



# RODRIGO MAIOR

## Founding Partner

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## PRACTICE AREAS

- Litigation
- Intellectual Property
- Patents
- Copyright
- Data Protection
- Licensing & Technology Transfer
- Internet, E-commerce & Software
- Food & Drug Law
- Unfair Competition
- Government Contracts & Public Procurements
- Regulatory Law
- Technology, Media & Telecommunications
- Internet Privacy Law
- Cyber Law
- Contracts
- Tech Law and Emerging Business Models
- Crisis Management

## LANGUAGES

- Portuguese
- English

## BIOGRAPHY

Rodrigo Souto Maior is a founding partners at Licks Attorneys and co-leads the Rio de Janeiro's office. With over 20 years of experience, he has built a distinguished career in high-stakes litigation cases. His practice is centered on complex disputes and consultancy in fields such as patent law, information technology, trade secrets, and unfair competition. He has represented and advised clients in a wide range of intellectual property, internet, and commercial disputes across various industries, including pharmaceuticals, information technology, metallurgy, and telecommunications. Notably, he has gained international experience as a Foreign Legal Consultant at Steptoe & Johnson in Washington, D.C.

Mr. Maior is renowned for his skill in litigating complex patent cases, particularly those involving non-obviousness. Over the past years, he and his team have orchestrated successful defense and counter-attack strategies in disruptive cases in Brazil for clients across various industries, while also being instrumental in advising on regulatory matters related to disruptive technologies. His expertise also extends to trademark law, copyright, and licensing/cross-licensing negotiations, as well as technology transfer matters. As a respected academic, Mr. Maior serves as a Professor of Constitutional Principles of Competition and Patent Law at the prestigious Pontifical Catholic University of Rio de Janeiro (PUC-Rio). He is a frequent lecturer and author on the latest developments in Brazilian patent law and litigation. Mr. Maior holds a LL.B and an LL.M. focused on International Law from the Rio de Janeiro State University (UERJ), as well as an LL.M. in Intellectual Property Law from the George Washington University Law School (GW Law). His expertise is consistently recognized by esteemed publications such as Lexology Index, IAM Patent 1000, and Leaders League. Clients praise him for his "affinity for tricky cases involving issues of non-obviousness" as well as "being a confident litigator who achieves success before the state and federal courts."

## REPRESENTATIVE CASES

- Led the team that secured the operations of Brazil's first and leading insurtech. This 2016/2017 litigation was the first major case regarding the interrelations of TechLaw and Insurance Law in Brazil.
- Led the team that secured the services of a top US-based e-hailing startup in Brazil, in nationwide litigation efforts including multiple defensive and offensive litigation strategies covering internet and transportation regulatory laws and criminal issues, in one of the highest profile legal Brazilian cases in 2015-2016;
- Was one of the leading attorneys in the first case under the Brazilian Internet Bill of Rights ("Marco Civil"), assisting a major Silicon Valley start-up to have its app returned to the stores after an injunction ordered that the app be shut down in the country;
- Represented a major European telecommunication infrastructure manufacturer in the patent dispute with the highest potential awards in Brazilian history;
- Represented a major Chinese telecommunication infrastructure manufacturer in the defense against multiple patent infringement accusations, resulting in wins in criminal and civil procedures filed against the company and in the patent invalidly counter-attack filed on behalf of the client, which resulted in the invalidation of four patents;
- Assisted a major Sweden-based industry in a trade-secret violation case, helping the company to lift an injunction and have the ceased products returned.

## PROFESSIONAL HIGHLIGHTS

- Lexology Index– Intellectual Property – Patents (2025)
- Análise Advocacia Regional – Rio de Janeiro (2025);
- Lexology Index – Healthcare & Life Sciences – Patent Litigation (2025, 2024, 2023, 2022);
- IAM Patent 1000 – Patent Litigation (2025, 2024, 2023, 2022, 2021);
- WIPR Leaders (2025);
- Leaders League – Civil and Commercial Litigation (2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018);
- Análise Advocacia – Rio de Janeiro (2025, 2024/2023, 2022, 2021, 2020, 2019);
- Análise Advocacia – Intellectual Property (2025, 2024/2023, 2020, 2019);
- Análise Advocacia – Electronics (2025);
- Leaders League – Patent Litigation (2024, 2023, 2019, 2018, 2017, 2016);
- Leaders League – Technology (2024, 2023, 2022, 2021, 2019, 2018, 2017, 2016);
- Best Lawyers – Intellectual Property Law (2023, 2022, 2021, 2020);
- LACCA 'Approved' Litigation (2023, 2022, 2021, 2020);
- The Legal 500 Latin America – Intellectual Property Practice (2022);
- Benchmark Litigation – Intellectual Property (2021);
- Análise Advocacia 500 – Brazil (2021, 2020, 2019);
- Benchmark Litigation – 'Litigation Star' (2020, 2019, 2018);
- Análise Advocacia – Civil Law (2020);
- Leaders League – Trademark Litigation (2019, 2018);
- Leaders League – Life Sciences (2019);

## AFFILIATIONS

- Brazilian Bar Association - Rio de Janeiro (OAB – RJ);
- Brazilian Bar Association - São Paulo (OAB – SP);

- ITechLaw (International Technology Law Association).

## EDUCATION

- Master of Laws (LL.M), Intellectual Property, George Washington University Law School – GW Law (2011);
- Master of Laws (LL.M), International Law, Rio de Janeiro State University – UERJ (2009);
- Bachelor of Laws (LL.B), Rio de Janeiro State University – UERJ (2004).

## PUBLICATIONS

- [Minor's online safety: upcoming regulatory challenges for the tech industry in the US and Brazil](#), Chambers, 2024;
- [O INPI precisa ser tratado com carinho](#), Migalhas, 2023;
- [Brazil's Importance to a patent portfolio strategy](#), The Legal 500, 2023;
- [Brazil's Importance to a patent portfolio strategy](#), IP Stars, 2023;
- Brazilian Patent Statute under attack: Second use inventions, polymorphs and inventive step (Part III), PREVAIL 004, 2015;
- Post-grant review in Brazil: how statistics can help choosing the winning strategy, PREVAIL 002, 2015;
- The battle between public and private interest, World Intellectual Property Review – WIPR, 2014;
- Suspending IP rights, World Intellectual Property Review – WIPR, 2010;
- O contributo mínimo na propriedade intelectual, Lumen Juris, 2010;
- Brazilian – President's Act provides for the suspension of IP rights, GRUR Int., 2010;
- Evaluating Inventive Step, World Intellectual Property Review – WIPR, 2009.