



**Kasznar  
Leonardos** 1919

**Marketing Law**

## Brazil

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More and more, brands speak to global audiences and marketing business tools are deployed on a global scale.

So it is becoming increasingly important that companies also globally assess the risks related to their advertising and marketing campaigns, especially in digital platforms where country borders are tenuous. Despite its recent political distress, Brazil remains the largest national economy in Latin America and a market in which brands cannot afford to go unnoticed.

## Kasznar Leonardos

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Ranked among the best Intellectual Property firms in Brazil, Kasznar Leonardos balances a traditional practice with a modern approach to corporate law.

Our Marketing Law Team can guide your company through all the legal risks, rules and regulations associated with your marketing practices in Brazil. From day-to-day advertising review, to guidelines on digital advertising and best practices, to complex strategic branding legal advice. We are prepared to offer your company solid, business oriented legal support.

## More info

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**[www.kasznarleonardos.com](http://www.kasznarleonardos.com)**

## Key contacts

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Marketing & Entertainment Law Practices  
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## Awards & Recognition

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# Marketing Law

## Advertising

With broad prospective and skill-set, our professionals provide efficient, practical legal advice from concept to launch.

Review of all pieces of your activation plan:

- Point-of-sale materials
- Social media ads
- Sponsored & endorsed ads
- Clearance of rights
- Regulated industry ads, etc



## Contracts

Our experienced legal team supports clients on all contractual, regulatory, intellectual property, media and business law issues related to advertising, promotion and marketing.

- Endorsement contracts
- Product placement
- Consumer-generated content terms & conditions
- Sweepstakes rules and regulations



## Best practices

Our professionals have broad-based domestic and international in-house and private practice experience which enables them to provide strategic, practical legal advice on marketing, advertising and branding best practices.

- Industry specific guidelines and corporate policies
- Social media branded content legal strategies and policies
- Risk management
- Development and implementation of advertising procedures
- Training & Education (legal and marketing teams)



## Intellectual Property as a business tool

When necessary, Kasznar Leonardos' top-level, acclaimed litigation team is prepared to enforce our clients' rights before Brazilian Advertising Self-Regulation Board (CONAR), State and Federal Courts.

- False advertising
- Trademark & Copyright infringement
- Trade dress disputes
- Breach of contract
- Claim substantiation disputes

