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Pereira Neto hires media and IP head

Brazil's **Pereira Neto | Macedo Advogados** has hired a specialist in intellectual property and technology law as partner to head the firm's media and IP practice.



Ronaldo Lemos, 36, is a professor at the Fundação Getulio Vargas Law School in Rio de Janeiro, where he will continue professorship of IP law.

Among his new responsibilities at Pereira Neto, Lemos will give legal opinion on complex media, technology and intellectual property cases, as well as help the firm to boost business related to sports, entertainment and cultural events.

The Harvard-educated academic, who has been licenced to practice law in Brazil since 1998, has also served as a visiting professor at the universities of Princeton and Oxford, and sat on government advisory panels such as the national council to fight piracy at the Brazilian Ministry of Justice and the social communication council at the Senate.

Lemos says the decision to join Pereira Neto was “natural and logical” given his longstanding relationships with the firm's founding partners and further enhanced by the “fresh view about practising law” embodied by the firm.

Pereira Neto name partner **Caio Mario Pereira Neto** says Lemos' arrival will “reinforce our strategic positioning to act in sophisticated and cutting edge issues in law and business.”

Pereira Neto's latest hire follows the [promotions](#) of **Mônica Arruda de Toledo Piza**, **Paulo Leonardo Casagrande** and **Renata Borges La Guardia** to boost the number of partners in its corporate, competition and tax practices, and comes six months after the

firm's [merger](#) with corporate litigation firm **França e Nunes Pereira, Advogados** – a move that came after a [series of departures](#) in the partnership