



**BERTON  
MORENO  
OJAM**



# MEET OUR TEAM

YOUR STRATEGIC ALLIES



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# ABOUT US

BM+O was born from the successful combination of experience and innovation. Towards the end of 2017, we leaped from a specialized intellectual and industrial property boutique firm to an organization that offers comprehensive support in legal matters, innovation and growth. We created a positive impact on our global environment and the results did not take long to come: we are leaders in the market for legal services and business advice.

Made up of professionals with great experience, we are a full-service firm with worldwide coverage. We live at the forefront of technology, focusing on training our specialists to meet the needs of the diverse variety of clients we advise. We have specific research groups for the main companies' commercial areas and activities, with personalized support for entrepreneurs.

We want to make businesses easier. We actively accompany the client at all times, we advise them in decisive moments and provide quick and effective solutions. No matter the size of your company, we have the expertise to help you achieve your business goals.

# OUR SERVICES

We render Corporate and Intellectual Property Law services directed to different industries, with full knowledge of the situation in which they operate and focused to meet their needs.

Our interdisciplinary and innovative team guarantees the provision of premium counselling services. We commit ourselves to analyze every matter with the dedication it deserves, profiting from our knowledge of both business and the law.





# INDUSTRIES

READY TO FACE NEW CHALLENGES



Entertainment



Sports



Fashion and Retail



Food, Wine and  
Spirits



Art



Technology and Innovation



Agricultural Business



Automotive Industry



Biotechnology

# ENTREPRENEUR

## INSPIRING CHANGE

To be an entrepreneur is not an easy task, we know it first-hand, and that is why we have an interdisciplinary team devoted to provide integral business advice to innovative businesses and entrepreneurs in general.

BM+O Entrepreneurs is aware of the specific needs of emerging businessmen owners: we work with the flexibility and versatility they require. The team is formed by young professionals who share the values and the vision of entrepreneurs and speak their own language.





# THE NAMING ZONE™

## MARKING YOUR BUSINESS

In overcrowded markets with narrower segments, brand names play a crucial role. Your brand name is a powerful source of identity. It helps to project the intended image of your product or service against the competition and it is key in the process of positioning a brand in the minds of your target audience.

At BM+O we provide the insight and guidance to streamline the naming process. By partnering with you, we identify your goals and objectives, and translate these ideas into a cohesive brand name that accomplishes your needs. We also provide assistance in the creation of your slogan, as well as visual and contextual support to help you envision your brand.



# EVOLVING TOGETHER

WITH VERSATILE SOLUTIONS

**BM+O  
TEAM**

Special distinction for "Gold Award in best Latin America law IP Firm" by ILASA.

Top three filing Firm in Argentina.

BM+O was placed in "Gold Band" in Argentina by WTR

Youngest IP law Firm recognized by Chambers as "Band 1".

Providing IP legal services in almost every industry and countries.

First IP Firm to have a specific team devoted to provide integral business advice to entrepreneurs.

We have seven partners listed in the WTR 1000, more than any other Argentine law Firm.

# WHAT THEY'RE SAYING ABOUT US

## I AM PATENT 1000:

“One of the most well-rounded IP firms in Argentina, Berton Moreno + Ojam is equally proficient when it comes to patents and trademarks. Modern, dynamic and innovative, it partners effectively with emerging and established technology businesses alike and renders vital support at the international level with respect to preparation and prosecution, licensing and litigation.”

## CHAMBERS:

“Sources value that the firm: not only knows the law but also understands the client's needs and how to navigate the business issues; they have a business approach to the law that is welcomed.”

## WTR:

“This firm has done an excellent job finding its groove in the past year following a storm of merger and recruitment activity and a significant rebrand in late 2017. Proficient across the board when it comes to trademark protection and enforcement, the ensemble has an affinity for executing international (regional or global) brand strategies that are influenced by an incisive understanding of the industries in which clients operate. A deep bench of senior specialists is one of the defining features of the organisation, which has seven individuals listed in the WTR 1000 – more than any of its competitors.”

## IP STARS:

“Berton Moreno + Ojam was selected as MIP's Latin America Firm to Watch in 2018 and since that time, has continued to see growth in prosecution, enforcement, and contentious matters. With trade mark, copyright and domain name matters at the forefront, the firm of nine partners and 17 associates has quickly become one of Argentina's go-to IP firms.”



# AWARDS AND VALIDATIONS

Managing  
Intellectual  
Property

## IPSTARS

2019:

**Copyright Argentine Firm of the Year Award.**

- Patent Prosecution Notable Firm.
- Copyright and related rights recommended.
- Trademark Contentious – Tier 2
- Trademark Prosecution – Tier 2
- **Trademark Stars:** Alberto Berton Moreno Jr., Juan Berton Moreno, Mercedes Bullrich, Raquel Flanzbaum, Marcelo García Sellart, Enrique Gatti and Juan Carlos Ojam.
- **Patent Stars:** Alberto Berton Moreno Jr., Enrique Gatti.

2018: Mercedes Bullrich was ranked for second time as “Top 250 women in IP”.

CHAMBERS  
AND PARTNERS

2019:

- **BM+O was placed in Band 1 in IP Latin America.**
- **Notable practitioners:** Ricardo Amigo, Alberto Berton Moreno Jr., Marcelo García Sellart, Enrique Gatti and Juan Carlos Ojam.

WTR  
World Trademark Review

2019:

- **BM+O was placed in Gold Band.**
- **Gold Band:** Juan Carlos Ojam (*leading litigation professional - trademark prosecution and strategy*).
- **Silver Band:** Raquel Flanzbaum, Marcelo García Sellart and Enrique Gatti (*litigation professionals*).
- **Silver Band:** Alberto Berton Moreno Jr., Juan Berton Moreno, Mercedes Bullrich, and Raquel Flanzbaum (*trademark prosecution and strategy*).

B BENCHMARK  
LITIGATION

2019:

- Juan Carlos Ojam and Enrique Gatti **experts in Trademark Prosecution and Litigation.**
- **Future Star:** Paula Caraffa.

INTERNATIONAL  
Legal Alliance Summit  
&  
AWARDS

2019: Special distinction for **Gold Award** in best Latin America law IP Firm.

The  
Patent  
Lawyer

2019: **BM+O placed at the Top Ten Recommended Patent Firms from Argentina.**

WIPR  
LEADERS>>>

2019:

- **Leading IP Practitioners:** Mercedes Bullrich, Marcelo García Sellart, Enrique Gatti and Juan Carlos Ojam,

iam  
1000

2019:

- Litigation and transactions: **Tier 3.**
- Prosecution: **Tier 3.**

LEADERS LEAGUE

2019:

- **Trademark Prosecution:** Leading.
- **IP Litigation:** Excellent.
- **Patent Prosecution:** Highly recommended.

RECOGNISED IN  
WHO'S WHOLELEGAL  
WXL

2019:

- **Trademark Experts:** Alberto Berton Moreno, Alberto Berton Moreno Jr, Juan Berton Moreno, Mercedes Bullrich, Juan Carlos Ojam, Marcelo García Sellart.
- Juan Berton Moreno as “Global Elite Thought Leader”.

LEGAL MEDIA GROUP  
EUROMONEY

2019:

- Raquel Flanzbaum **nominated as best women lawyer in copyright.**



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