



GISLAÏNE MARKS

Attorney at law

+55 41 2391 0703

gislaïne.marks@lickslegal.com

PRACTICE AREAS

- Copyright
- Intellectual Property
- Prosecution
- Trademark, Trade Dress & Publicity Rights

LANGUAGES

- Portuguese
- English

BIOGRAPHY

Gislaïne Marks joined Licks Attorneys' trademark prosecution team in 2019 as a paralegal. In 2022, she became an attorney at law after having over 14 years' experience in the field of intellectual property working in well ranked Brazilian law firms.

Her practice involves companies in the most various market fields, focusing not only on trademark prosecution, but also on related rights, copyright, trade-dress, geographical indications and fashion law, having experience in the field since 2005.

AFFILIATIONS

- Brazilian Bar Association – Rio de Janeiro (OAB/RJ);
- Brazilian Bar Association –Paraná (OAB/PR).

EDUCATION

- Bachelor of Laws (LL.B.), FAE University Center – FAE (2022);
- Industrial Property Agent Qualification Exam – BRPTO, 2011.

PUBLICATIONS

- [Mercado de luxo sob pressão: O 'exposed' dos fabricantes chineses e os desafios da propriedade intelectual](#), JOTA, 2025;
- [Caetano e a Tropicália: uma análise frente aos direitos de marca, autor e imagem](#), JOTA, 2025;
- O caso Via S/A e Magazine Luiza: uso de marcas em links patrocinados, Migalhas, 2024;
- [Direitos autorais e reflexões sobre as recentes acusações de plágio ao novo clipe da Anitta](#), Migalhas, 2022.