

Certified



Corporation

**ejam** BF

OJAM  
BULLRICH  
FLANZBAUM





# ABOUT US

**Ojam Bullrich Flanzbaum** is a professional services firm specialized in *intellectual property, industrial property, technology, and privacy*.

With over **20 years** of experience in the industry and a highly skilled team of professionals, we provide comprehensive and personalized solutions to the specific needs of each of our clients, in order to maximize their successes.

**We are the result of movement, unity, and a journey that led us towards the best version of ourselves.**

# OJAMBF IMPACT

Pioneers in the legal field of Argentina to achieve this certification, we are a B Corp, certified by B Lab, a global network that creates standards, policies, and tools to generate sustainable businesses.

As a triple impact company, we focus on working in the areas of Community, Planet, and Team, becoming agents of change committed to sustainability and corporate social responsibility.

Discover more about our impact at  
(<https://www.ojambf.com/ojambf-impact>)



2nd Best Places to Work™ For Women  
(SMEs Category 2022)

# SOLUTIONS



## Defense and positioning

We advise on the protection of **intellectual and industrial property rights**, including trademarks, patents, copyrights, among others. We have a team of experts in the development of portfolio strategies for multinational companies, available to assist at both **local and global** levels.

In addition, we design comprehensive plans that include the protection of intangible assets such as know-how, confidential information, clientele, reputation, among others.



## Protection of intangible assets

In a global and highly competitive market, protecting intellectual and industrial property rights as well as all intangible assets is crucial. We offer **creative, comprehensive, and personalized solutions** to ensure their protection and defense against infringements and plagiarism, always focused on practical and efficient results for our clients.

# SOLUTIONS



## Technology & Privacy

We provide **legal services** related to technology and privacy in the most practical and efficient way, with a clear business-oriented vision. We provide innovative and creative solutions along with pragmatic and strategic advice.

**Our technology and privacy practice** takes a comprehensive, multidisciplinary, and integrated approach to assist clients in a wide variety of issues.



## Maximization and exploitation of value

We offer advice on contracts and agreements to **maximize the value** of intangible assets. We also provide support in audit processes and have a specialized team in the valuation of intangible assets to determine **their real value**.

# SOLUTIONS



## OjamBF Be Lab

We have an interdisciplinary area specialized in **advising entrepreneurs and startups**. We offer support in accounting, communication, marketing, and sales to ensure a solid structure in each project. We actively participate in the **national and international entrepreneurial ecosystem**, generating links with incubators, accelerators, and investment funds.



## Creation of intangible assets

The brand is key in any project, as it is the connection between the product or service and the consumer. At Ojam Bullrich Flanzbaum, our OBF Be Brand team, specialized in naming and branding, helps you develop **your identity and brand** to create **the story you want to tell**.

# TEAM PARTNERS



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# RECOGNITIONS



**The Trademark Lawyer Magazine:** Ojam Bullrich Flanzbaum was included in the Top 10 Patent Firms in Argentina as the “**The Most Respected Law Firm of 2023**” by The Trademark Lawyer Magazine Law Firm Ranking.



**Silver Band – Litigation and Transactions – Prosecution:** Juan Carlos Ojam y Rosario Mauro (2022)

**Bronze Band:** Prosecution – Litigation and transactions (2023)

**Silver Band- Individuals:** Juan Carlos Ojam, Raquel Flanzbaum y Rosario Mauro (2023)



**Tier 2:** Ojam Bullrich Flanzbaum – rankings Trademark Contentious and Trademark Prosecution.

**Tier 3:** Ojam Bullrich Flanzbaum – rankings Patent

**Recommended:** Ojam Bullrich Flanzbaum – rankings Copyright & related rights

**Trademark Star 2024:** Juan Catlos Ojam, Raquel Flanzbaum and Mercedes Bullrich

**IP STAR 2021/2022/2023:** Juan Carlos Ojam, Mercedes Bullrich y Raquel Flanzbaum.

**Rising Star 2021/2022/2023:** Camila Sirianni y Belen Recchini.

**TOP 250 women in IP:** Mercedes Bullrich (2017/2018/2021/ 2023/2024). Raquel Flanzbaum 2020.

**Best firm of the Year Argentina 2023**

**Best Lawyer of the Year LatAm 2023:** Juan Carlos Ojam



**Trademark experts:** Raquel Flanzbaum, Mercedes Bullrich and Juan Carlos Ojam.

**Top Trademark Practitioners–Women in business law:** Raquel Flanzbaum and Mercedes Bullrich.



**The Patent Lawyer Magazine:** Ojam Bullrich Flanzbaum was included in the Patent Lawyer Magazine Law Firm Rankings as the “**Most Respected Law Firm of 2023**”.



**Future Star:** Camila Sirianni and Belen Recchini.

**Litigation Star:** Juan Carlos Ojam, Mercedes Bullrich and Raquel Flanzbaum.





**Trademark prosecution: Excellent:** Mercedes Bullrich, Raquel Flanzbaum, Juan Carlos Ojam, Diego Montangero y Camila Sirianni.

**IP litigation: Excellent:** Raquel Flanzbaum, Juan Carlos Ojam, Mercedes Bullrich y Diego Montangero.

**Enforcement & anti-counterfeiting actions: Excellent:** Juan Carlos Ojam y Mariano Peruzzotti.

**Patent Prosecution: Highly recommended:** Raquel Flanzbaum, Juan Carlos Ojam y Mercedes Bullrich.

**Advertising Law and marketing: Recommended:** Juan Carlos Ojam y Mariano Peruzzotti.

**Data Protection: Leader:** Mariano Peruzzotti.

**Innovation, technology & telecoms: Highly recommended:** Juan Carlos Ojam, Mercedes Bullrich y Mariano Peruzzotti.



**Golden Tier (2024):** Ojam Bullrich Flanzbaum.

**Global Leader in Private Practice:** Juan Carlos Ojam

**Golden Tier:** Juan Carlos Ojam (prosecution and strategy, enforcement and litigation)

**Silver band:** Raquel Flanzbaum (enforcement and litigation / prosecution and strategy)

**Silver band:** Paula Galván (prosecution and strategy)

**Golden band:** Mercedes Bullrich (prosecution and strategy)



**Tier 2:** Ojam Bullrich Flanzbaum – IP area

**Tier 3:** Ojam Bullrich Flanzbaum – TMT area

**Hall of fame:** Juan Carlos Ojam (2024)

**Leading individuals IP, Arg:** Juan Carlos Ojam (2023), Raquel Flanzbaum (2024)



**Trademark and Patent Leaders:** Juan Carlos Ojam y Mercedes Bullrich.

**WIPR's Influential Women in IP 2024:** Mariel Chichisola.

**Diversity Champion 2024:** Raquel Flanzbaum.



**BAND 1:** Juan Carlos Ojam.

**BAND 3 - TMT (Telecoms, Media, Technology):** Mariano Peruzzotti.

**BAND 4:** Raquel Flanzbaum.

**BAND 4:** Ojam Bullrich Flanzbaum.

**Chambers D&I Report:** Magdalena Saéiz Lavalle (Individual Profile 2023).



**Expert global leader in trademark:** Juan Carlos Ojam and Mercedes Bullrich.



Raquel Flanzbaum: Recognized as one of the **Best Women in Copyright Law**.

Thank you for being part of our journey

