Licks ATTORNEYS

RICARDO CAMPELLO

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PRACTICE AREAS

- Litigation
- Government Affairs & International Relations
- Regulatory
- Patents
- Antitrust & Competition
- Corporate & Transactions

LANGUAGES

- Portuguese
- English

BIOGRAPHY

Ricardo Campello is a partner at Licks Attorneys, based in our Rio de Janeiro office. Since the firm was founded, at the time as a junior associate. Mr. Campello has focused his practice on relevant matters for pharmaceutical, biotech, cannabis, medical device, and cosmetics companies. His wide-ranging practice includes assisting clients in their day-to-day business operations, as well as handling complex time-sensitive litigations and consulting projects in the context of clinical trials review process and sponsor's responsibilities; application for marketing approval and post-marketing amendments before Anvisa; pricing before the Chamber of Drug Market Regulation (CMED); product liability; M&A transactions; general commercial and contractual matters; and investigations of Anticorruption practices and food and drug violations.
Aside from his regulatory practice, Mr. Campello also works on the field of Government Procurement, having helped clients to win and challenge successfully bids and single source-type acquisitions. He has been deeply involved with the implementation of the Productive Development Partnerships (PDPs) Program, a Federal Government's Industrial Policy for the pharmaceutical and biotech sector. More than once, Mr. Campello has helped clients to submit proposals and to put in place PDP agreements with Government-owned pharmaceutical industries for small molecules and biologics.

REPRESENTATIVE CASES

- Represented in 2024 a Brazilian pharmaceutical company in a leading case in the sense of applying to outsourcing of manufacturing pharmaceutical products the Brazilian Civil Code's requirement for a reasonable termination notice period. After obtaining a preliminary injunction to compel the contracted company to continue manufacturing the remaining batches scheduled for that year despite of its decision to terminate the agreement, the parties reached a settlement that allowed the client to maintain its product on the market while transitioning to in-house production, preventing a loss of 10% in its annual revenue;

- Assisted in 2023 a Brazilian pharmaceutical company with the acquisition of a Brazilian subsidiary of a foreign pharmaceutical group that was under judicial reorganization, having conducted all due diligences and consulted during the legal strategy definition;
- Represented in 2023 a Brazilian pharmaceutical company in the first lawsuit seeking to enforce a private company's right to supply its drug under the Ministry of Health's PDP program meeting the exact percentage of the SUS's drug needs outlined in the PDP agreement, obtaining a preliminary injunction to suspend a public bidding that the Ministry intended to conduct violating the client's right;
- Represented in 2023 a Brazilian pharmaceutical company in a leading case on the judicial review of a Brazilian Anticorruption Act-based procedure initiated by the Brazilian Office of the Comptroller General (CGU) involving tax incentives obtained by the client through cultural projects under the so-called "Rouanet Act". The Court of Appeals overturned the trial judge's decision, recognizing that the Anticorruption Act does not apply to tax-related matters and granting the preliminary injunction request to stay the procedure;
- Represented in 2022 a Brazilian pharmaceutical company in an administrative procedure initiated by the Brazilian Food and Drug Agency regarding the recall of a drug for hospital use, preventing the client from being required to issue a public safety alert, as the company had already notified its entire distribution chain of the recall, and from damage on its reputation;
- Represented in 2022 a Brazilian pharmaceutical company in a leading case regarding violations of due process-related rights under a Brazilian Anticorruption Act-based sanctioning procedure initiated by the Brazilian Revenue Service (RFB), obtaining a preliminary injunction to stay the administrative procedure until the RFB discloses evidence upon which its allegations are based;
- Represented in 2021 a Brazilian pharmaceutical company in multiple lawsuits filed by private and public hospitals nationwide seeking expedited delivery of emergency intubation drugs during the Covid-19 pandemic, preventing the company from being compelled to provide the requested drugs within an unreasonable deadline;
- Represented in 2021 a Brazilian pharmaceutical company in a leading case on the judicial review of a Brazilian Anticorruption Act-based procedure initiated by the Brazilian Food and Drug Agency in the context of a drug approval process, obtaining a preliminary injunction to stay the administrative procedure and securing its entire annulment, preventing the client from paying a BRL 20 million fine;
- Represented in 2021 a Brazilian pharmaceutical company in a leading case discussing the adjustment of price caps of drugs set by the Brazilian drug pricing regulator called CMED, obtaining a court order authorizing the price adjustment in 90% higher of the cap of one of the company's biologicals;
- Assisted in 2021 and following years a Brazilian pharmaceutical company with the acquisition of assets from another Brazilian company that was under judicial reorganization, including a thorough due diligence and, after the acquisition, development of strategy to protect the client from undue attempts by creditors that could affect the acquired assets;
- Represented in 2021 a Brazilian pharmaceutical company in a lawsuit against the Ministry of Health seeking to prevent it from procuring without a competitive bidding approx. BRL 200 million of a drug for the treatment of cancer, having obtained an injunction later confirmed on the merits that stayed the illegal acquisition, allowing the client to participate and win bids that followed;
- Represented in 2017 a Japanese pharmaceutical company in the leading case discussing the renewal of a PDP agreement between a Brazilian company and a government-owned pharmaceutical industry, having obtained a preliminary injunction, later confirmed on the merits, preventing the illegal renewal;

- Represented a US biopharmaceutical company in 2015 on the first class action in Brazil discussing whether the sponsor of a clinical trial is bound to supply, without any time limitation, the drug tested in the clinical trials to an individual after their completion, as well as whether the sponsor is liable to reimburse the government for the costs involving said supply;
- Assisted a Korean pharmaceutical company on all steps of the negotiations of the 2015 round of the PDP program before the Ministry of Health.

PROFESSIONAL HIGHLIGHTS

- Análise Advocacia – Intellectual Property (2026);
- Legal 500 Latin America – Life Sciences (2026, 2025, 2022);
- Análise Advocacia Regional – Rio de Janeiro (2025);
- Leaders League – Life Sciences (2025, 2024);
- Leaders League – Civil and Commercial Litigation (2025, 2024);
- Análise Advocacia – Pharmaceutical (2025, 2024/2023, 2022, 2021);
- Análise Advocacia – Rio de Janeiro (2025, 2022);
- Lexology - Legal Influencer: Healthcare and Life Sciences Q4 (2024);

AFFILIATIONS

- Food and Drug Law Institute (FDLI);
- Brazilian Association of the Pharmaceutical Inputs Industry (ABIQUIFI);
- Brazilian Bar Association – Rio de Janeiro (OAB/RJ);
- Brazilian Bar Association – São Paulo (OAB/SP).

EDUCATION

- Master of Laws (LL.M), Government Procurement, George Washington University – GWU (2020);
- Master of Laws (LL.M), Public Law and Regulation, Getulio Vargas Foundation – FGV (2012);
- Bachelor of Laws (LL.B), Federal University of Rio de Janeiro – UFRJ (2009).

PUBLICATIONS

- Cristália e UFRJ anunciam avanço no combate à tetraplegia, Valor Econômico, 2025;
- Brazil reinstates preference margins for the procurement of medicines, Lexology, 2024;
- Brasil volta a instituir margens de preferência para compra de medicamentos, JOTA, 2024;
- Brazilian Federal Medical Board imposes stricter rules for transparency, Lexology, 2024;
- Does Law 14,874 address the obstacles that prevented Brazil from becoming a hub for clinical research? - Part II, Lexology, 2024;
- Lei 14.874 e obstáculos para Brasil virar hub de pesquisa clínica – parte 2, JOTA, 2024;
- O STJ e a publicidade de medicamentos, JOTA, 2024;
- Submissão de PDPs ao Ministério da Saúde termina dia 23, Valor Econômico, 2024;
- Novidades do regulamento das PDPs são mesmo novidades? – Parte 1, JOTA, 2024;
- New PDP Regulation: Fresh Start or Same Old thing? – Part 1, Lexology, 2024;
- Does Law #14,874 address the obstacles that prevented Brazil from becoming a hub for clinical research?, Lexology, 2024;

- Lei 14.874 resolve obstáculos que impediam Brasil de virar hub de pesquisa clínica?, JOTA, 2024;
- Anvisa à beira do colapso, JOTA, 2024;
- O comércio ilegal de CIGARRO ELETRÔNICO no Brasil e sua REGULAMENTAÇÃO, Manda pro Jurídico, 2024;
- Electronic Smoking Devices (DEFs): Brazilian FDA upholds ban, now what?, Lexology, 2024;
- Automatic cancellation of Cannabis Products' authorizations by Anvisa: incentive or setback?, Lexology, 2024;
- Cancelamento automático dos produtos de cannabis pela Anvisa, JOTA, 2024;
- Dispositivos Eletrônicos para Fumar (DEFs): mantida a proibição pela Anvisa, e agora?, Conjur, 2024;
- Mais um passo para a retomada das PDPs: a minuta de norma resolve os erros do passado?, JOTA, 2023;
- Another step towards the return of PDPs: does the draft new regulation solve past mistakes? Lexology, 2023;
- Prescribing cannabis products only as a last resort, Chambers and Partners, 2023;
- A prescrição de produtos de Cannabis só como última alternativa, JOTA, 2023;
- Governo relança PDPs, preocupação com propriedade intelectual na indústria farmacêutica, Decisor Brasil, 2023;
- Brazilian government resurrects its Partnership for Productive Development (PDP) program. A new threat to pharma IP rights?, Kluwer Patent Blog, 2023;
- Mudanças na regulamentação da CGU da Lei Anticorrupção não garantem imparcialidade, Estadão, 2023;
- Brazilian Anti-Corruption Act: sanctions record vs. difficulty in defending companies, Lexology, 2023;
- How does CGU interpret the Brazilian Anticorruption Statute terms, Lexology, 2023;
- A Amazônia em destaque: Uma oportunidade para a biotecnologia no Brasil, Decisor Brasil, 2023;
- Lei Anticorrupção: recorde de sanções vs. dificuldade na defesa das empresas, Conjur, 2023;
- Como a CGU interpreta prazos da Lei Anticorrupção, Valor Econômico, 2023;
- Skinny label in Brazil: drug authority seeking to implement new regulations, Kluwer Patent Blog, 2023;
- The Amazon in the Limelight: An Opportunity for Biotech in Brazil, Genetic Engineering & Biotechnology News, 2023;
- O Brasil está de volta: será que as PDPs também?, JOTA, 2023;
- Indústria de genéricos usa prática ilegal no Brasil para alterar bulas e infringir patentes, Migalhas, 2022;
- A dinâmica de reembolso de hospitais por planos de saúde, JOTA, 2022;
- Opening the Brazilian radiopharmaceutical market: opportunities brought by Constitutional Amendment #118/2022, JOTA, 2022;
- Abertura do mercado brasileiro de radiofármacos com a EC 118/2022, JOTA, 2022;
- Impressões sobre as mudanças trazidas pela lei 14.307/22 na lei dos planos de saúde, Migalhas, 2022;
- O vai e volta da Anvisa na transparência de pedidos de registro de medicamentos, JOTA, 2022;
- Consensualidade na Anvisa: um diagnóstico a partir de dados da pandemia, JOTA, 2021;
- Entre avanços e preconceitos: as restrições à publicidade de produtos de cannabis, Migalhas, 2021;
- As restrições à publicidade de produtos de cannabis, Migalhas, 2021;

- O desafio dos biossimilares e a postura do Ministério da Saúde no Brasil, Migalhas, 2021.
- The price regulation in Brazil: Roche faces IP rights abuse claims, Lifesciences Intellectual Property Review, 2016;
- Partnering for Profit, Lifesciences Intellectual Property Review, 2015.