

LERMAN
& SZLAK





Our Approach

You Need Advice and Execution. We Excel at Both.

We are an Argentine law firm that works hand-in-hand with clients, caring for their intangible assets, as the companies grow. We take care of your IP, so you can take care of your business.

Our expertise is to advise and execute legal solutions for IP, commercial and investment issues. We offer legal and strategic protection to help you make better deals, with a special focus on legal support for retail, consumer goods, technology and online businesses.

We Understand What Businesses Need

We are not afraid to support our client's vision: We combine focus, technology and creativity to come up with effective legal strategies.

We tackle each case individually and promptly: Our experience allows us to fully grasp the needs of our clients and help them reach their goals.

We know how to address complex issues: We do it with integrity and diligence, including when multiple branches of the law are involved.

We embrace innovation: Remaining in touch with newly established businesses and digital entrepreneurs allows us to wrap our heads around our client's digital vision and actively participate in it.

We understand our client's priorities and expectations: Our methods and resolutions go beyond the idea of the zero-sum view. This mindset allows us to get to creative solutions that strengthen our client's position.

We Embrace Diversity and Inclusion

As a female-founded lawfirm, diversity and inclusion are part of our DNA. We believe that diversity makes us stronger, and we strive to provide excellent service and equal opportunities for our team members. Having a positive impact with our actions is at the heart of everything we do.

We have been recognized as a “Woman Founders Firm” by the IP Stars Ranking, 2023 edition.



IP Services

We are IP experts

Located in Argentina, we manage IP protection for the entire world.

We have established our cutting-edge firm thanks to our expertise in IP and technology, as well as sharp and stable management, providing rapid answers and cost-competitive offers at both international and local levels.

We develop protection strategies and we are able to monitor complex IP portfolios, provide constant follow-up, and stay up to date with all innovations.

Being registered IP agents and having American certifications (members of the California Bar Association) as well as a full command of English allows us to work with international brands with no barriers.

We rely on an international professional network that enables us to handle the management of local brands and as assets across the globe.

We are active members of committees of the International Trademark Association (INTA), the Business Constituency and the LAC Steering Committee at ICANN, the National Center for Technology & Dispute Resolution of UMASS (University of Massachusetts), the Legal Affairs Committee of the Argentine Chamber of Electronic Commerce (CACE), as well as other prestigious local and international organizations, and we take part in international meetings regularly.

As far as our academic engagements are concerned, we teach and have studied in some of the most prestigious universities, such as Universidad de Buenos Aires, Universidad Torcuato Di Tella, Columbia Law School, Stanford Law School. Participating and making contributions in international discussions enabled us to take the leading position in this field.

We are ranked in the top global rankings for IP professionals.

IP Services



IP Prosecution



IP Enforcement



IP Strategy and Consulting



IP Prosecution

Trademarks: We protect the distinctiveness of words, logos, phrases, designs.

Patents: We preserve inventions.

Copyright: We protect all pieces of creative work, such as literary texts, artistic pieces, creative campaigns and software.

Domain names: We protect internet domain names and all other types of IP.

Data Protection: We also secure appropriate data protection, compliant with international standards and regulations.

We provide competitive filings for applications. We act quickly and offer same-day filings for urgent cases.



IP Enforcement

We conduct mediation and judicial proceedings, as well as extrajudicial negotiations. Alternative means of dispute resolution, such as domain disputes at Nic Argentina and WIPO, are our expertise.

In our approach, we opt for conciliatory methods, based on our experience in negotiation and mediation. We aim to achieve the best agreements, making sure to prioritize the state of our clients' businesses.

We are able to achieve immediate cease of use through precautionary measures. Our vault of successfully defended registrations holds complex cases such as CyberMonday, HotSale, leading international baby products, fintech applications and famous sports brands.

We preserve digital evidence with the use of modern technological tools.



IP Strategy and Consulting

We enjoy professional challenges and intervening in complex operations, such as integrating different areas of law to solve a particular issue, or assisting in complex transfers of assets.

We adapt international contracts according to the terms of the Argentine legislation, evaluating both the local and the international aspects.

We draft license agreements, franchises, EULAs, and terms and conditions, incorporating strong aspects of IP and NDAs.

We prepare accurate legal opinions that translate into actionable items for customers, including trademark and patent infringement analysis, and FTO (freedom to operate) opinions.

We provide data protection and management strategies.

We manage franchises and assist them with our professional advice.



Partners

We Are The Right Team To Protect Your IP



Celia Lerman
Partner

Celia is a lawyer (Universidad Torcuato Di Tella - UTDT, Valedictorian), Intellectual Property LLM (Universidad Austral, with honors) and Master in the Science of Law (JSM, Stanford University). She is also a technical bachelor in Computer Science (ORT).

She specializes in designing and executing transnational IP protection strategies; in drafting and revising IP contracts, licenses and confidentiality agreements; and in executing domain name disputes in Argentina and before the WIPO.

She has excelled in research and legal consulting in Intellectual Property, as a WIPO/WTO selected professor and as a Visiting IP Scholar at Columbia University. She received a Fulbright Scholarship to pursue her studies at Stanford, where she wrote her empirical thesis on Patent Strategies of Technology Startups with distinction, supervised by Mark Lemley. She is currently a lecturer at UTDT, where she teaches Law of New Technologies and IP Aspects of Law & Startups. She was the director of the Diploma in Law, Technology and Business; and she currently Co-Directs the Undergraduate Law Degree.

Celia is a member of the California Bar Association and the Buenos Aires Bar Association. She is also a member of the INTA Bulletins Committee, and a founding member of the Latin American Privacy Association (ALAP). She is an IP agent and leads the IP department at the firm, combining academic leadership with specialized professional practice.

We Are The Right Team For Your Company



Gabriela Szlak
Partner

Gabriela Szlak is a lawyer (University of Buenos Aires — UBA, with honors) with postgraduate degrees in eBusiness Management from Georgetown University and the University of Salvador. She is an IP Agent and an expert negotiator and Mediator, particularly in Digital Business and IP matters. In her experience she combines Business Law in its relationship with new technologies and innovative ventures with international projection.

Gabriela leads all matters related to IT and New Technologies at Lerman & Szlak. She focuses her practice in the legal aspects of digital businesses, including data privacy, e-commerce and digital marketing, trademarks and other IP rights.

Having been a digital entrepreneur herself, she now advises companies and entrepreneurs such as Hardware (IOT), Software, SaaS, Crypto and Fintech companies, Digital Content Agencies, Online Stores and eCommerce organizations.

She represents clients in organizations such as the ICANN Business Constituency and has been a member of the Data Protection Committee at INTA and at the Argentine Chamber of E-commerce (CACE) legal commission. She has also been a speaker at local and international events and a pioneer in online dispute resolution in Latin America. She is a fellow at the National Center for Technology and Dispute Resolution from the University of Massachusetts, and a lecturer in the Legal Aspects of Digital Business courses at two Master's Degrees and two Specializations in three Universities: UBA, Universidad del Salvador, and Universidad CAECE. She is also a lecturer in the Data Privacy for postgraduate legal students at Universidad Torcuato Di Tella.

Rankings



Chambers
AND PARTNERS

Leading Law Firm for
Copyright and related Rights works

Memberships





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