

Noli IP Newsletter

NOLI IP Solutions, PC

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ASIPI 2016 Special Edition

My Lovely Buenos Aires

By Luciana Eugenia Noli

The ASIPI Conference will take place in my beautiful Buenos Aires this upcoming December. From December 4th 2016 to December 7th 2016 the

The annual conference brings together people from all over the world, especially from Latin America. Given the great significance of this

If this is the first time in Buenos Aires, I will recommend to go to Plaza de Mayo, center of the city where you will find many important buildings and monuments. Dominating the scene, there is The Casa Rosada – or pink house which is the seat of the Argentine National government and houses the president's office.

“XIX Jornadas de Trabajo y Consejo de Administracion” will take place in the prestigious Puerto Madero.



Association and conference in our field and to our region, we decided to dedicate this edition of our newsletter to our friends, colleagues and clients who are planning to attend the meeting by providing you with our recommendations and favorite places to make the most of your visit to our beloved town. We look forward seeing you in a few months.

ASIPI Conference in Buenos Aires

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We are extremely excited about the upcoming Annual Meeting of the Inter-American Intellectual Property Association (ASIPI).



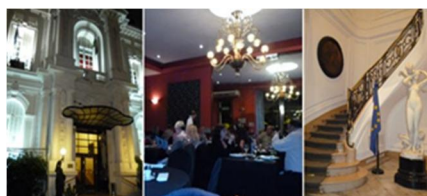
Buenos Aires will be welcoming 1,000+ trademark and intellectual property professionals from Latin America and all over the world this year; they will be participating in educational sessions, brand strategy meetings and business development opportunities.

If you would like more information about Buenos Aires or have any questions in anticipation of your trip, please contact us at luciana@noli-ipsolutions.com

Safe travels everyone!

“There is no place like home”

Just like Dorothy in the popular movie “The Wizard of Oz”, let me tell you that my home town is unique and beautiful to visit. “My lovely Buenos Aires” song by Carlos Gardel can confirm to you how pretty this city is. I hope after your visit you agree with me.



Buenos Aires is a big city. However, a good thing is that the city has a large public transport network and almost 40,000 licensed taxis. The hop-on, hop-off tourist bus is a perfect option to see the highlights. Nice alternatives are cycling, roller skating, walking and running.

If this is your first time in Buenos Aires, I recommend that you go to **Plaza de Mayo**, center of the city, where you will find many important buildings and monuments. Dominating the scene, there is **The Casa Rosada** – or pink house which is the seat of the Argentine National government and houses the president’s office.

Close to that area you can see the **San Telmo** neighborhood which is one of the oldest and boasts a vibrant tango and arts scene. Pay attention also to the colorful statues on “**Paseo de la Historieta**”, which pay homage to Argentina’s best loved comic characters like Mafalda.

A must stop is “**Teatro Colon**” in the San Nicolas area which is considered to be one of the ten best lyric theatres in the world. Close by, check “**The Obelisco**” a symbol in Buenos Aires. In Avenida Corriente, you will find theatres to enjoy a play.



Buenos Aires is known to be an European city with a large population of Italian background. A good place to stop is **Circulo Italiano de Buenos Aires** in Libertad 1264 street in the heart of barrio Norte. An old beautiful building that has a fancy restaurant with exquisite Italian food and many activities to experience the Italian culture.

Another-cultural and European stop is the neighborhood of **Recoleta**. Among other attractions, **Recoleta** is home to the **Museo Nacional de Bellas Artes**, **The National Library**, **Recoleta Cemetery** and **The Buenos Aires Design**.

If you want to see green, **Palermo** is the largest and greenest neighborhood in Buenos Aires and is split into several sub neighborhoods including **Palermo Chico**, which itself divides into **Palermo Soho** and **Palermo Hollywood**, **Barrio Parque**, **Las Cañitas**, **Palermo Botanico**, **Palermo Nuevo** and **Alto Palermo**. The area is popular for being a good dining and partying district.



Located next to the old port you will find the **La Boca** area. It is famous for the brightly – painted houses, old houses called “conventillos” that line “**The Caminito**” and the famous Boca Jrs football club where Diego Maradona made his name. It has some

excellent arts and cultural centres such as “**Fundacion Proa**” and “**Usina del Arte**”.

Our last neighborhood, **Puerto Madero** is situated riverside along The Rio de la Plata in former commercial docks. It is also the youngest neighborhood and a major gastronomic and business hub. The iconic “**Puente de la Mujer**” is the dramatic centerpiece.

Some suggestions where to eat in Puerto Madero:

As the conference will be held in the beautiful Puerto Madero, and you will be here working for some several days, you will probably need

places for breakfast, lunch and dinner. This area is popular for its gastronomic offers, and that’s the reason why I can give you thousands of recommendations.



However, I will focus on a few that are my favorites but feel free to contact me if you want more options.

For breakfast, I suggest “**I Central Market**.” They have great homemade pastries and coffee.

Concerning lunch and dinner, “**La Parolaccia**” with combinations of trattoria, Italian and seafood is a delicious decision. As Argentine’s people are known to be meat lovers, please don’t forget to go to “**Cabaña Las Lilas**” and “**Siga La Vaca**”.

Looking forward to enjoying a dinner or a drink with a tango show? “**The Faena Hotel**” and “**Madero Tango**” have an unforgettable one. I hope you have a fruitful conference and a memorable time at my Buenos Aires.

Please e-mail me if you need any further information:
luciana@noli-ipsolutions.com

Returning Home

By Mariana Paula Noli

While I have relocated to California over 13 years ago, I still consider Buenos Aires one of the most beautiful cities in the world. Yes, I am biased. Most of my loved ones live in this city and I have many fond memories of my earlier years. Regardless of whether you agree with me or not, we want to make sure you all truly enjoy visiting our hometown this upcoming

December during the XIX ASIPI Annual Meeting. It was not an easy task to come up with a concise list of favorite things to do and see in our city besides my sister’s recommendations, because truth be told we love everything about it. Again, we hope you find this information useful in anticipation of your future trip to our town.

In the **Microcentro**, I always enjoyed **Florida Street** as a great place to observe Buenos Aires’ fast-paced activity. An elegant pedestrian street that starts at **Avenida de Mayo** and goes on for less than a mile (1km) until the **beautiful Plaza San Martin in Retiro**. If you love shopping, don’t leave the area without checking out the **Galerias Pacifico**.

Belgrano is a residential neighborhood in the north of Buenos Aires. The **central plaza** in the neighborhood, **Plaza Belgrano**, is situated next to the **Belgrano Cathedral** popularly known as "La Redonda" or the "the **Round One**" because of its circular shape, along with the **Enrique Larreta Museum of Spanish Art**, the **Yrurtia House Museum** and the **Sarmiento Museum**. **Chinatown (Barrio Chino)** accommodates **diverse Asian ethnicities**, including the first **Taiwanese** immigrants, who were followed by the Chinese, Korean and Japa-

nese, who moved there in the middle of the 1980's. The area has continued to preserve its Asian culture over time and includes an array of grocery stores and restaurants.

Located just 17.5 miles (28 km) north of Buenos Aires Centre, Tigre is a beautiful and colorful town located on the **shore of the exotic Parana Delta**. It's a **short train ride away** and is a great place to visit. **Tigre's** outdoor activities vary from taking a tour through the **stunning islands of the Tigre Delta**, walking around the charming town, or going for a ride on

the rollercoaster at the **Parque de la Costa** amusement park.

If you're lucky enough to visit **Tigre** during your stay in Buenos Aires you cannot miss out on seeing their **beautiful market**. Tigre was a main **fruit and vegetable port** many years ago, and now the **Puerto de Frutos** is a crafts market that draws local artists to exhibit their unique art pieces made from natural resources from the area.

We hope you truly enjoy your visit to Buenos Aires during the ASIPI conference!

ASIPI 2016 Meeting in Buenos Aires, Argentina

Ms. Luciana Noli, Ms. Mariana Noli, and Ms. Judit Marai will be attending the ASIPI Annual Meeting in Buenos Aires, Argentina from December 4th, 2016 to December 7th, 2016.



LUCIANA NOLI



MARIANA NOLI



JUDIT MARAI

For more information to schedule a meeting, please contact us via email at mail@noli-ipsolutions.com with a proposed meeting schedule.