

Five minutes with...Igor Simoes, Simoes IP Law Firm

October 24, 2024



Igor Simoes discusses how to juggle multiple projects and why individuals who create groundbreaking technologies inspire him

Welcome to the latest instalment of Managing IP's 'Five minutes with' series, where we learn more about IP practitioners on a personal as well as a professional level. This time we have Igor Simoes, managing partner at [Simoes IP Law Firm](#) in Brazil.

Someone asks you at a party what you do for a living. What do you say?

I spend most of my time helping clients protect their creative works. I work on things like patents, trademarks, industrial designs, and copyright to ensure that their creations are safeguarded and that they can extract their maximum value.

Talk us through a typical working day.

Each day can be quite varied depending on client needs, ongoing projects, and specific deadlines, making it a fairly dynamic and intellectually stimulating role.

Morning: The day often starts by checking emails. This includes communication with clients, responding to inquiries, and reviewing updates from INPI (Brazil's IP office) or other relevant bodies.

Early meetings might involve discussing new projects with clients, understanding their needs, or providing updates on ongoing cases. Finally, conducting legal research on IP laws, case precedents, or specific technologies relevant to our clients' inventions.

Afternoon: A significant part of the day may involve drafting patent applications, trademark registrations, licensing agreements, or legal opinions.

Afternoon meetings generally focus on strategy, such as discussing how to defend against IP infringement or exploring options for licensing agreements. If we're actively involved in litigation, we may prepare for court appearances, gather evidence, or work with experts to build a case for trial.

Evening: Remaining current in the field is important, so I may spend some time reading legal journals or attending webinars.

The day often ends by reviewing tasks for the next day, following up on pending matters, and ensuring deadlines are met.

What are you working on at the moment?

I am preparing for potential litigation by gathering evidence, developing legal strategies, and preparing presentations for the upcoming international events that I plan to attend.

Does one big piece of work usually take priority or are you juggling multiple things?

An IP attorney typically juggles multiple projects simultaneously. While certain pieces of work may take priority due to deadlines or client needs, the nature of IP law often requires managing various tasks at once. For instance, we might be drafting a patent application, preparing for a trademark filing, and negotiating a licensing agreement, all in the same week.

Effective time management and organisational skills are crucial. Priorities can shift based on factors such as client urgency, upcoming deadlines, or changes in regulations, thus making flexibility an important aspect of the role.

What is the most exciting aspect of your role and what is the most stressful?

Working with cutting-edge technologies and creative ideas can be thrilling, as attorneys often help clients bring groundbreaking inventions to market.

Navigating the intricate and ever-changing landscape of IP law can be stressful, especially in Brazil, as even small errors can have significant consequences for clients.

Tell us the key characteristics that make a successful IP lawyer/practitioner.

1. **Strong analytical skills:** The ability to analyse complex legal issues, understand technological nuances, and apply legal principles effectively.
2. **Attention to detail:** Precision is crucial in drafting documents and filings, as even minor errors can lead to significant legal setbacks.
3. **Excellent communication skills:** Being able to explain complex legal concepts clearly to clients and collaborate effectively with colleagues and stakeholders.
4. **Creativity:** The capacity to think outside the box to develop innovative strategies for protecting and monetising IP.
5. **Technical knowledge:** A solid understanding of the relevant technologies or industries is essential, as IP often intersects with science, engineering, and art.
6. **Negotiation skills:** Strong negotiation abilities are critical for securing favorable licensing agreements and resolving disputes amicably.
7. **Client-centric mindset:** A focus on understanding and meeting client needs, while building trust and maintaining strong relationships.
8. **Resilience:** The ability to handle stress, adapt to changing circumstances, and remain focused under pressure, especially during litigation or tight deadlines.
9. **Commitment to continuous learning:** The IP landscape is always evolving, so a successful practitioner must stay updated on laws, regulations, and industry trends.

What is the most common misconception about IP?

That it offers absolute protection. Many people believe that once they obtain a patent, trademark, or copyright, their rights are invulnerable and that no one can use or infringe their work. In reality, IP protection has limitations and requires ongoing vigilance. For example: a patent granted in one country does not automatically provide protection in another, necessitating separate filings in different jurisdictions.

What or who inspires you?

Individuals who create groundbreaking technologies or artistic works often inspire IP attorneys. Their passion for innovation drives lawyers to protect and promote new ideas. Further, seeing clients

succeed—whether through a successful patent application, a thriving brand, or a favorable litigation outcome—can be a powerful motivator.

If you weren't in IP, what would you be doing?

I think I would start my own business, using my knowledge of IP to develop and protect innovative products or services.

Any advice you would give your younger self?

The legal field, especially IP, is constantly evolving. The ability to adapt to new challenges and changes in the industry will serve you well throughout your career.

What is your motto in life?

"Integrity first, service before self, excellence in all we do."

Topics

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