



CAROLINA CAETANO

Head of Trademark Prosecution

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PRACTICE AREAS

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

LANGUAGES

- Portuguese
- English
- Spanish
- Italian

BIOGRAPHY

Carolina Caetano is the head of Licks Attorneys' trademark prosecution team in São Paulo. She joined Licks Attorneys in 2021 and has over 10 years' experience in the field of trademark, having worked in top-ranked law firms in Brazil in the Intellectual Property area since 2013. Ms. Caetano's practice focuses on trademark prosecution matters involving large trademark portfolios of both International and National companies in the most various market fields such as fashion, automobile, energy, pharma, food, telecommunications, oil & gas, and healthcare. Ms. Caetano's expertise comprises a wide range of IP matters, including technology transfer and licensing contracts, copyright, trade-dress, geographical indication, fashion law matters as well as domain names in Brazil for national and international companies. She is also a member of the Famous and Well-Known Marks Committee of INTA.

AFFILIATIONS

- International Trademark Association (INTA);
- Brazilian Bar Association – São Paulo Section (OAB/SP).

EDUCATION

- Bachelor of Law (LL.B), University Center of the United Metropolitan Colleges – FMU (2015).

PROFESSIONAL HIGHLIGHTS

- WTR 1000 – Trademark (2026, 2025, 2024);
- Top 100 Influential Women Leaders in IP Law and Innovation – Academic and Research Excellence (2025);
- Análise Advocacia Mulher (2021);
- Análise Advocacia 500 (2020).

PUBLICATIONS

- [‘A Sina de Ofélia’ e o lucro invisível das plataformas na era da IA](#), Le Monde Diplomatique Brasil, 2026;
- [Emergency Task Force Drives Key Changes to Brazilian High-Renown Trademark Guidelines](#), INTA, 2025
- [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 registro de nomes como marca: uma análise do caso Vidal v Elster](#), Migalhas, 2024;
- [O caso Via S/A e Magazine Luiza: uso de marcas em links patrocinados](#), Migalhas, 2024;
- [Marca RPM: precedente importante para disputas de marcas em regime de cotitularidade](#), JOTA, 2024;
- [A marca “Didi” e os direitos ao pseudônimo e às marcas](#), Conjur, 2023;
- [A quem pertence o domínio larissamanoela.com.br?](#), Mais Que Direito, 2023;
- [Limites entre o marketing de oportunidade e o direito de imagem](#), Conjur, 2022;
- [Direitos autorais e reflexões sobre as recentes acusações de plágio ao novo clipe da Anitta](#), Migalhas, 2022;
- [Creation or cultural appropriation – an analysis facing Prada’s controversial sandal](#), Mundo Marketing, 2020;
- [Miel Gibson e os limites de uso do nome próprio](#), Migalhas, 2020;
- [Azul Tiffany e a questão da proteção de cores como ativos intangíveis](#), Migalhas, 2020;
- Big Mac’s trademark exclusivity, Correio Braziliense, 2019.