Trademark Agency to develop our own idea of a dynamic boutique firm. We envision the future with an innovative and disruptive spirit.

We believe that providing only traditional Intellectual and Industrial Property services is not enough. Today, it is imperative to have a macro perspective on **Intangible Assets: image, personal data, reputation, clientele,** and technology-related matters, among others. We encourage you to accept us as strategic allies so as to maximize the potential of your projects.

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We are agents of transformation. Each one of us, from our role and personality, strives to improve processes and relationships within the team, towards clients, and with society. We learn, transmit, and change our habits to achieve what we believe is best for everyone.

We are committed to becoming a Certified B Company. We took that path intuitively, as a result of our culture and values. We are committed to our clients and to the environment.

Here we go!

Wanna join us?

# Partners



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**Raquel Flanzbaum**

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**Mariel Chichisola**

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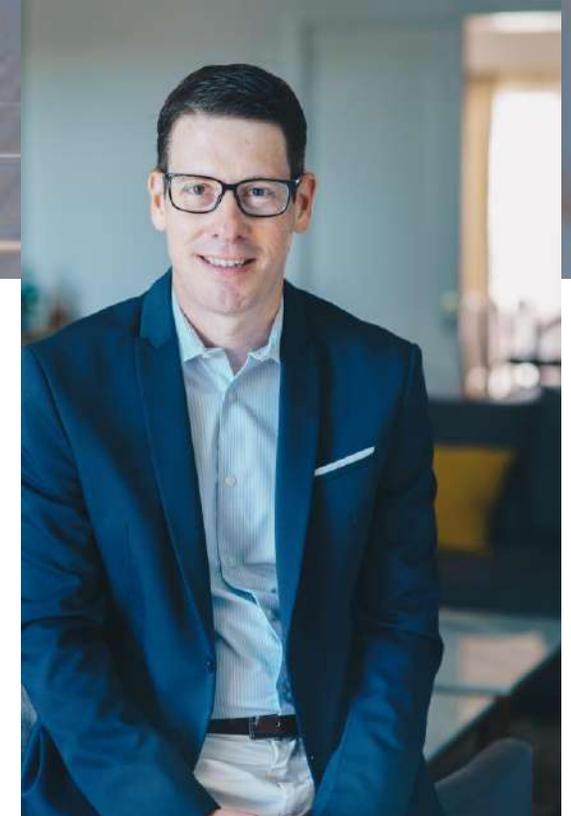
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# Seniors



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# SOLUTIONS

We assist our clients in all matters related to their intellectual and industrial property as well as their **other intangible assets**, from the moment an idea is born until its full development and potential.

Explore our solutions!



**Asset  
creation**



**Protection**



**Defense**



**Maximization and  
exploitation of  
value**

# ASSET CREATION



One of the first steps when developing a product or service is to give it a name and an identity: **the brand**.

The brand is the vehicle through which we will share our story. It is one of the most important stages of any project since it builds a relationship between the product or service and the consumer. Moreover, the brand is a sign that creates bonds and makes people feel identified with the product or service and want to acquire it.

The goal of a brand is to be recognized, and the creation of its identity implies understanding how we want to be recognized by consumers.

At **Ojam Bullrich Flanzbaum** we have a team specialized in **naming and branding** ("Be Brand"). We help you develop your identity and your brand, so that you may build the story you want to tell.

**Let's think together about your brand & identity!**

With more than 20 years of experience, we advise our clients on the protection of **their Intellectual and Industrial Property rights** (trademarks, models and industrial designs, patents, and copyrights). Our team of experts is comprised of attorneys and Industrial Property agents, who assist clients, both locally and internationally.

At **Ojam Bullrich Flanzbaum** we adopt a macro perspective of the Intangible Assets of our clients. We design a comprehensive plan that includes the protection of know-how, secrets, confidential information, personal data, reputation and clientele, image rights, among others.

**Let's develop a protection strategy together!**

**PROTECTION**



DEFENSE



We have the team and expertise required to advise our clients on the defense of their Intellectual and Industrial Property rights and Intangible Assets, both in Argentina and worldwide. We provide **creative and innovative solutions** from a business perspective.

**Know your rights  
and count on us to defend them!**

A close-up photograph of a sunflower with bright yellow petals and a dark brown center, set against a blurred background. The image is used as a background for the text on the left side of the slide.

**Contracts:** In order to optimize and maximize the value of our clients' Intangible Assets, we draft, review, and negotiate all types of agreements involving such rights. We are committed to obtaining the best terms and conditions.

**Audit:** We advise our clients in audit processes (*due diligence*), assisting in the investigation, analysis, and valuation of Intangible Assets, as well as in the negotiation of all types of related agreements.

**Valuation:** We have a team specialized in the valuation of Intangible Assets through different accounting methods (Royalty relief, BFinance, CAPM, RCM, multipliers, replacement value, etc.)

**Tell us your goals,  
we want to walk with you!**

**MAXIMIZATION AND  
EXPLOITATION OF VALUE**



OBF BE LAB

Entrepreneurs





# If you are an entrepreneur, you can count on us!

Our experience advising entrepreneurs, start-ups and innovative businesses allows us to understand your needs and assist you from the beginning in the challenge of starting a new venture.

We speak your same language. We are also entrepreneurs and great admirers of creativity and innovation. For these reasons, we will be thrilled to assist you in the challenge of starting a new venture. We will advise you on every aspect related to your Intangible Assets (trademarks, industrial designs, patents, copyrights, personal data, etc.)

Our support is not limited to legal services. We have a network of allies specialized in accounting and communication, marketing and sales, and all fields that contribute to the creation of a solid structure.

We actively participate in Argentina and Latinamerica's entrepreneurship ecosystem. We are passionate about weaving networks and building bridges between entrepreneurs and incubators, accelerators, investment funds, and business angels.

**Drop us a line and let's be a team!**



# OBF BE BRAND

Naming





# If you are thinking of a name for your project, you can count on us!

Our experience in advising multinational clients, SMEs, and entrepreneurs allows us to clearly identify the story that each brand wants to tell.

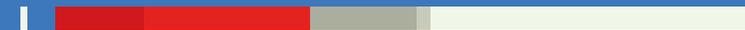
We help founders name their companies, products, and services.

The name of a project is the first step towards its own identity, like our name, which makes us unique and unrepeatable. Such is the relevance that the process of selecting a brand name for your project (Naming) has for us.

What message do we want our product or service to convey to the market? What audience do we want to reach? How do we want our clientele to feel? Where do we want to position ourselves in the market and with respect to our competitors? These are some of the questions that we need to ask ourselves when developing your brand together.

The life of your business, starting with its name, needs the protection and care that we can provide – and enjoy doing so!

**Drop us a line and let's name your project together!**



# Awards and validations



**Tier 2 (2022):** Ojam Bullrich Flanzbaum – for Trademark Contentious and Trademark Prosecution services.

**IP STAR 2021/2022:** Juan Carlos Ojam, Mercedes Bullrich, Raquel Flanzbaum.

**Rising Star 2021:** Paula Caraffa Morando and Camila Sirianni.

**TOP 250 women in IP:** Mercedes Bullrich (2017 / 2018 / 2021 / 2022). Raquel Flanzbaum 2020.



**BAND 1:** Juan Carlos Ojam.

**Up and Coming - TMT** (Telecoms, Media, Technology): Mariano Peruzzotti.

**Band 4:** Ojam Bullrich Flanzbaum.



**Silver Tier (2022):** Ojam Bullrich Flanzbaum.

**Global Leader in Private Practice:** Juan Carlos Ojam

**Gold band:** Juan Carlos Ojam (leading litigation professional, trademark prosecution and strategy, enforcement and litigation)

**Silver band:** Raquel Flanzbaum (enforcement and litigation)

**Highly Recommended:** Juan Carlos Ojam (trademark prosecution and strategy)

**Recommended:** Raquel Flanzbaum, Mercedes Bullrich, María Luisa Santa María and Paula Galván (trademark prosecution and strategy)



**Tier 2:** Ojam Bullrich Flanzbaum.

**Leading individuals IP, Arg:** Juan Carlos Ojam.

**Next Generation Partner:** María Luisa Santa María.

**Rising Star:** Paula Caraffa Morando.



**Trademark and Patent Leaders:** Juan Carlos Ojam and Mercedes Bullrich.

**WIPR's Influential Women in IP:** Raquel Flanzbaum.

# Awards and validations



**Trademark prosecution: Excellent:** Mercedes Bullrich, Raquel Flanzbaum, Juan Carlos Ojam, Diego Montangero and María Luisa Santa María.

**IP litigation: Excellent:** María Luisa Santa María, Raquel Flanzbaum and Juan Carlos Ojam.

**Enforcement & anti-counterfeiting actions: Excellent:** Juan Carlos Ojam, María Luisa Santa María and Mariano Peruzzotti.

**Data Protection: Excellent:** Juan Carlos Ojam, María Luisa Santa María and Mariano Peruzzotti.

**Patent Prosecution: Highly recommended:** Raquel Flanzbaum, Mercedes Bullrich and Juan Carlos Ojam.

**Advertising Law and marketing: Recommended:** Juan Carlos Ojam, María Luisa Santa María and Mariano Peruzzotti.

**Life Sciences Regulatory Law: Recommended:** Juan Carlos Ojam.

**Innovation, technology & telecoms: Highly recommended:** Juan Carlos Ojam, Mercedes Bullrich and Mariano Peruzzotti.

**Future Star:** Camila Sirianni, Paula Caraffa, Belen Recchini and Octavio Krause.

**Litigation Star:** Juan Carlos Ojam, Mercedes Bullrich and Raquel Flanzbaum.

**Expert global leader in trademark:** Juan Carlos Ojam and Mercedes Bullrich.

Raquel Flanzbaum: Nominated as **best women lawyer in copyright.**

**Trademark experts:** Raquel Flanzbaum, Mercedes Bullrich and Juan Carlos Ojam.

**Top Trademark Practitioners-Women in business law:** Raquel Flanzbaum and Mercedes Bullrich.

**Litigation Rising Star:** Paula Caraffa Morando.

# Awards and validations



IFLR

**Rising Star 2020:** Paula Caraffa Morando.



The Patent Lawyer Magazine  
GLOBAL REACH. LOCAL KNOWLEDGE

**The Patent Lawyer Magazine:** Ojam Bullrich Flanzbaum was included within the Top 10 Patent Firms in Argentina in The Patent Lawyer Magazine Law Firm Rankings for “**Most Well-Respected Law Firm 2021**”.



The Trademark Lawyer  
GLOBAL REACH. LOCAL KNOWLEDGE

**The Trademark Lawyer Magazine:** Ojam Bullrich Flanzbaum was included within the Top 10 Trademark Firms in Argentina in The Trademark Lawyer Magazine Law Firm Rankings for “**Most Well-Respected Law Firm 2021**”.



**Silver Band - Litigation and Transactions - Prosecution:** Juan Carlos Ojam and Rosario Mauro.



Great Place To Work®

**Best Places to Work™ for Women** #2 (SMEs Ranking 2022).

**Best Places to Work™** #6 (SMEs Ranking 2021).

**Companies that Care™** #6 (SMEs Ranking 2021).

**Best Workplaces™ for Millennials:** #7 (SMEs Ranking 2021).

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