



# Raysa Vital Brazil

SPECIAL LEGAL CONSULTANT

Raysa advises clients on intellectual property matters and has extensive experience in complex litigation.



## Practices

Patent Litigation  
Trademark  
Copyright  
— Copyright Litigation

## Languages

Portuguese  
English

## Education

The George Washington University Law School,  
LLM, 2024  
Pontifícia Universidade Católica do Rio de Janeiro,  
2017  
Universidade do Estado do Rio de Janeiro, LL.B.,  
2015

## Offices

Washington, DC

## Phone

202.857.6235

## Email

[Raysa.Vitalbrazil@afslaw.com](mailto:Raysa.Vitalbrazil@afslaw.com)

Raysa is an intellectual property lawyer focused on litigation and counseling across patents, trademarks, and copyright, advising clients on the full lifecycle of IP protection and enforcement. She combines deep familiarity with the Brazilian National Institute of Industrial Property (INPI) and cross-border portfolio management to help rights holders clear, secure, and defend their assets in Brazil's market and beyond.

Drawing on experience with trademark availability searches, portfolio management for Brazilian and foreign clients, and trademark prosecution and enforcement, Raysa guides brand owners through clearance, filing, and contentious proceedings with practical, business-forward judgment. She routinely prepares and issues cease-and-desist letters addressing trademark and copyright infringements as well as unfair competitive practices, and she negotiates, drafts, and reviews IP agreements—especially copyright-related contracts—to mitigate risk and preserve commercial flexibility. Her counseling includes legal opinions on conflicts between IP rights, enabling clients to navigate overlapping claims and structure deals with confidence.

Raysa's practice centers on building durable protection for brand, content, and design assets, aligning prosecution, enforcement, and portfolio strategy to support market entry, licensing, and ongoing commercialization in Brazil. She leverages her litigation perspective to anticipate enforcement realities and tailor applications and agreements to withstand challenge and scale with client growth.

*\*Admitted as Special Legal Consultant in the District of Columbia. Admitted in Brazil.*

## Previous Work

Prior to joining ArentFox Schiff, Raysa worked for a decade as an associate at a leading law firm in Rio de Janeiro, Brazil, where she represented clients in the entertainment, beauty, pharmaceutical, and beverage industries. She advised on intellectual property matters with a focus on litigation. Her Brazilian practice included representing Netflix in multiple lawsuits, from right of publicity claims involving documentary series to a complex patent infringement case seeking to bar Netflix from using high-definition streaming technology essential to 4K content; Warner Music Brazil in a high-profile dispute with a renowned Brazilian artist regarding the commercial streaming of early recordings and license agreements; Sega Corporation in a major case involving right of publicity

lawsuits brought by soccer players concerning the famous “Football Manager” fantasy game; and L’Oréal in numerous trademark and trade dress litigation and enforcement matters.

## Publications, Presentations & Recognitions

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- “New Use Problems: How Have U.S. Courts Addressed This Issue Over The Decades?”, LES Nouvelles, USA, Dec. 1 2024
- “Supreme Court confirms the impossibility of extending the term of Brazilian patents”, Estadão, São Paulo, Dec. 23, 2022.
- “Copyright Exceptions. What are the limits on citations?”, Migalhas, São Paulo, Nov. 10, 2022.
- “The battle between Tiririca v. Erasmo and Roberto Carlos seems to have come to an end”. CONJUR, Aug. 31, 2022.

## Recognitions

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- Notable Practitioner, IP STARS - Managing Intellectual Property, 2020 – 2024
- Rising Star, IP STARS - Managing Intellectual Property, 2019
- Motion of Gratulations awarded by Rio de Janeiro’s Municipal Council, 2006

## Boards, Memberships & Certifications

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- Brazilian Bar Association
- International Trademark Association (INTA)
- Member, Fashion Law Committee of the Brazilian Bar Association (OAB/RJ), 2025–2027

## Professional Activities

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Pro bono, Raysa advised:

- Ashoka Brazil (an NGO that promotes social entrepreneurship): negotiated a license agreement for an audiovisual production involving the rights of the young women who inspired Brazilian Law No. 14.214/2021, which guarantees free distribution of sanitary pads to women in need.
- Instituto Hórus, Cultura, Educação Integral e Desenvolvimento Humano (an education-focused NGO): advised on copyright matters.
- Junior Achievement (JA), the Brazil branch of JA Worldwide—one of the world’s largest youth development NGOs and a Nobel Peace Prize nominee in 2022 and 2023: advised on the “Miniempresa” project at Colégio Pedro II (a federal public school) for 17 weeks.

## Life Beyond the Law

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Outside of work, Raysa is a native Portuguese speaker and is passionate about Brazilian soap operas, MPB (Brazilian popular music), and the culinary arts—discovering new restaurants worldwide and cooking—and is a tennis enthusiast.

## Bar Admissions

[District of Columbia, Special Legal Consultant](#)

[Brazilian Bar Association, Rio de Janeiro section](#)