

## **AIPPI CONGRESS RIO DE JANEIRO**

**October 10 - 14, 2015**

### **Panel Session VI**

#### **Keeping the faith: dealing with bad faith registrations**

**Tuesday, October 13, 2015**

**14.00 – 15.30**

**Speaker:**

Mariangela Sampaio

(Brazil)

#### **Curriculum Vitae**

##### **Mariangela Sampaio**



Mariangela Sampaio is Bachelor in Law by São Paulo University Law School (USP) and Specialization in Civil Procedure Law by São Paulo Catholic University Law School. She has worked for over 20 years in the legal department of Unilever in Brazil and in the headquarters in London. She is a Senior Manager of Legal Marketing Area of Unilever Brazil and Latam Legal Beverages and Ice Cream Counsel, responsible for managing the consumer law area and intellectual property. She is focused on strategic legal analysis of advertising campaigns and launch of new products and implementation of the company's global policies in Latin America as well as in the management of legal and administrative proceedings, including

ANVISA, DPDC and representations before Conar, as well as development of contracts, such as, sponsorship, partnerships and licensing. Associate member of INTA, ABPI and ASPI. Co-coordinator of Trade Marks Commission of the Brazilian Intellectual Property Association during the period of 2008-2009 and a member of ABPI Board of Directors. She have given lectures at seminars and conferences, such as the INTA International Congress, ABPI Seminar, ASPI Congress, Eurochamber, British Chamber, American Chamber, IBRAC, Fenalaw, among others.