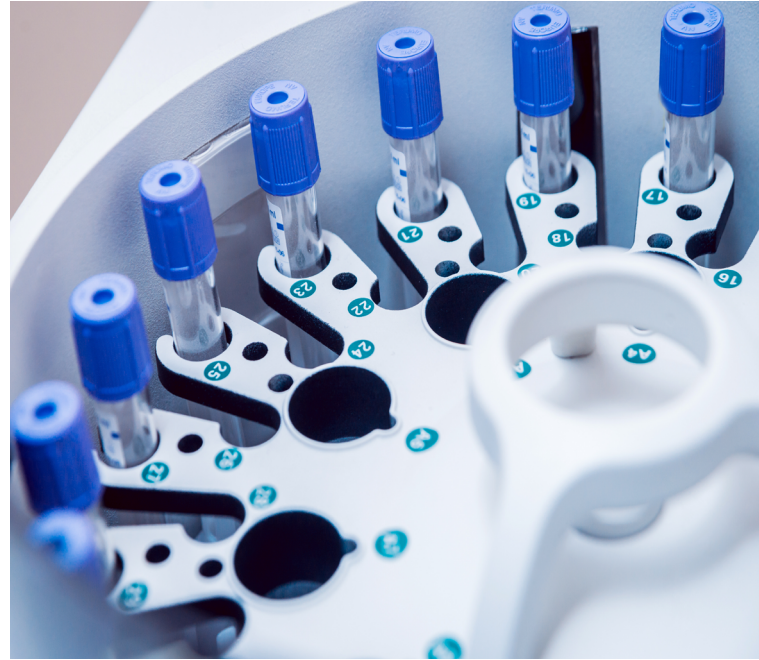


# Representative Matters

## Life Sciences

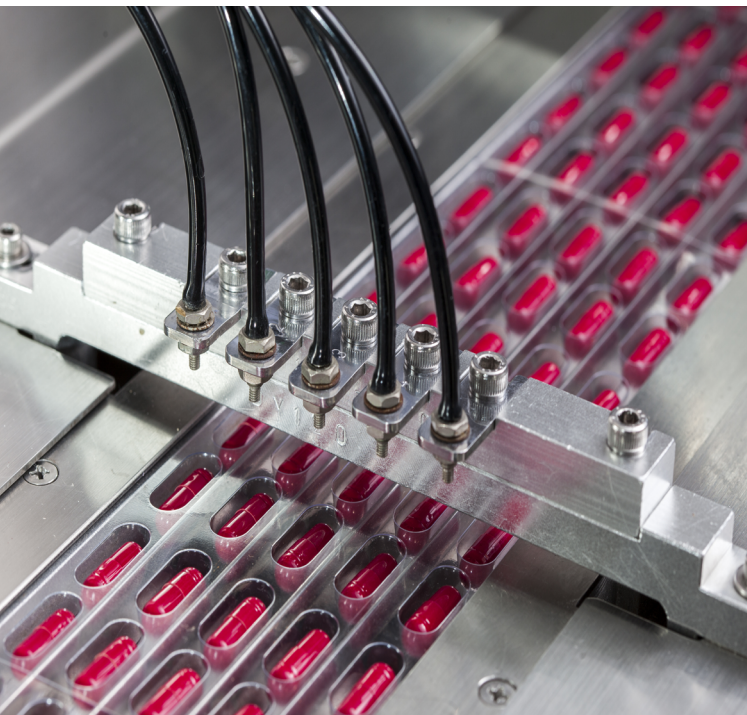
### Corporate and M&A

We are partnered with a leading German pharmaceutical corporation to optimize the corporate governance framework of its Brazilian subsidiaries. Our mission involves delivering precise counsel to the client for proactively managing potential liabilities and effectively addressing any enforcement actions stemming from their operations within health-related sectors. Our comprehensive support extends to aligning the corporate governance practices and regulatory compliance of company's subsidiaries with industry benchmarks. Furthermore, we collaborate with the client to architect a business structure that strategically minimizes regulatory liability risks. This engagement underscores our commitment to enhancing the operational efficiency and legal robustness of our clients in the dynamic landscape of healthcare and life sciences.



### Tax

We provided strategic tax counsel to a global leader in infection prevention solutions for healthcare during the establishment of their Brazilian subsidiary, which played a pivotal role in the acquisition of assets, client lists, intangible assets, and inventory from a multinational pharmaceutical and medical technologies corporation. Our primary focus was on deciphering the intricate tax ramifications associated with the acquisition, alongside structuring the operational framework for distribution. Our efforts extended to negotiations with third-party service providers for warehousing, aligning these crucial components to create a seamless and efficient operational model. This engagement underscores our ability to navigate complex tax and operational considerations, facilitating the growth and success of our clients in the global business landscape.



## Regulatory

In today's world of healthcare software, staying on the right side of regulations is paramount. A prominent player in the legal field, has consistently demonstrated its prowess in helping its clients thrive amidst regulatory complexities. In this narrative, we delve into a leading provider of healthcare software's exceptional journey of assisting a leading provider of healthcare software in Brazil, as they navigated the intricate web of healthcare regulations. We therefore meticulously monitor policy changes within the life sciences industry, offering tailored recommendations to enhance the client's processes, technologies, and sustainability solutions. We also empower our client by devising winning strategies for obtaining authorization to commercialize medical software and securing licenses for manufacturing and distribution. Our hands-on approach includes representing the client in administrative proceedings with health regulators, actively participating in enforcement actions and public hearings. We are a full-spectrum partner of our client, in Brazil, addressing various business models within the healthcare sector, such as: supply integrity, data integrity, marketing authorization strategies for medical devices and software, data and pricing transparency, pricing, rebates, and contract compliance, crisis management and risk mitigation services, advertising and promotion guidance, building and maintaining HCP relationships, securing manufacturer and distributor licenses, expertly navigating administrative proceedings with health regulators across Brazil, labor and employment issues. Our concise yet impactful approach ensures regulatory compliance becomes a driver for business growth and sustainability, so this is a client relation story that showcases the power of our legal expertise in making a profound impact on business success in Brazil's healthcare sector.

## Litigation and Arbitration

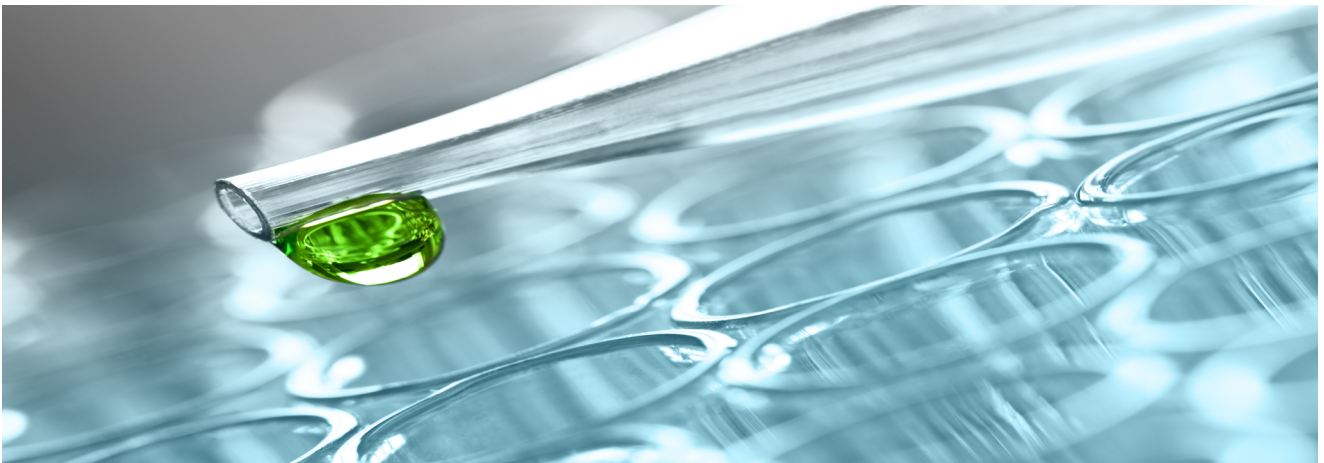
Our firm took the helm to represent the Brazilian subsidiary of a distinguished German pharmaceutical company in a series of intricate legal proceedings. At the core of this endeavor was a compelling M&A arbitration before the CBMA, where Brazilian law was the guiding light, and Portuguese was the language of communication throughout the proceedings. In the realm of mergers and acquisitions, our firm displayed its prowess, ensuring our client's interests were protected and championed. The M&A arbitration, held before the CBMA, required strategic acumen and a deep understanding of the pharmaceutical industry's nuances. Simultaneously, our legal team engaged in two interim measures before Brazilian Courts. These legal maneuvers were crucial in providing our client with a comprehensive approach to dispute resolution, reflecting the multi-faceted nature of the challenges faced. The culmination of this journey was a testament to our firm's dedication and legal acumen. The parties involved, recognizing the advantages of a negotiated solution, entered into a settlement agreement. This agreement marked not only a resolution to the disputes but also a testament to our ability to navigate complex legal terrain effectively. This experience underscores our firm's versatility and commitment to securing favorable outcomes for our clients, whether through arbitration, litigation, or skillful negotiation.

## Compliance and Investigations

Our firm is currently at the forefront of a critical internal investigation within the Brazilian subsidiary of a major pharmaceutical company. The investigation centers around an alleged scheme that raises serious ethical and operational concerns. At the heart of this matter lies the accusation that certain individuals within the organization devised a plan to withhold medicine sales intentionally. Their motive? To avoid exceeding the sales threshold that would trigger a performance bonus for the sales force. By doing so, they aimed to maintain the threshold at its current level for the following year, a move that could potentially impact the company's profitability and financial outlook. This internal investigation is no small endeavor; it requires diligence, expertise, and a commitment to uncovering the truth. To that end, our firm is working in close cooperation with DLA Piper. Our joint efforts reflect the seriousness of the situation and our commitment to addressing any impropriety within the organization. The ultimate goal is to ensure not only the company's financial integrity but also the preservation of its reputation and ethical standards. As the investigation unfolds, our legal partnership demonstrates our dedication to the principles of transparency and accountability in the corporate world.

## Cybersecurity

Our firm has been entrusted with assisting one of the world's largest pharmaceutical companies in the wake of a cybersecurity incident. This incident has implications far beyond the company's digital walls, impacting not only its operations but also the data privacy of countless individuals. Our role is multi-faceted, encompassing a complex range of responsibilities. Chief among these is advising the client on the intricate web of notification obligations, as dictated by data protection regulations. Crucially, we are tasked with crafting the incident notification that will be submitted to the Brazilian National Data Protection Authority. This notification is not just a formality; it is a cornerstone of transparency, accountability, and compliance with data protection laws. Our expert drafting ensures that the notification is not only comprehensive but also meets the regulatory standards expected by the authority. We are honored to stand as guardians of the pharmaceutical company's digital integrity, ensuring that, in the face of a cybersecurity incident, they respond with precision, ethics, and a commitment to regulatory compliance.





## Data Privacy and Intellectual Property

Our firm had the distinct task of advising one of the world's foremost providers of genomic-based diagnostic tests, an entity at the forefront of healthcare innovation. In a complex and critical issue unfolding in Brazil, our client faced a formidable challenge: competitors were utilizing their pioneering technology within the Brazilian market. The situation demanded swift and decisive action. Our advisory role was multifaceted and strategic. We worked diligently to explore every possible avenue for safeguarding our client's technology in Brazil and addressing the infringement by third parties. Our guidance encompassed a range of strategic approaches:

**Legal Protection:** We assessed the existing legal frameworks in Brazil and international agreements to determine the most effective means of legally protecting our client's technology. This included intellectual property considerations and potential litigation avenues.

**Infringement Remediation:** Our strategy addressed the infringement issue itself, seeking to curtail the unauthorized use of our client's technology by competitors. This involved a nuanced approach to asserting our client's rights and defending their innovation.

**Market Presence:** Beyond legal actions, we explored strategies to reinforce our client's market presence in Brazil. This encompassed creating partnerships, fortifying relationships with regulatory bodies, and positioning our client as a leader in genomic diagnostics.

This experience underscores our commitment to championing innovation and protecting the intellectual property rights of our clients. As the healthcare landscape evolves and technology advances, we stand steadfast in our role as legal advisors, ensuring that groundbreaking innovations are nurtured and defended, even in the face of complex challenges.

