Licks ATTORNEYS



JOÃO CRUZ

Attorney at Law

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PRACTICE AREAS

- Data Protection
- Intellectual Property
- Patents
- Regulatory Law

LANGUAGES

- Portuguese
- English

BIOGRAPHY

João Cruz joined Licks Attorneys in 2021 and became an attorney at law at Licks Attorneys' Rio de Janeiro office in 2022. Prior to joining Licks Attorneys, Mr. Cruz worked as a legal intern at prestigious law firms focused on intellectual property, as well as in the public sector, assisting an appellate judge of the Rio de Janeiro Federal Court of Appeals. At Licks Attorneys, Mr. Cruz's practice focuses on intellectual property, assisting in complex litigation involving the pharmaceutical and telecommunications industries. His practice also includes legal consulting on unfair competition, the intersection of antitrust and IP, data protection, and government affairs. He has experience working with the United Nations Development Programme (UNDP) in the development of regulations. In addition, he was a speaker at the WWU Münster, on a panel about alternative methods on the solving of conflicts and IP in the Brazilian context in 2020.

PROFESSIONAL HIGHLIGHTS

- Brazilian Competition of Arbitration and Mediation – "Brazilian's Best Memorandum for Respondent" award (2019).

AFFILIATIONS

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

EDUCATION

- Bachelor of Laws (LL.B), Federal University of the State of Rio de Janeiro – UNIRIO (2022).

PUBLICATIONS

- Brazilian Court-appointed expert reports demonstrate SEP owners' FRAND compliance: Comparable licenses can lead to evidence-based preliminary injunctions, IP ForeFront, 2026;
- Brazilian Court-appointed expert reports demonstrate SEP owners' FRAND compliance: Comparable licenses can lead to evidence-based preliminary injunctions, Lexology, 2026;
- How UK extraterritorial decisions are undermining Brazilian judicial sovereignty and violating TRIPS, Managing IP, 2025;
- China's innovation in Brazil: strong patent protection and enforcement, China IP Today, 2025;
- Brazil: a key jurisdiction for patent enforcement, The Patent Lawyer Magazine, 2025;
- Um é pouco, dois é bom, três é demais? Para se requerer exame de um pedido de patente, três anos é muito melhor, Migalhas, 2024.