



VERÔNICA BORDA

Attorney at Law

+55 11 94550 9770

+55 11 3033 3754

veronica.borda@lickslegal.com

PRACTICE AREAS

- Industrial Designs
- Intellectual Property
- Litigation
- Patents
- Prosecution
- Technology, Media & Telecommunications
- Trademark, Trade Dress & Publicity Rights Matters
- Unfair Competition

LANGUAGES

- Portuguese
- English
- German

BIOGRAPHY

Verônica Borda joined Licks Attorneys' São Paulo office as an attorney at law in 2024. With over 6 years of experience, she has handled strategic cases across all instances of judicial proceedings, honing a multidisciplinary profile in various areas of law. Ms. Borda began her career working at a prominent law firm specializing in telecommunications and consumer law. Afterwards, Ms. Borda worked in a boutique law firm, where she represented cases encompassing credit recovery, as well as contract, civil, and banking Law. Ms. Borda then moved to a law firm specialized in intellectual property, where she represented major corporations in cases involving patents, trademarks, and unfair competition disputes.

AFFILIATIONS

- Brazilian Bar Association – São Paulo (OAB/SP).

EDUCATION

- Specialization in Intellectual Property Law, Pontifical Catholic University of Rio de Janeiro – PUC-Rio (2022);
- Specialization in Civil Procedure Law, School of Magistrates of Rio de Janeiro – EMERJ (2019);
- Bachelor of Laws (LL.B), Brazilian Institute of Capital Markets – IBMEC (2017).

PUBLICATIONS

- [STJ reconhece que o Wikipédia não é fonte confiável para atestar que elemento nominativo de registro de marca é comum](#), Migalhas, 2023;
- [As varas empresariais em SP e o atendimento de seus objetivos no âmbito da propriedade industrial](#), Migalhas 2023;

- [Anticipatory relief in trade dress infringement suits: an analysis in the light of the understanding of the Reserved Chambers of Business Law of the São Paulo Court of Justice](#), Journal of the São Paulo Intellectual Property Association.