



*Where expertise
meets evolution.*

About us

Ojam IP is an intellectual property firm based in Buenos Aires, built by a team that has worked together for many years. We combine decades of experience in the field with the agility of a new structure, designed around collaboration, professional rigor and technology.

We provide first-class legal services, distinguished by their efficiency, personalization and responsiveness. Our clients are at the center of everything we do: we work with companies from a wide range of sectors, from startups to Fortune 500 companies, with intellectual property strategies that evolve alongside their businesses, their technologies and their regulatory environments.

Decades of
experience, with the
agility of a new
generation.



Mission and vision

Our mission and purpose

We exist to protect the ideas that drive innovation, creativity and progress. Our mission is to provide first-class legal services with excellence, commitment and agility, helping our clients turn their creations and technologies into lasting, well-protected assets.

Our vision

To build a law firm that redefines the way of working — without rigid structures, guided by a shared purpose, by real connections and by the technology that makes us more agile. We envision a community where people are valued for who they are and how they work best: a firm where inclusion, diversity, flexibility and enjoyment are not aspirations, but part of daily life.

At Ojam IP we believe in working with freedom, owning our time and energy, and delivering results that speak for themselves. We are a new generation of professionals committed to excellence, among ourselves and in building a workplace that we feel is our own.

Our commitment

Legal excellence is not measured only by the services we provide, but also by the footprint we leave on people, on the environment and within our own team.

Community

We put our time and knowledge at the service of access to justice, education and inclusion, through pro bono work, educational initiatives and long-term collaborations, such as our ongoing partnership with a rural school in Santiago del Estero.

Planet

We integrate sustainability into our operations: a paperless policy, waste separation for recycling, responsible purchasing from suppliers who share our criteria, energy efficiency in the office and a hybrid work model that reduces daily commuting. We also offset the carbon footprint of our business travel.

Team

We foster a workplace built on collaboration, trust and shared learning, with a flat structure that encourages participation. Our internal programs support professional and soft-skills development through legal training and team-building activities.

Regional reach

From Buenos Aires, we offer centralized management of intellectual property assets across Latin America. In Argentina, we directly handle the registration, prosecution and enforcement of rights; in the rest of the region, we coordinate each matter through a well-established network of correspondents, selected for their expertise and working standards, with whom we maintain long-term relationships that allow us to secure preferential terms for our clients.

Our goal is to make managing a Latin American portfolio simple. Through a single point of contact, our clients can centralize new filings, renewals, oppositions, assignments and other proceedings across the region, with coordinated follow-up, clear communication and predictable costs.

For our clients, this means a single point of contact, consistent quality standards and uniform reporting across every jurisdiction where their brands operate.

Solutions

Trademarks

Searches, registration, portfolio management, oppositions, litigation and e-commerce protection programs.

Industrial models and designs

Registration, portfolio prosecution and dispute resolution.

Technology, innovation and privacy

Software and SaaS contracts, IP in AI, data protection and regulatory compliance in digital environments.

Patents and innovation

Patentability analysis, national and international filings, portfolio strategy, technology transfer and litigation.

Commercial contracts

Licenses, franchises, assignments and agreements aligned with your business and IP objectives.

Regulatory

Compliance for regulated products, labeling and advertising, customs recordation and cross-border protection measures.

Copyright

Registration, licensing, rights clearance and action against online infringement.

Advertising, marketing and digital compliance

Campaign clearance, promotions, influencer agreements and social media protection.

Dispute resolution

IP infringement, unfair competition, trade secrets and litigation across all practice areas.

Trademarks

We protect the essence of your brand and creative identity.

Pre-launch advisory: searches, protection and market strategy

Trademark search, protection and registration

Portfolio management and trademark monitoring

Opposition and administrative defense strategies

Trademark litigation and dispute resolution

Trademark protection programs in e-commerce

Copyright

We protect creative expression in all its forms.

Copyright advisory and registration

Rights defense in media, design and technology

Licenses and assignments of protected works

Rights clearance for content creation and distribution

Advisory on moral rights and authorship

Online infringement claims and takedown notices

Patents and innovation

We help you protect and capitalize on your technical creativity.

Pre-launch advisory: searches, protection and commercial strategy

Freedom to operate and infringement analysis

Patentability analysis and technical drafting

National and international filings (PCT, Paris Convention, etc.)

Provisional filings in the US

Utility model protection

Patent portfolio prosecution and strategy

Technology transfer agreements and licenses

Patent litigation and dispute resolution

Assistance to inventors, startups, R&D areas and universities

Industrial models and designs

We protect the visual identity of products across all industries.

Pre-launch advisory: searches, protection and market strategy

Analysis and drafting for registration

National and international filings

Portfolio prosecution and strategy

Litigation and dispute resolution

Commercial contracts

We structure agreements aligned with your business and IP objectives.

National and international licensing

Franchises, assignments and IP transfers

Terms of use and end-user agreements

Supply chain and manufacturing contracts

Coexistence agreements, settlements and releases

Advertising, marketing and digital compliance

We make your brand communicate with strategy and legal security.

Legal and marketing clearance prior to launch

Review of advertising and promotional campaigns

Legal compliance for websites and e-commerce

Risk mitigation strategies

Promotions, contests and sweepstakes

Contracts with influencers and public figures

User and profile protection on social media

Technology, innovation and privacy

We connect new technologies with clear legal frameworks.

Software development contracts

Platform and SaaS terms of service

Intellectual property in AI and digital content

Data protection (GDPR, local laws, DPAs, policies)

Cybersecurity policies and liability allocation

Regulatory compliance in web and mobile environments

Technology transfer and licensing agreements

Regulatory

We advise on regulated environments and cross-border protection measures.

Regulatory compliance for cannabis, hemp and CBD (local and international)

Labeling, packaging and advertising of regulated products

Legal guidance for marketing campaigns and digital channels

Industry-specific compliance strategies

Customs recordation and related protection tools

Dispute resolution

We defend your rights when they are at risk.

IP infringement

Misuse of trade secrets

Misleading advertising and unfair competition

Breach of contracts related to intangible assets

Litigation and alternative dispute resolution

RELATED SERVICES

Identity, strategy and launch support

We build intellectual property with intention.

Naming and branding

Strategic brand creation with a legal perspective: naming, storytelling and visual identity.

Pre-launch advisory

Availability searches, initial protection and commercial strategy.

Portfolio strategy

Long-term planning, scalability and global coordination.

Industries we support

Fashion, apparel and footwear

Cannabis, CBD and hemp

Beauty, wellness and personal care

Food and beverages

Entertainment, media and sports

Software, technology and digital platforms

Architecture and design

Art, photography and creative industries

Retail, e-commerce and consumer goods

Agriculture and plant breeding

Pharmaceuticals, biotechnology and life sciences

Education and publishing

Manufacturing and industrial design

Advertising and communications

HealthTech and wellness apps

Our multidisciplinary approach allows us to understand the particular challenges of each sector and turn intellectual property into a long-term competitive advantage.

Team

PARTNERS



Juan Carlos Ojam

Partner

juan.carlos.ojam@ojamip.com



Paula Galván

Partner

paula.galvan@ojamip.com

Professional team

**Mariana Truglia****General Manager**

mariana.truglia
@ojamip.com

**Tomás Ojam****Director of Operations
and Strategy**

tomas.ojam@ojamip.com

**Victoria Rode****Head of Business
Development**

victoria.rode@ojamip.com

**Carolina Galván****Senior Associate**

carolina.galvan
@ojamip.com

**Mariana Guzmán****Senior Associate**

mariana.guzman
@ojamip.com

**Candela Martínez****Senior Associate**

candela.martinez
@ojamip.com

**Giuliana Gallo****Senior Associate**

giuliana.gallo@ojamip.com

**Melina Hermida****Associate**

melina.hermida
@ojamip.com

**María Alejandra
Castillo****Associate**

alejandra.castillo
@ojamip.com

**Cecilia Canto****Associate**

cecilia.canto@ojamip.com

**Lucía Laporte****Paralegal**

lucia.laporte@ojamip.com

**Ana Clara Barboza****Marketing**

ana.clara.barboza
@ojamip.com

Recognitions

Our work is endorsed by the leading international directories.

FIRM RANKINGS

WTR 1000	Gold Band
The Trademark Lawyer	Top 10 Trademark Firms, Argentina
Latin Lawyer	Recommended — Latin Lawyer 250 (2026)
The Legal 500	Band 2, Intellectual Property Band 4, TMT
IP Stars	Tier 2, Trademarks Tier 3, Patents Recommended, Copyright (2025)
Leaders League	Excellent, Trademark Prosecution Highly Recommended, IP Litigation Recommended, Enforcement & Anti-Counterfeiting

INDIVIDUAL RANKINGS

Juan Carlos Ojam

Chambers Latin America 2026, Band 2

Legal 500 Hall of Fame

WTR Global Leaders

WTR 1000 Gold Band, Enforcement and Litigation · Silver Band, Prosecution and Strategy

IP Stars Trademark Star 2025

Paula Galván

WTR 1000 Silver Band, Prosecution and Strategy

Leaders League, recognized in Trademark Prosecution and IP Litigation

Commitment to excellence

Our approach is client-centered. We understand your business, adapt to your changes and take on every matter with excellence, commitment and agility. We believe great legal work is built on experience, trust and a deep understanding of the future, and we are ready to keep building it together with those who choose us.

Learn more at www.ojamip.com or write to us at ip@ojamip.com to discuss your intellectual property strategy.