

# Noli IP Newsletter

NOLI IP Solutions, PC

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## *INTA Expansion to Latin America*

*By Mariana Paula Noli*

As an Argentinean born attorney, I could not be more excited to see that the International Trademark Association (INTA) is further expanding its presence into Latin America.

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*Santiago (Chile) was selected as the location of the INTA Latin America Representative Office after an extensive due diligence study.*

*“For a number of reasons, Santiago is a great location for this Office and we are all very pleased with the decision,” said INTA CEO Etienne Sanz de Acedo*

Many of you may know that the INTA Board of Directors approved the opening of a Latin American Representative Office last September. This new office to be located in Santiago, Chile, will be INTA’s fifth regional office. The opening of a new Santiago office in early 2017 will certainly bring INTA closer to fulfilling its objective of international expansion, a strategic priority for INTA.

Congratulations INTA for its new office in Santiago and its expansion to Latin America!

Part of INTA’s expansion into Latin America also involves the promotion of membership among corporations, organizations as well as practitioners in the countries of this region. INTA through its representative, Mrs. Sharon

## *ASIPI in Buenos Aires*

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**Noli IP Solutions, PC** was well represented during last ASIPI (Inter-American Association of Intellectual Property) meeting which took place at the Hilton hotel on December 2016 in the beautiful city of Buenos Aires.



Ms. Mariana Noli continues to serve as part of ASIPI’s Law Firm Management Committee for the 2016-2018 period. For more information on the work of this organization, please visit <http://asipi.org/>



Aguayo, visited the city of Buenos Aires, Argentina, to meet with local companies in anticipation of the ASIPI conference earlier this month.

Mrs. Aguayo participated of a number of meetings as well as informal discussions carefully explaining to potential members the organization's activities and purpose.



Let's take this opportunity to make a special mention and recognize Ms. Luciana Noli's efforts in contacting and scheduling crucial meetings with representatives of local

## *Made in Argentina* By Luciana Eugenia Noli

Since the XIX annual ASIPI Conference took place in my beautiful city of Buenos Aires, Argentina, I think it would be appropriate to show you some of those "products" made in Argentina.

*If you ever visit Buenos Aires, the capital city of Argentina,*

companies to promote INTA membership among many Argentinean corporations.



It made me very proud to see that part of our team was able to assist INTA in its process of expansion to Latin America, together with our esteemed colleague Mr. Gustavo P. Giay (Marval, O'Farrell & Marval). Thank you Mrs. Aguayo and Mr. Giay for the memorable opportunity.

While in Argentina, together with Ms. Marai and Ms. Luciana Noli, we attended, the Anti-Counterfeiting

seminar which highlighted many of the unique issues faced in the countries of this region. As intellectual property specialists, many of us with vast experience in the region, we understand that there are many challenges to overcome. We are confident that the establishment of an INTA Representative Office in Santiago is an important step and just the beginning of important changes to come.



*Felicitaciones INTA!*

*one of the tourist attractions you can't miss is the Anfiteatro Griego at the Costanera Sur, where the monument to Lola Mora resides. But who is Lola Mora? **Lola Mora** was born in Salta, Argentina in 1866 and was a prolific artist and*

inventor. Her work included plans for the first subterranean system in Buenos Aires, an urban plan of streets for the city of Jujuy, several mining patents, a method of movie projection without a screen, but using water vapor, and one of the earliest color TV systems.

*Have you heard of the Bypass Surgery? Meet **Rene***

***Favaloro**, who began working as a doctor in the remote town in the La Pampa region. He then came to the US to study at the Cleveland Clinic, practicing in the cardiovascular surgery division. After going back to Argentina in 1962, he started experimenting in 1967 with bypass surgery. **BYPASS SURGERY**, a technique he invented, bypasses a diseased or obstructed segment of the heart by using the saphenous vein to deliver blood to the heart and the rest of the body. This technique revolutionized cardiovascular surgery all over the world.*

*How many lives have been saved thanks to the modern blood*

*transfusion process? Thank **Luis Agote** for inventing the modern blood transfusion process, using sodium citrate as an anticoagulant in 1914. Though Dr. Agote was not the first to use this process, he developed it independently from a Belgian doctor around the same time. This transfusion invention saved countless lives, particularly in the impending WWI conflict, by preventing blood from coagulating as it naturally does outside the body.*

*Did you ever rent a bike while visiting another city or state?*

You may be surprised to learn that **Pedro Kanof** recently patented a system and method of bike sharing in 2013. This system tracks bikes from Point A to Point B, making viable and environmentally-friendly business model. A system of bike sharing is available in several US cities, including Chicago.

*Who doesn't like "**Dulce de Leche**"?*



Dulce de leche is a confection prepared by slowly heating sweetened milk to create a substance that derives its taste from the Maillard reaction, changing flavor and color. Literally translated, it means "sweet made of milk." It is popular in France, Portugal and Spain, as well as most of Latin America, notably in Argentina, Uruguay, Paraguay, Brazil, Colombia, Mexico, Chile, Ecuador, Bolivia, Peru, and Venezuela. The most famous brand is **Chimbote**, this historical premium brand in Argentina

has been in business since 1937.

*Did you ever drink "**Yerba Mate**"?* The yerba mate plant is grown and processed in South America, specifically in northern Argentina (Corrientes, Misiones), Paraguay, Uruguay and southern Brazil. Cultivators are known as *yerbateros* (in Spanish). **Establecimiento Las Marias** is the owner of many important trademarks in Argentina. While **Taragüi** is the leading yerba in the country; some other known trademarks are **Union, La Merced** and **Mañanita**. Today they export their brands to over 40 countries around the world.



*What are your favorite "**Alfajores**"?*

Alfajores have been popular in Argentina and Uruguay since the mid-19th century. They are made with two round cookies with different sweet fillings between them and some of the best known

alfajor brands in South America are the Argentine **Havanna, Cachafaz** and **Jorgito**. How about time to relax with a glass of “*the Argentine Wine*”? Who doesn’t like a good wine, the alcoholic beverage made from fermented grapes or other fruits?



While wine itself is not from Argentina, Malbec certainly is

associated with our home country.

The Argentine wine industry is the fifth largest producer of wine in the world and some of the most known trademarks belong to **Alamo, Trapiche** and **Norton**.

## HAPPY HOLIDAYS FROM OUR FAMILY TO YOURS!

*Thank you to all our friends, clients, colleagues for making 2016 a wonderful year.*

*May 2017 be a year full of challenges, discoveries and growth. THANK YOU for making it possible for us to be here for you! Happy Holidays and Cheers to the New Year!*

*Our warmest greetings and best wishes for a wonderful holiday and a very happy 2017 New Year.*

Our IP family wishes you and your family the gifts of the season- PEACE, JOY, HOPE!!!



*Happy Holidays*

Juan

Lou

Rachel

Judit

Diane

David

Mariana

Sergio

Raouf

Erica

Karim

Lucy

Elizabeth

