



## JORGE TINOCO

### Attorney at Law

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### PRACTICE AREAS

- Antitrust & Competition
- Arbitration
- Contractual Relationships and Partnerships
- Copyright & Software Dispute Resolution and ADR
- Industrial Design
- Litigation
- Patents
- Shipping & International Commerce

### LANGUAGES

- Portuguese
- English
- French

### BIOGRAPHY

Jorge Tinoco has been an attorney at law at Licks Attorneys' São Paulo office since 2025. Mr. Tinoco has considerable experience in Patent Law, with a strong focus on litigation and strategic counselling for high-technology companies across a wide range of fields. His practice also includes transactional work and legal consulting, often in collaboration with international teams on cross-border projects. His background in the fields of international law, comparative law, and conflicts of law provides valuable insight into cross-border disputes. Before joining private practice, Mr. Tinoco worked in a research institution, where he helped establish international cooperation agreements between foreign and domestic entities. He also conducted research on the joint ownership of patents between Brazilian and U.S. institutions.

Mr. Tinoco is also active in academia, with over ten articles published in the fields of Intellectual Property, Antitrust, and ADR.

### PROFESSIONAL HIGHLIGHTS

- Ericsson Award for Scholarly Production in IP – 1st place contestant in the “Academia” category.

### AFFILIATIONS

- Brazilian Bar Association – São Paulo (OAB/SP).

### EDUCATION

- Master of Laws (LL.M.), International Commercial Law, University of São Paulo– USP (ongoing);
- Specialization in International Law, University of Fortaleza – UNIFOR (2023);
- Bachelor of Laws (LL.B.), Federal University of Rio Grande do Norte – UFRN (2021);
- Technical Degree in Web Development & Programming, Federal Institute of Education, Science & Technology of Rio Grande do Norte – IFRN (2018).

## PUBLICATIONS

- A Little Help With my FRANDs: a arbitragem internacional na resolução de disputas FRAND. In: Arbitragem e Mediação no Direito Privado e no Direito Público – Volume 3, Quartier Latin, 2025.
- [A Trick of the \(Virtual\) Trade: a study on the challenges posed by cross-border e-commerce for national patent systems](#), Cadernos de Dereito Actual, 2024.
- [Comprando Segurança: um olhar econômico sobre a utilização de “no-challenge clauses” em contratos de licenciamento de patentes](#), Revista RRDDIS, 2024.
- [The Application of “No-Challenge Clauses” in International Intellectual Property Licensing Contracts](#), Brazilian Academy of International Law Reports, 2024.
- [The Use of Investor-State Arbitration to Resolve Conflicts in Patent Law](#), Brazilian Academy of International Law Reports, 2024.
- [The Development of the Brazilian Superior Court of Justice’s Case Law about the TRIPS Agreement](#), In: Direito Internacional em Expansão, 2023.