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Trade secrets - The company's privacy policy alone is not a reasonable measure of secrecy protection. – Spain

By **Cristina Hernandez-Marti Perez**, Hernandez Marti Abogados

“Three directors and senior managers of the insurance company WILLIS IBERIA CORREDURÍA DE SEGUROS Y REASEGUROS S.A., dissatisfied with an international integration project, which finally and subsequently could not be carried out due to the impediment of the American competition authority, decided to set up a new insurance brokerage, DEASTERRA PARTNERS S.L. Finally, after leaving their respective posts, they created the company, which attracted numerous employees and clients of the company where they had previously worked.”

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Madrid Protocol specific rules adopted by Brazil

By **Alexandre M. Altberg**, Magellan IP

“Although the Madrid Protocol has been in force in Brazil for over four years now, there are still a lot of doubts regarding the specific rules adopted by Brazil for the procedure of international designations received by the BPTO. In this brief article we will discuss the most important rules that every owner of an international registration needs to know when designating Brazil.”

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What's in a Word? - A US view

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By **Peter L. Brewer**, Thrive IP®

“As a patent attorney, I sometimes find that I am more English major than engineer. Technology matters, but in the world of patent claims, words matter even more.

Occasionally, the patent scrivener may use a word or phrase in a claim that was, well, not exactly what they meant. An example is the case of *Chef America, Inc. vs. Lamb-Weston, Inc.*, 358 F.3d 1371 (Fed. Cir. 2004). This was a patent infringement case involving a patent for a process for producing a dough product. In the claims, the patent owner included the step of ‘heating the resulting batter-coated dough to a temperature in the range of about 400°F to 850°F.’”

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The New Industrial Design Manual aligned Brazil with international standards after joining the Hague System.

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By **Alex Almeida**, Magellan IP

“The Brazil PTO, also known as INPI, has issued Ordinance n° 25 on July 4th, 2023. This ordinance outlines new rules for processing industrial design applications under the Hague Agreement. Starting from August 1, 2023, both the Hague Agreement and the Ordinance have been in effect in Brazil.”

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Five attorneys were named to the Missouri & Kansas Super Lawyers list. The list, compiled annually, features attorneys in each state, from more than 70 practice areas, who have attained a high degree of peer recognition and professional achievement. The published list of Missouri & Kansas Super Lawyers represents no more than 5% of the attorneys in each state.”

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OR

-The firm devotes a majority of its practice to intellectual property law

*AIPF annual membership runs from January 1 to December 31 and is prorated from January 1. Membership is by firm, not by individual.

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