

ejam BF

O J A M
B U L L R I C H
F L A N Z B A U M

Be Fine

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



About us

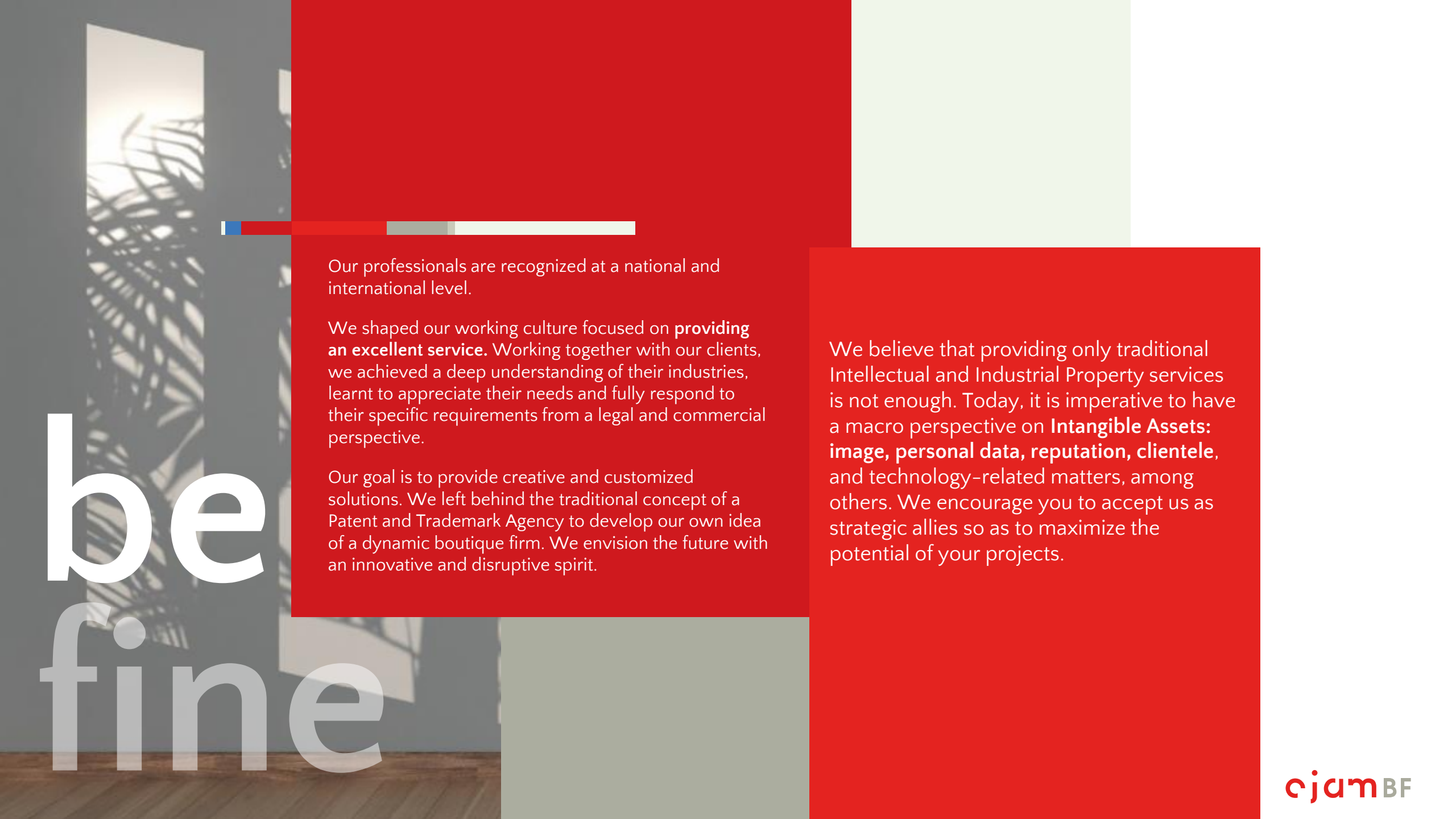
We are the outcome of movement, unity, and a journey that has guided us to become the best version of ourselves.

We are a boutique firm specialized in Intellectual and Industrial Property and other Intangible Assets. We offer comprehensive and personalized solutions adapted to the specific needs 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.



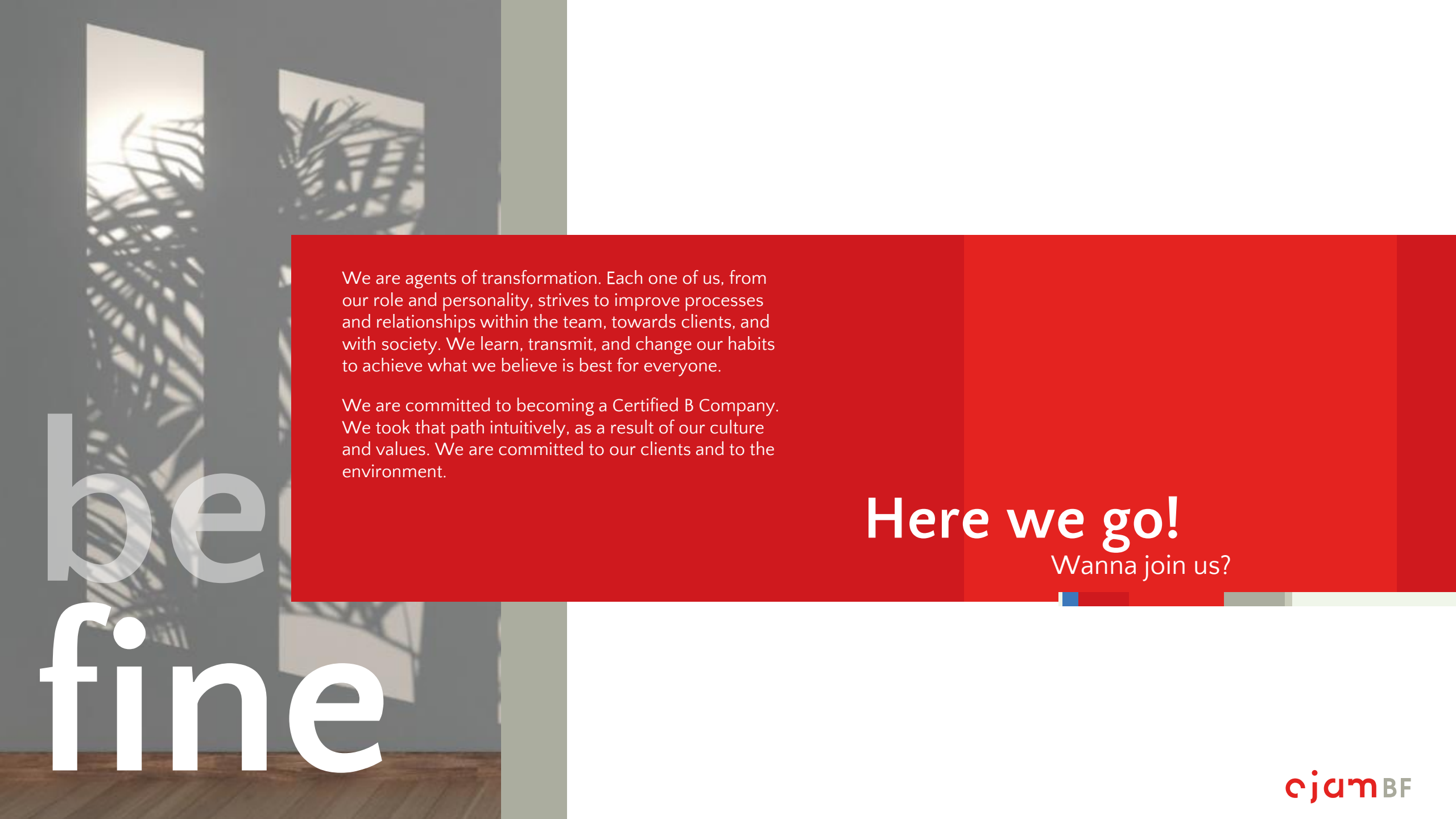
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Our professionals are recognized at a national and international level.

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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fine

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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Mercedes Bullrich

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Raquel Flanzbaum

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Partners



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Mariel Chichisola

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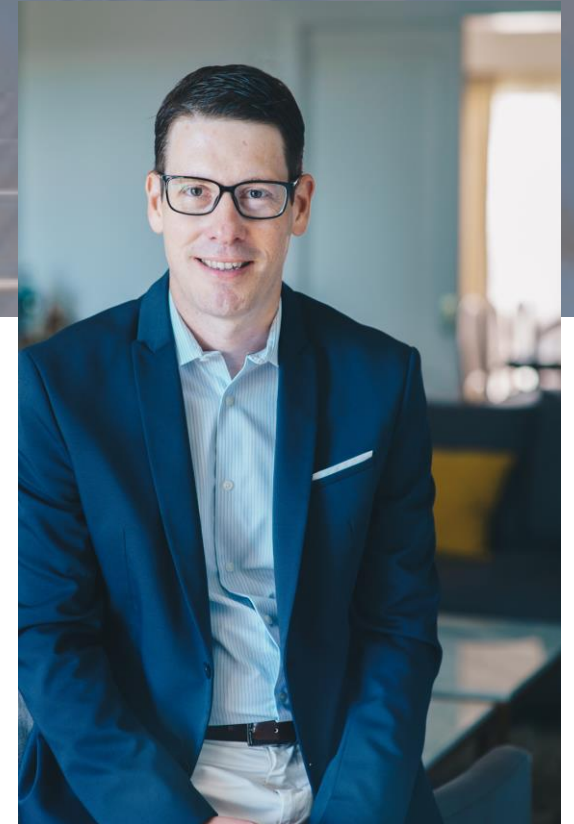
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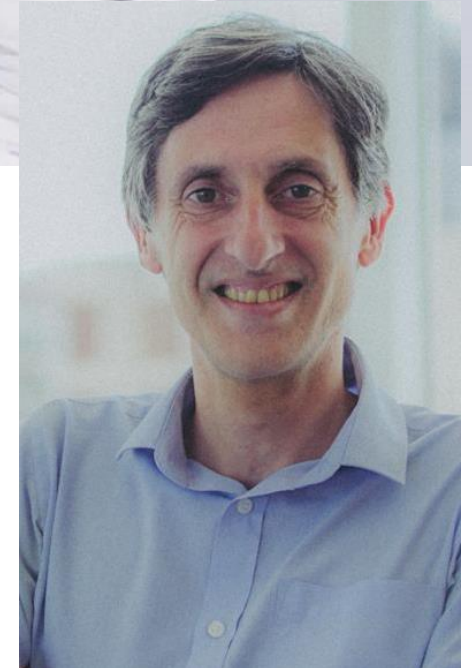
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Seniors



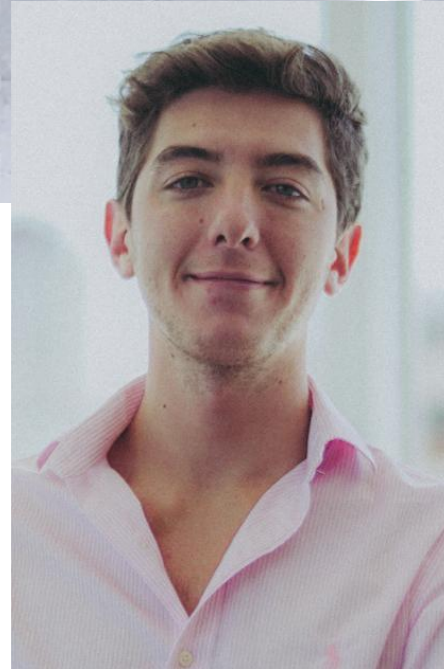
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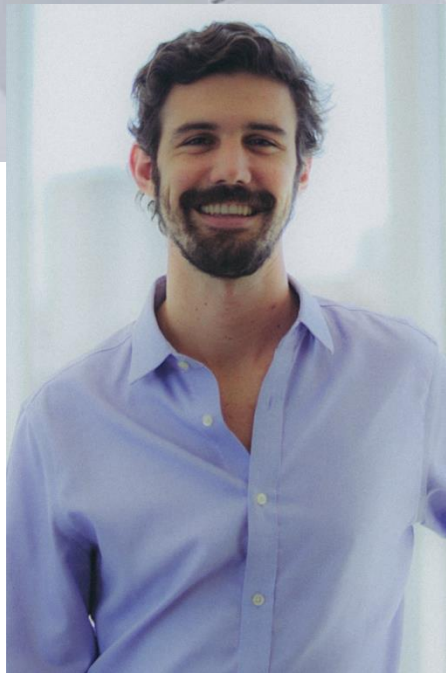
Seniors



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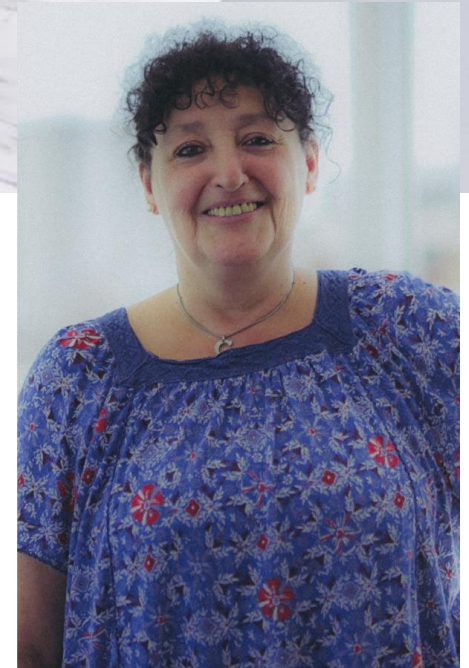
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SOLUTIONS

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

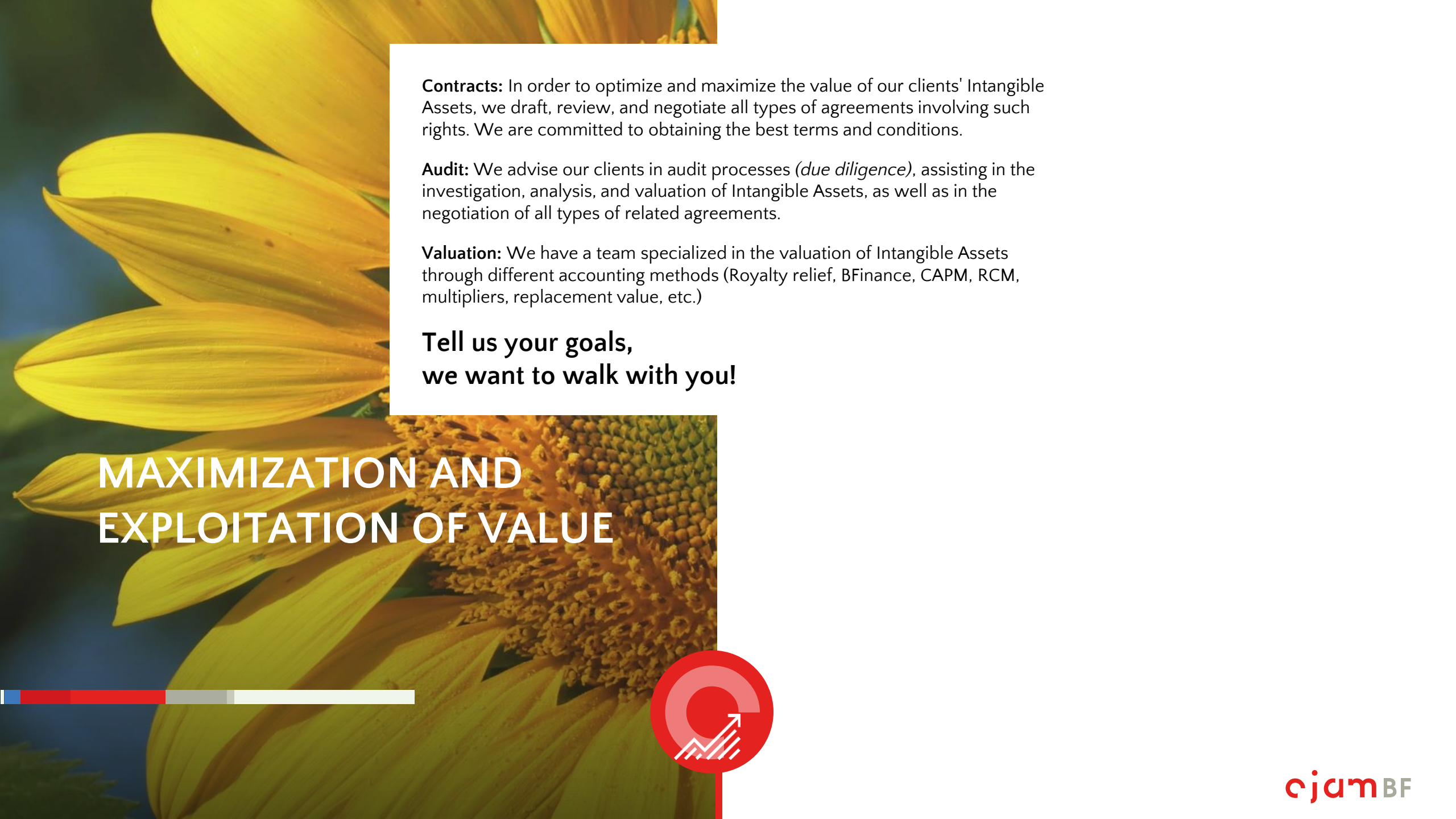


DEFENSE



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 detailed brown center, serving as the background for 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



IP STARS / Managing IP

IP STAR 2020/2021: Juan Carlos Ojam, Mercedes Bullrich, Raquel Flanzbaum

Rising Star 2019: Paula Caraffa, Camila Sirianni

TOP 250 women in IP: Raquel Flanzbaum 2020 – Mercedes Bullrich 2017 / 2018



Chambers and Partners

BAND 1: Juan Carlos Ojam

Associates to watch: Mariano Peruzzotti



World Trademark Review, WTR1000

Global Leader: Juan Carlos Ojam

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

Silver band: Raquel Flanzbaum (litigation professional)

Silver band: Raquel Flanzbaum, Mercedes Bullrich and María Luisa Santa María (trademark prosecution and strategy)



Benchmark Litigation

Future Star: Camila Sirianni and Paula Caraffa (Litigation department)

Litigation Star: Juan Carlos Ojam



Worldipreview

Leading Professionals IP, Arg: Juan Carlos Ojam and Mercedes Bullrich

Awards and validations



The Legal 500

Leading individuals IP, Arg: Juan Carlos Ojam



Leaders League

Trademark prosecution

Leaders: Mercedes Bullrich, Raquel Flanzbaum, Juan Carlos Ojam, María Luisa Santa María

IP litigation

Excellent: María Luisa Santa María, Raquel Flanzbaum, Juan Carlos Ojam

Patent Prosecution

Highly recommended: Raquel Flanzbaum, Juan Carlos Ojam

Advertising Law and marketing

Recommended: Juan Carlos Ojam

Enforcement & anti-counterfeiting actions

Recommended: Juan Carlos Ojam



Who is Who Legal, WWL

Expert global leader in

trademark: Juan Carlos Ojam, Mercedes Bullrich



Legal Media Group / Euromoney

Raquel Flanzbaum: Nominated as best women lawyer in copyright.



Expert Guide/ Euromoney

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

Women in business law: Raquel Flanzbaum, Mercedes Bullrich

Awards and validations

IFLR

**International Financial
Law Review**

Rising Star 2020: Paula Caraffa
Morando

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