



GIOVANNA ROCHA

Attorney at Law

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PRACTICE AREAS

- Litigation
- Patents
- Trademarks

LANGUAGES

- Portuguese
- English
- Spanish

BIOGRAPHY

Giovanna Rocha is an Intellectual Property attorney with experience across leading law firms in Brazil and international practice in the United States. She has advised clients in several industries including fashion, education, and technology, managing complex IP portfolios and handling prosecution, enforcement, and litigation before Brazilian courts and the Brazilian Patent and Trademark Office (BRPTO).

Fluent in English and Spanish, Ms. Rocha brings a global perspective to her work, operating effectively in international environments and building meaningful connections within the IP, technology, and innovation communities.

PROFESSIONAL HIGHLIGHTS

- IP Law Reporter – ABA 2025 Spring Conference (2025);
- LL.M. Representative – Student Intellectual Property Law Association (SIPLA GW Law) (2025);
- Representative of PUC-Rio in the 1st Intellectual Property Arbitration Competition – ABPI (2021).

AFFILIATIONS

- Brazilian Bar Association – Rio de Janeiro (OAB/RJ);
- Member of IP Commission of Brazilian Bar Association in São Paulo;
- Member of the Intellectual Trademark Association (INTA);
- Member of the American Intellectual Property Law Association (AIPLA);
- Member of Committees of Copyright Law, Trademark Law, and Women in IP Law;
- Member of the American Bar Association (ABA).

EDUCATION

- Master of Laws (LL.M) in Intellectual Property, The George Washington University Law School (2025);
- Graduate Program in Civil Procedure, São Paulo School of Advocacy – ESA-SP (2024);
- Graduate Program in Intellectual Property Law, Pontifical Catholic University of Rio de Janeiro – PUC-Rio (2022);
- Bachelor of Laws (LL.B), Fluminense Federal University – UFF (2020).

PUBLICATIONS

- CREATURE-CREATOR AI and the Challenges for Copyright. In: Essays and Studies on Intellectual Property Law 63 (CRV ed., 2023);
- Regulation of Position Trademarks in Brazil: Challenges for the Registration of a Non-Traditional Trademark, 37 EMARF – TRF 141 (2022);
- Aspects of the Brazilian legal system in cases of legal disputes over patents, International Comparative Legal Guide. Int'l Comp. Legal Guide (2021).