CRUZ MARCELO
&TENEFRANCIA

Our Firm

BUILT ON A LEGACY OF PROFESSIONALISM, MERITOCRACY, & MUTUAL RESPECT

United by common ideals and shared values, fifteen accomplished individuals founded Cruz Marcelo & Tenefrancia in 2013. Since then, fifteen new partners have risen to the challenge of leading the firm into the next generation. This partnership of seasoned practitioners is forged on a commitment to build a lasting legal institution that will carry on the values of professionalism, meritocracy, and mutual respect.

The firm is led by Avelino "Nonong" J. Cruz, Jr., Simeon "Sonny" V. Marcelo, and Joe Nathan P. Tenefrancia. Cruz previously served as the nation's Secretary of National Defense and Chief Presidential Legal Counsel, while Marcelo defended the public interest as the Ombudsman and Solicitor General. Tenefrancia represents the next generation of partners who will continue the legacy of professionalism and excellence.

The firm's lawyers are highly regarded individuals whose counsel is sought by leaders of the nation, captains of industry, and the common person. With highly motivated lawyers working in teams and ably supported by the country's best non-legal personnel, we bring together our collective expertise, skills, experience and networks to practice law as one firm. With committed advocacy and wise counsel as hallmarks of our practice, we are our clients' reliable partners in achieving winning solutions.

Cruz Marcelo & Tenefrancia provides exceptional legal representation in various fields of law as a full-service firm.

Our core partnership values translate into our governance principles and are integral to ensuring that we provide our clients with top-notch, cost-effective legal services while emphasizing teamwork, creativity, and responsiveness.

Our Story

We trace our roots to a firm founded by young legal scholars and student leaders in 1980 that would rise to become a preeminent law firm in the Philippines. Tested through time and united by common ideals and shared values, fifteen founding partners established Cruz Marcelo & Tenefrancia in 2013 as a full-service firm composed of accomplished professionals dedicated to building a legal institution that will carry on the torch of professionalism, meritocracy, and mutual respect – lawyers committed to doing well while doing good.

Our lawyers have never wavered in their commitment to excellence and meeting the highest professional standards. Our constant aim is to deliver the highest quality of effective legal service in all facets of our practice to help our clients attain success.

Within a decade from its inception, Cruz Marcelo & Tenefrancia has risen to become a top-tier law firm in the country and in the Asia Pacific Region. Today, our lawyers continue to distinguish themselves and earn peer recognition through countless awards bestowed by leading international publications such as Chambers and Partners, The Legal 500, Asialaw, the World Trademark Review, Asian Legal Business, Asia Business Law Journal, the International Financial Law Review, Benchmark Litigation, and Who's Who Legal.

As our practice continues to grow and our partnership expands, we all remain committed to our shared Vision & Mission.

Our Areas of Expertise

Litigation & Dispute Resolution

- Trial Advocacy & Commercial Litigation
- Banking Litigation
- Tax Litigation
- Appellate Practice
- Corporate Rehabilitation
- Arbitration & Alternative Dispute Resolution
- Competition
- Data Privacy
- Family Law
- Labor & Employment
- Trade

Borne from a collective experience spanning decades of engagement and expertise in dispute resolution, particularly in complex and high-stakes litigation, the firm has forged a sterling reputation backed by a strong track record of success in commercial, tax and banking litigation, appellate practice, and corporate rehabilitation, as well as in other areas of litigation and various alternative modes of dispute resolution. With a deep bench of highly skilled litigators working in teams led by their seasoned mentors, the firm continues to successfully wage coordinated and multi-pronged litigation in various fronts. The firm's unmatched record of success in both public-interest cases and in critical and high-stakes commercial disputes consistently makes it a top choice for tailored and comprehensive solutions in litigation and dispute resolution.

Arbitration & Alternative Dispute Resolution

Our team ensures that our clients are guided and properly informed to make sound and cost-efficient decisions in every step of the dispute resolution process. We provide assistance and representation in the various stages of dispute resolution — for both domestic and international arbitration — including the drafting of arbitration agreements, vigorous representation before ad hoc or institutional arbitral tribunals, and securing specific court reliefs such as interim measures of protection, recognition, vacation, enforcement and execution of arbitral awards, and in other post-rendition of award remedies such as appellate representation.

Competition

The firm is recognized as a trailblazer in competition law practice in the Philippines. Our team has distinguished itself for its detail-oriented and hands-on approach, consistently balancing full observance of technical and legal restrictions with the commercial objectives of our clients. Rendering a wide spectrum of cutting-edge competition law services, the firm is well-equipped to represent clients in anti-trust investigations and disputes, advise on merger and acquisition regulatory mandates, review commercial agreements and policies, and develop competition law compliance strategies, programs, and audits.

Data Privacy

The firm assists clients in navigating through the ever-evolving and complex requirements of privacy and data security laws. Our team provides comprehensive data privacy and security services, including legal structuring and maintenance of data protection systems, formulation of security measures and procedures, compliance with registration and other requirements of the National Privacy Commission, and representation in privacy litigation.

Family Law

The field of Family Law requires the highest degree of sensitivity and experience. Our top-notch team possesses the competence and compassion needed to assist clients in making key decisions regarding their families and future. Our Family Law practice provides counsel on all aspects of family relations, such as pre-nuptial agreements and property relations, adoption and child custody, annulment of marriage, legal separation, wills and succession planning, and even the most difficult and delicate issues such as paternity disputes and domestic violence. Our cross-border capabilities also allow us to support our clients in family matters with international facets, such as the recognition of foreign divorce decrees in Philippine courts and cross-jurisdictional custody cases.

Labor & Employment

The firm's team has vast and significant experience in assisting clients define its objectives and ensuring these objectives are met, even working hand-in-hand with Human Resources Personnel, among others, of the organization. The firm effectively represents clients and its officers in disputes arising from or related to employer-employee relations both before labor tribunals and agencies, as well as in connection with administrative proceedings conducted by the organization itself. The firm's lawyers also handle negotiations, either as representatives or in an advisory capacity for purposes of collective bargaining. Recognizing the complexities of international and local business developments, our team is proficient in best practices that are designed to attain a balance between achieving management's economic objectives and ensuring employees are clear on their roles in the company.

Trade

Led by recognized pioneers in the field, the Trade Department assists various industries in navigating Philippine trade and market access issues. Our team advises a wide range of local and foreign clients including those in the vital cement, iron and steel industries on the most effective trade remedies. We also represent our clients before courts and administrative agencies and courts of law.

Banking Litigation

Since the establishment of the Bangko Sentral ng Pilipinas (Central Bank of the Philippines) in 1993, the firm's lawyers have had the unique experience of serving as its and the Monetary Board's counsel, handling their most demanding and complicated cases. With an established reputation as the industry leader in banking litigation, boosted by a roster of internationally recognized Certified Fraud Examiners, the firm remains the top choice to represent the country's leading banks and financial institutions.

The firm's banking practice extends to facilitating various types of lending and security transactions – from the simplest to the most complex – such as syndicated loans, structured finance, project finance, and asset finance. With clients that include corporate borrowers, banks and financial institutions, both local and foreign, the firm also routinely provides regulatory and compliance advice.

Corporate & Special Projects

- Mergers & Acquisitions
- Infrastructure
- Property Development & Real Estate Transactions
- Capital Markets, Securities Regulations, & Finance
- Debt Restructuring & Corporate Reorganization
- Gaming
- Tourism & Leisure
- Immigration

The firm's Corporate & Special Projects Department provides a full range of services, from basic business issues to the most intricate scenarios covering various industries, to help clients execute complex, high-value transactions. The firm's lawyers are renowned for their extensive experience and expertise in handling the complexities and nuances of corporate and commercial law.

Financial Technology & Banking

In recent years, there has been tremendous progress in Financial Technology (FinTech) and the digitalization of business processes, which has led to their growing relevance in various industries and sectors. To help navigate this increasingly complex landscape, the firm's Technology and FinTech Practice Group is composed of professionals that are uniquely positioned to provide guidance and support to our clients seeking to achieve competitive growth in the ever-changing digital business environment.

Infrastructure, Transportation & Public Utilities

Infrastructure projects are the backbone of society and play an essential part in economic development. Among our roster of lawyers are partners who have served in senior government positions and whose experiences lend invaluable insight into the workings of the public infrastructure sector. This allows us to counsel and give our local and international clients expert advice on the legal, regulatory, and policy aspects of dealings between the public and private sectors.

Taxation

The firm's tax lawyers extensively and proactively advise clients on the tax implications of their domestic and foreign transactions, and create comprehensive tax planning strategies that are specifically aimed at fulfilling its client's objectives while being compliant with tax laws and regulations. We represent our clients before the Bureau of Internal Revenue and local government units and assist them in handling tax audits and examinations before the government bodies which have resulted in the successful reduction of their deficiency tax assessment.

Telecommunications, Media & Technology

Years of expertise allow our lawyers to efficiently navigate extensive and ever-evolving regulations in order to maximize market conditions in Telecommunications and Information and Communications Technology. Our lawyers represent clients in securing licenses, permits, and franchises before relevant government bodies. They also provide assistance in all stages of mergers and acquisitions, including negotiation, structuring, the sale and purchase of telecommunications licenses, franchises and frequencies, and documentation.

Gaming

The firm provides comprehensive legal services in business and regulatory matters related to gaming laws and regulations, and project development. The firm represents gaming-industry owners, gaming equipment manufacturers and distributors, and developers of integrated gaming and entertainment facilities. The practice group's crack team of lawyers offers counsel on a broad spectrum of issues and areas indispensable to the gaming industry. These include compliance with nationality restrictions, incentives, obtaining licenses and registrations required for gaming operations, contract drafting, negotiation and review, taxation, and national and local government relations, including representation before the Philippine Amusement and Gaming Corporation, the Cagayan Economic Zone Authority and First Cagayan Leisure and Resorts Corporation, the Games and Amusements Board and the Philippine Racing Commission.

Property Development & Real Estate Transactions

The firm manages the legal aspects of real estate transactions and construction projects, providing its clients comprehensive legal assistance, such as advice, innovative solutions, and responsive documentation, at all stages of various property development projects. Key to the group's servicing clients in property development and real estate transactions is assisting developers of commercial, residential, industrial, and mixed-use projects, including economic zones and information technology parks and buildings, in meeting the rules and regulations of relevant government agencies and local government units. The group also assists investors in understanding the Philippine real estate market; addressing key transactional issues, including land reclassification and conversion; aiding clients in the preparation and negotiation of joint development agreements, construction contracts and related agreements; advising parties in workouts, financing and restructuring arrangements that involve real property; as well as the structuring of transactions to ensure tax efficiency.

Intellectual Property

- Commercialization
- Copyright
- Intellectual Property Litigation
- Patent
- Trademark

Commercialization

Our firm advises both local and foreign clients throughout the entire IP lifecycle, from its creation, to its protection and enforcement, and its commercialization, to ensure that maximum value is derived. We provide comprehensive legal and business-oriented advice to clients to promote innovation and address the complexities of all types of IP commercialization agreements, including, but not limited to, licensing and franchising agreements. Our lawyers are attuned to the business objectives of our clients, tailoring our advice and strategies to leverage their IP to maximize their value for sustainable business growth.

Copyright

Protecting the exclusive rights of creators of original and artistic works to use and publish their creations is essential in incentivizing the creation of more works for the benefit of the greater society. Our lawyers are highly regarded for their work relating to documentation, registration, or the deposit of copyrighted work, IP audit, contract review, fixing and negotiating royalties, and enforcement actions against infringers. Our firm's experience in dealing with creators and artists from copyright protection, commercialization, and enforcement of their copyrights provides our firm a distinct advantage as a go-to firm in copyright matters.

Intellectual Property Litigation

Our firm's Intellectual Property litigators handle all IP cases. Our IP litigators' specialized knowledge and experience give us a unique advantage over other firms that conduct IP litigation through their general litigation groups. Our team is composed of seasoned and experienced litigators who have successfully handled a wide variety of patent, trademark, and copyright cases.

Our IP litigators have also been recognized as top enforcement and litigation experts in the Philippines by major legal publications. We have successfully argued and won Supreme Court cases for our clients, including the landmark IP decisions that declared the first internationally well-known mark in the Philippines, upheld the jurisdiction of the Intellectual Property Office of the Philippines (IPOPHL) over administrative cases for unfair competition and infringement, confirmed that the abandonment of a patent application on the ground of public interest, and clarified that the IP rules of procedure do not prohibit the filing of a demurrer to evidence in patent infringement cases.

Patent

Our Patent Group has been recognized as one of the top patent practitioners in the Philippines. It is led by lawyers who have technical backgrounds in physics, chemistry, and engineering, and are registered patent agents who have passed the Patent Agent Qualifying Exam administered by the Intellectual Property Office of the Philippines. Our lawyers have also taken advanced patent courses overseas to develop their patent drafting skills and capabilities. Ultimately, the unique combination of our lawyers' technical expertise and legal skills enables us to provide a wide variety of patent-related services, including patentability searches, claim drafting, prosecution, and management of patent portfolios.

Trademark

The Trademark Group represents clients in the fields of media and entertainment, clothing and apparel, cosmetics, food and beverage, information technology, oil, telecommunications, electronics, pharmaceuticals, biotechnology, construction, manufacturing, retail, banking and financial institutions, and even educational and research institutions. Our team conducts trademark searches to ensure that trademarks to be developed and used by a client are still available for use. We then protect our clients' interests by obtaining the broadest protection for their marks and take great care to ensure that trademarks remain effective and protected. We also remind our clients, free of charge, of the trademark maintenance requirements and file on their behalf declarations of actual use with the Intellectual Property Office of the Philippines. Likewise, we offer trademark watches to inform our clients when any marks that we believe to be confusingly similar to their marks are published, for purposes of opposition.

Mining & Natural Resources/Energy

Our Mining & Natural Resources lawyers have represented diverse clients on a broad range of legal issues, from ensuring compliance with nationality and capitalization requirements; obtaining government approvals, licenses and registrations; preparing and reviewing applications for pertinent agreements and permits; drafting, negotiating and reviewing contracts relevant to the industry; joint ventures; asset exchanges; disputes; regulatory and environmental issues; and project development. The firm advises on the full spectrum of industry concerns and offers a wealth of resources and local expertise.

Our lawyers in the Energy practice have advised clients in the local power sector, from the conventional power generators to the players in the growing renewable energy field.

Testimonials

Chambers and Partners

> Senior partners are well connected and not only provide legal guidance but also consider commercial points. The associates are some of the best graduates of the Philippine law schools, and it is reflected in the quality of their work.

> The service level is excellent, and the team are very grounded in the realities of the issues concerned and able to provide out-of-the-box and holistic advice.

> Cruz Marcelo & Tenefrancia have admirably handled extremely complex matters for us.

> Cruz Marcelo & Tenefrancia has a lawyer for every concern you have. The firm is very responsive and provides a really high level of service.

> Cruz Marcelo & Tenefrancia has a very strong mining team.

The Legal 500

> The team at Cruz Marcelo & Tenefrancia stands out for its professionalism and ease in communication. They are always ready to talk to us and come up with solutions.

> Cruz Marcelo & Tenefrancia's IP team is very collaborative and knowledgeable when it comes to the process of IP cases in the Philippines.

> Works quickly and efficiently, great overall knowledge base.

> Cruz Marcelo always reports deadlines ahead of time.

> The team has a diversity of expertise that covers most, if not all my legal concerns. I admire the practicality of the team in approaching problems outside of the legal framework and presenting to us the realities of going to court. Furthermore, the legal advice is always comprehensive as well as practical.

> I am very comfortable with my relationships with the lawyers of CMT. They are trustworthy, full of wisdom, proactive and they give sound advice.

Our Lawyers

Avelino J. Cruz, Jr.

Simeon V. Marcelo

Joe Nathan P. Tenefrancia
MANAGING PARTNER

Senior Partners

Manuel L. Manaligod, Jr.
CHAIRMAN

Susan D. Villanueva

Patricia A. O. Bunye

Rodel A. Cruz

Aida Araceli G. Roxas-Rivera

John Jerico L. Balisnomo

Miguel U. Silos

Elmar B. Galacio

Rosa Michele C. Bagtas

Divina Gracia E. Pedron

Victor E. M. Pangilinan

Pancho G. Umali

Partners

Rowanie A. Nakan

Rogelio D. Torres, Jr.

Ramon Manolo A. Alcasabas

Jacques S. Lynn

Jon Anton Daryl Y. Chua

Fernand Joseph D. Miranda

Eric T. Dykimching

Norvin Ralph S. Jalipa

Erica Christel S. Patiño

Jerome D. Canlas

Maria Vinina Bonita A. Padilla

Maria Theresa M. Domingo

Carla S. Pingul

Kristine Ann C. Venzuela

Francis L. Fragante

The Partnership

Our Achievements

As testament to our tradition of professionalism and excellence, the firm has been consistently awarded by leading legal publications, both local and international.

Among our recent awards and citations are (as of 15 June 2023):

Chambers and Partners Asia-Pacific (2023)

- Band 1 for Dispute Resolution, Intellectual Property, and Corporate/M&A: Real Estate
- Band 3 for Corporate and M&A Firm, Projects Infrastructure & Energy
- Band 1 for Projects, Infrastructure and Energy - Patricia A. O. Bunye
- Band 1 for Dispute Resolution - Simeon V. Marcelo
- Band 1 for Intellectual Property - Susan D. Villanueva
- Band 2 for Intellectual Property – Patricia A. O. Bunye
- Band 3 for Intellectual Property – Divina Gracia E. Pedron
- Band 3 for Dispute Resolution – John Jerico L. Balisnomo
- Band 3 for Projects, Infrastructure & Energy – Pancho G. Umali
- Band 3 for Employment – Elmar B. Galacio
- Band 4 for Intellectual Property – Rowanie A. Nakan

Chambers and Partners Asia-Pacific (2022)

- Band 1 for Dispute Resolution, Intellectual Property
- Band 3 for Corporate and M&A Firm, Projects Infrastructure & Energy, and Real Estate
- Band 1 for Projects, Infrastructure & Energy - Patricia A. O. Bunye
- Band 1 for Dispute Resolution - Simeon V. Marcelo
- Band 1 for Intellectual Property - Susan D. Villanueva
- Band 2 for Intellectual Property – Patricia A. O. Bunye
- Band 3 for Intellectual Property – Divina Gracia E. Pedron
- Band 3 for Dispute Resolution – John Jerico L. Balisnomo
- Band 3 for Projects, Infrastructure & Energy – Pancho G. Umali
- Band 4 for Intellectual Property – Rowanie A. Nakan

Chambers and Partners Asia-Pacific (2021)

- Band 2 for Dispute Resolution
- Band 2 for Intellectual Property
- Band 3 for Corporate and M&A Firm, and Projects Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy - Patricia A. O. Bunye
- Band 1 for Dispute Resolution - Simeon V. Marcelo
- Band 1 for Intellectual Property - Susan D. Villanueva
- Band 3 for Dispute Resolution – John Jerico L. Balisnomo
- Band 3 for Intellectual Property - Patricia A. O. Bunye, Divina Gracia E. Pedron
- Band 3 for Projects, Infrastructure & Energy – Pancho G. Umali
- Band 4 for Intellectual Property – Rowanie A. Nakan

Chambers and Partners Asia-Pacific (2020)

- Band 1 for Intellectual Property
- Band 2 for Dispute Resolution
- Band 3 for Corporate and M&A Firm, and Projects Infrastructure & Energy
- Band 1 for Projects, Infrastructure and Energy - Patricia A. O. Bunye
- Band 1 for Dispute Resolution - Simeon V. Marcelo
- Band 1 for Intellectual Property - Susan D. Villanueva
- Band 3 for Intellectual Property - Patricia A. O. Bunye, Divina Gracia E. Pedron
- Band 4 for Intellectual Property – Rowanie A. Nakan
- Recognised Practitioner for Dispute Resolution – John Jerico L. Balisnomo
- Recognised Practitioner for Corporate/M&A – Pancho G. Umali

Chambers and Partners Asia-Pacific (2019)

- Band 1 for Intellectual Property
- Band 2 for Dispute Resolution
- Band 3 for Corporate and M&A Firm, and Projects Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy - Patricia A. O. Bunye
- Band 1 for Intellectual Property - Susan D. Villanueva
- Band 2 for Dispute Resolution - Simeon V. Marcelo
- Band 3 for Intellectual Property - Patricia A. O. Bunye, Divina Gracia E. Pedron
- Recognised Practitioner for Corporate/M&A – Pancho G. Umali
- Up and coming lawyer for Intellectual Property - Rowanie A. Nakan

Chambers and Partners Asia-Pacific (2018)

- Band 2 for Dispute Resolution, and Intellectual Property
- Band 3 for Corporate and M&A Firm, and Projects Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy - Patricia A. O. Bunye
- Band 2 for Dispute Resolution - Simeon V. Marcelo
- Band 2 for Intellectual Property - Susan D. Villanueva
- Band 3 for Intellectual Property - Patricia A. O. Bunye, Divina Gracia E. Pedron
- Up and coming lawyer for Intellectual Property - Rowanie A. Nakan

Chambers and Partners Asia-Pacific (2017)

- Band 2 for Intellectual Property Firm
- Band 3 for Corporate and M&A Firm
- Band 3 for Dispute Resolution Firm
- Band 3 for Projects, Infrastructure and Energy Firm
- Band 1 for Intellectual Property Individual - Susan D. Villanueva
- Band 1 for Projects, Infrastructure and Energy Individual - Patricia A. O. Bunye
- Band 1 for Dispute Resolution Individual - Simeon V. Marcelo
- Band 3 for Intellectual Property Individual - Patricia A. O. Bunye, Divina Gracia E. Pedron

Chambers and Partners Asia-Pacific (2016)

- Band 2 for Dispute Resolution and Intellectual Property
- Band 3 for Corporate/M&A, Dispute Resolution
- Band 1 for Dispute Resolution - Simeon V. Marcelo
- Band 2 for Intellectual Property - Susan D. Villanueva
- Band 3 for Intellectual Property - Patricia A. O. Bunye

Chambers and Partners Global (2022)

- Band 3 for Corporate & Finance and Projects, Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy – Patricia A. O. Bunye
- Recognized Practitioner for Corporate & Finance – Pancho G. Umali

Chambers and Partners Global (2021)

- Band 3 for Corporate & Finance and Projects, Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy – Patricia A. O. Bunye
- Recognized Practitioner for Corporate & Finance – Pancho G. Umali

Chambers and Partners Global (2020)

- Band 3 for Corporate & Finance and Projects, Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy – Patricia A. O. Bunye
- Recognized Practitioner for Corporate & Finance – Pancho G. Umali

Chambers and Partners Global (2019)

- Band 3 for Corporate & Finance and Projects, Infrastructure & Energy
- Band 1 for Projects, Infrastructure & Energy – Patricia A. O. Bunye
- Recognized Practitioner for Corporate & Finance – Pancho G. Umali

Legal 500 Asia Pacific (2023)

- Tier 1 for Dispute Resolution and Intellectual Property
- Tier 2 for Projects and Energy, Real Estate and Construction
- Tier 3 for Corporate and M&A, Labour and Employment
- Ranked (Firms to Watch) Antitrust and Competition
- Leading Lawyer in Corporate and M&A - Aida Araceli G. Roxas-Rivera
- Leading Lawyers in Dispute Resolution - Rodel A. Cruz, Miguel U. Silos
- Leading Lawyers in Intellectual Property - Susan D. Villanueva, Patricia A. O. Bunye
- Leading Lawyers in Projects and Energy - Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali

Recommended lawyers in:

- Corporate and M&A – Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera, Patricia A. O. Bunye, Rosa Michele C. Bagtas, Pancho G. Umali
- Dispute Resolution – Simeon V. Marcelo, Rodel A. Cruz, John Jerico L. Balisnomo, Miguel U. Silos
- Intellectual Property – Susan D. Villanueva, Divina Gracia E. Pedron
- Projects and Energy – Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali, Eric T. Dykimching
- Real Estate and Construction – Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas, Fernand Joseph D. Miranda
- Labour and Employment – Elmar B. Galacio, Rogelio D. Torres, Jr.

- Next Generation Partner in Intellectual Property – Rowanie A. Nakan

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- Tier 1 for Dispute Resolution and Intellectual Property
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- Leading Lawyer in Corporate and M&A - Aida Araceli G. Roxas-Rivera
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- Leading Lawyers in Intellectual Property - Susan D. Villanueva, Patricia A. O. Bunye
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- Corporate and M&A – Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas, Pancho G. Umali
- Dispute Resolution – Simeon V. Marcelo, Rodel A. Cruz, John Jerico L. Balisnomo, Miguel U. Silos
- Intellectual Property – Susan D. Villanueva, Divina Gracia E. Pedron
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- Real Estate and Construction – Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas, Fernand Joseph D. Miranda, Francis L. Fragante
- Labour and Employment – Elmar B. Galacio, Rogelio D. Torres, Jr.

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- Dispute Resolution – Simeon V. Marcelo, Rodel A. Cruz, John Jerico L. Balisnomo, Miguel U. Silos
- Immigration – Rosa Michele C. Bagtas
- Intellectual Property – Susan D. Villanueva, Patricia A. O. Bunye, Rowanie A. Nakan
- Projects and Energy – Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali

- Real Estate and Construction – Divina Gracia E. Pedron, Pancho G. Umali
- Labour and Employment – Elmar B. Galacio, Rogelio D. Torres, Jr.

LEGAL 500 ASIA PACIFIC (2020)

- Tier 1 for Dispute Resolution and Intellectual Property
- Tier 2 for Immigration, Projects and Energy, Real Estate and Construction
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- Leading Lawyers in Projects and Energy - Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali

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- Corporate and M&A – Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas, Fernand Joseph D. Miranda
- Dispute Resolution – Simeon V. Marcelo, Rodel A. Cruz, John Jerico L. Balisnomo, Miguel U. Silos, Victor Emmanuel M. Pangilinan
- Immigration – Rosa Michele C. Bagtas
- Intellectual Property – Susan D. Villanueva
- Projects and Energy – Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali
- Real Estate and Construction – Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera, Divina Gracia E. Pedron

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- Leading Lawyers in Projects and Energy - Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali

Recommended lawyers in:

- Corporate and M&A – Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas, Pancho G. Umali
- Dispute Resolution – Rodel A. Cruz, Miguel U. Silos, Victor Emmanuel M. Pangilinan, Rogelio D. Torres, Jr., Ramon Manolo A. Alcasabas, Jacques S. Lynn, Jon Anton Daryl Y. Chua
- Immigration – Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas
- Intellectual Property – Susan D. Villanueva, Patricia A. O. Bunye, Rowanie A. Nakan, Criselda S. Santiago, Carlo B. Valerio
- Projects and Energy – Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali
- Real Estate and Construction – Rosa Michele C. Bagtas, Pancho G. Umali

LEGAL 500 ASIA PACIFIC (2018)

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- Tier 2 for Immigration, Projects and Infrastructure and Real Estate & Construction
- Tier 3 for Corporate and M&A
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- Leading Lawyers in Dispute Resolution - Rodel A. Cruz, Miguel U. Silos
- Leading Lawyers in Intellectual Property - Susan D. Villanueva, Patricia A. O. Bunye
- Leading Lawyers in Projects and Energy - Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali
- Next generation lawyer-Dispute Resolution - Jon Anton Daryl Y. Chua

LEGAL 500 ASIA PACIFIC (2017)

- Tier 1 for Dispute Resolution and Intellectual Property
- Tier 2 for Immigration and Projects and Energy
- Tier 4 for Corporate and M&A
- Leading Lawyer in Corporate and M&A - Aida Araceli G. Roxas-Rivera
- Leading Lawyers in Dispute Resolution - Rodel A. Cruz, Miguel U. Silos
- Leading Lawyers in Intellectual Property - Susan D. Villanueva, Patricia A. O. Bunye
- Leading Lawyers in Projects and Energy - Manuel L. Manaligod, Jr., Patricia A. O. Bunye, Pancho G. Umali
- Next generation lawyer-Dispute Resolution - Jon Anton Daryl Y. Chua

LEGAL 500 ASIA PACIFIC (2016)

- Tier 1 for Dispute Resolution and Intellectual Property
- Tier 2 for Immigration and Projects and Energy, Real Estate and Construction
- Rank 1 for Intellectual Property - Susan D. Villanueva
- Rank 1 for Dispute Resolution - Rodel A. Cruz, Miguel U. Silos
- Rank 2 for Projects and Energy - Patricia A. O. Bunye
- Rank 2 for Immigration - Rosa Michele C. Bagtas
- Rank 2 for Real Estate and Construction - Rosa Michele C. Bagtas, Pancho G. Umali
- Rank 5 for Corporate and M&A - Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera
- Recommended for Projects and Energy - Manuel L. Manaligod, Jr., Aida Araceli G. Roxas-Rivera
- Recommended for Projects and Energy - Pancho G. Umali

asialaw ASIA-PACIFIC DISPUTE RESOLUTION AWARDS

ASIALAW ASIA-PACIFIC DISPUTE RESOLUTION AWARDS (2018)

- Philippine Law Firm of the Year
- Dispute Star of the Year - Simeon V. Marcelo

asialaw PROFILES

ASIALAW PROFILES (2022/2023)

- Outstanding for Intellectual Property
- Highly Recommended for Dispute Resolution
- Recommended for Energy, Infrastructure, Construction, Real Estate, Corporate and M&A, Labour and Employment

ASIALAW PROFILES (2021)

- Outstanding for Intellectual Property
- Highly Recommended for Dispute Resolution
- Recommended for Energy, Infrastructure, Construction, Real Estate, Corporate and M&A, Labour and Employment

ASIALAW PROFILES (2020)

- Highly Recommended for Infrastructure, Dispute Resolution and Intellectual Property
- Recommended for Energy, Construction, Real Estate, Corporate and M&A

ASIALAW PROFILES (2019)

- Highly Recommended for Infrastructure, Dispute Resolution and Intellectual Property
- Recommended for Energy, Construction, Real Estate, Corporate and M&A

ASIALAW PROFILES (2018)

- Highly Recommended for Construction & Real Estate, Corporate/M&A, Dispute Resolution & Litigation, Intellectual Property, Projects & Infrastructure
- Recommended for Energy and Natural Resources

ASIALAW PROFILES (2017)

- Highly Recommended for Construction and Real Estate
- Outstanding in Corporate/M&A
- Highly Recommended for Dispute Resolution & Litigation
- Recommended for Energy and Natural Resources
- Recommended for Financial Services Regulatory
- Recommended for Intellectual Property
- Highly Recommended for Projects and Infrastructure

World Trademark Review

WORLD TRADEMARK REVIEW (2023)

- Ranked, Prosecution and Strategy – Divina Gracia E. Pedron

WORLD TRADEMARK REVIEW (2022)

- Gold Firm in Philippines Chapter
- Silver Ranked – Susan D. Villanueva
- Bronze Ranked – Divina Gracia E. Pedron

WORLD TRADEMARK REVIEW (2021)

- Ranked Firm in the Philippines Chapter

WORLD TRADEMARK REVIEW (2020)

- Ranked Firm in the Philippines Chapter
- Ranked Individual in Enforcement & Litigation Philippines Chapter – Susan D. Villanueva
- Ranked Individual in Enforcement & Litigation and Prosecution & Strategy Philippines Chapter – Patricia A. O. Bunye
- Ranked Individual in Prosecution & Strategy Philippines Chapter – Divina Gracia E. Pedron

WORLD TRADEMARK REVIEW (2019)

- Silver Firm for Intellectual Property
- Silver Ranked for Intellectual Property - Susan D. Villanueva, Patricia A. O. Bunye

WORLD TRADEMARK REVIEW (2018)

- Ranked as Leading Trademark Professional in the Philippines - Susan D. Villanueva
- Ranked as Leading Trademark Professional in the Philippines - Patricia A. O. Bunye

asialaw LEADING LAWYERS

ASIALAW LEADING LAWYERS (2022/2023)

- Senior Statesman for Dispute Resolution - Simeon V. Marcelo
- Elite Practitioner for Intellectual Property - Susan D. Villanueva
- Distinguished Practitioner for Intellectual Property - Patricia A. O. Bunye
- Distinguished Practitioner for Dispute Resolution – Elmar B. Galacio

ASIALAW LEADING LAWYERS (2021)

- Senior Statesman for Dispute Resolution - Simeon V. Marcelo
- Elite Practitioner for Intellectual Property - Susan D. Villanueva
- Distinguished Practitioner for Intellectual Property - Patricia A. O. Bunye
- Distinguished Practitioner for Dispute Resolution – Elmar B. Galacio

ASIALAW LEADING LAWYERS (2020)

- Senior Statesman for Dispute Resolution - Simeon V. Marcelo
- Elite Practitioner for Intellectual Property - Susan D. Villanueva
- Distinguished Practitioner for Intellectual Property - Patricia A. O. Bunye

ASIALAW LEADING LAWYERS (2019)

- Market-Leading Lawyer in Dispute Resolution & Litigation, Taxation - Simeon V. Marcelo
- Market-Leading Lawyer in Dispute Resolution & Litigation, Energy & Natural Resources, IT, Telco & Media - Joe Nathan P. Tenefrancia
- Market-Leading Lawyer in Intellectual Property, Taxation - Susan D. Villanueva
- Market-Leading Lawyer in Energy & Natural Resources and Intellectual Property - Patricia A. O. Bunye

ASIALAW LEADING LAWYERS (2018)

- Market-Leading Lawyer in Dispute Resolution & Litigation, Taxation - Simeon V. Marcelo
- Market-Leading Lawyer in Dispute Resolution & Litigation, Energy & Natural Resources, IT, Telco & Media - Joe Nathan P. Tenefrancia
- Market-Leading Lawyer in Intellectual Property - Susan D. Villanueva
- Market-Leading Lawyer in Energy & Natural Resources and Intellectual Property - Patricia A. O. Bunye

ASIALAW LEADING LAWYERS (2016)

- Highly-recommended for Intellectual Property - Susan D. Villanueva
- Highly-recommended for Corporate - Patricia A. O. Bunye

ASIAN LEGAL BUSINESS PHILIPPINE LAW AWARDS (2022)

- Intellectual Property Law Firm of the Year
- Transportation and Logistics Law Firm of the Year

ASIAN LEGAL BUSINESS

- Projects, Energy and Infrastructure Law Firm of the Year
- Philippine Deal Law Firm of the Year
- Equity Market Deal of the Year (AEV's Sale of Stake in AboitizPower to JERA)

ASIAN LEGAL BUSINESS PHILIPPINE LAW AWARDS (2018)

- Transportation and Logistics Law Firm of the Year
- Projects, Energy, and Infrastructure Law Firm of the Year

ASIAN LEGAL BUSINESS PHILIPPINE LAW AWARDS (2017)

- Intellectual Property Law Firm of the Year

IFLR

INTERNATIONAL FINANCIAL LAW REVIEW (IFLR) (2022)

- Tier 3 in Project Development
- Notable Firm in M&A
- Highly Regarded – Manuel L. Manaligod, Jr.
- Highly Regarded in Project Development – Patricia A. O. Bunye
- Notable Practitioner in Capital Markets, M&A – Aida Araceli G. Roxas-Rivera
- Notable Practitioner in Capital Markets, M&A, Real Estate, Acquisitions – Rosa Michele C. Bagtas
- Notable Practitioner in Project Development – Pancho G. Umali

INTERNATIONAL FINANCIAL LAW REVIEW (IFLR) (2020)

- Tier 3 in M&A
- Highly Regarded – Manuel L. Manaligod, Jr., Patricia A. O. Bunye
- Notable Practitioners – Aida Araceli G. Roxas-Rivera, Rosa Michele C. Bagtas, Pancho G. Umali

INTERNATIONAL FINANCIAL LAW REVIEW (IFLR) (2019)

- Highly Regarded – Manuel L. Manaligod, Jr., Patricia A. O. Bunye
- Notable Practitioner in Capital Markets, M&A – Aida Araceli G. Roxas-Rivera
- Notable Practitioner in Real Estate – Rosa Michele C. Bagtas

INTERNATIONAL FINANCIAL LAW REVIEW (IFLR) (2018)

- Highly Regarded – Patricia A. O. Bunye

INTERNATIONAL FINANCIAL LAW REVIEW (IFLR) (2017)

- Recommended Firm IFLR1000

BENCHMARK LITIGATION ASIA-PACIFIC (2023)

- Tier 2 – Commercial and Transactions; Intellectual Property
- Tier 3 – Labor and Employment

BENCHMARK LITIGATION

- Recommended – Government regulatory
- Litigation Star in Commercial and transactions, Tax – Simeon V. Marcelo, Miguel U. Silos
- Litigation Star in Philippines – Susan D. Villanueva
- Litigation Star in Government and regulatory – John Jerico L. Balisnomo
- Future Star in Commercial and transactions, Government and regulatory – Jon Anton Daryl Y. Chua
- Future Star in Commercial and transactions – Carla S. Pingul

BENCHMARK LITIGATION ASIA-PACIFIC (2022)

- Tier 2 – Commercial and Transactions; Intellectual Property
- Tier 3 – Labor and Employment
- Recommended – Government regulatory
- Litigation Star in Commercial and transactions, Tax – Simeon V. Marcelo, Miguel U. Silos
- Litigation Star in Philippines - Susan D. Villanueva
- Future Star in Commercial and transactions, Government and regulatory - Jon Anton Daryl Y. Chua
- Future Star in Commercial and transactions - Carla S. Pingul

BENCHMARK LITIGATION ASIA-PACIFIC (2021)

- Tier 2 – Commercial and Transactions; Intellectual Property
- Tier 3 – Labor and Employment
- Recommended – Government Regulatory
- Litigation Star in Commercial and transactions, Tax – Simeon V. Marcelo, Miguel U. Silos
- Litigation Star in Government and regulatory – John Jerico L. Balisnomo
- Litigation Star – Susan D. Villanueva
- Future Star in Commercial and transactions, Government and regulatory – Jon Anton Daryl Y. Chua

BENCHMARK LITIGATION ASIA-PACIFIC (2020)

- Litigation Star in Dispute resolution, Commercial and transactions, Tax – Simeon V. Marcelo, Miguel U. Silos
- Litigation Star in Dispute resolution, Government and regulatory – John Jerico L. Balisnomo
- Future Star in Dispute resolution, Commercial and transactions, Government and regulatory – Jon Anton Daryl Y. Chua

BENCHMARK LITIGATION ASIA-PACIFIC (2019)

- Tier 2 – Commercial and Transactions
- Dispute Resolution Star in Commercial and Transactions, Tax – Simeon V. Marcelo, Miguel U. Silos

WWL Who's Who Legal

WHO'S WHO LEGAL SOUTHEAST ASIA (2023)

- Ranked in Trademarks – Divina Gracia E. Pedron

WHO'S WHO LEGAL SOUTHEAST ASIA (2022)

- Ranked in Trademarks – Divina Gracia E. Pedron

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Extension Office
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Litigation & Dispute Resolution

- Trial Advocacy & Commercial Litigation
- Appellate Practice
- Corporate Rehabilitation

Innate talent, exacting diligence, and dogged determination are qualities that best exemplify the firm's litigators.

The firm's expertise and the strength of its practitioners have been affirmed industry-wide amongst peers and clients alike, having been consistently recognized by international legal publications and listings such as The Legal 500, Asialaw, Chambers and Partners, Asian Legal Business, among others.

Our litigators earned professional recognition, being individually ranked, cited, and awarded as top-tier litigators in various practice areas, including being among The Philippines' Top 100 Lawyers (Asia Business Law Journal), Client Choice and Asia Super 50 Disputes Lawyers (Asian Legal Business), Leading Individuals in Dispute Resolution (The Legal 500), Litigation Stars (Benchmark Litigation Asia-Pacific), Distinguished Practitioners for Dispute Resolution (Asialaw Leading Lawyers) and Client Service Excellence Award (Asialaw).

Because of its solid reputation, top graduates from the nation's leading law schools are drawn each year by a desire to undergo intensive training on legal research, pleading preparation, and trial techniques through a mentorship program run by the firm's stable of litigators. After their rigorous initiation into litigation practice, the firm's recruits emerge capable of working efficiently under extreme pressure. They work in teams led by the firm's seasoned litigators and engage in "bare-knuckle" litigation for which the firm's trial lawyers have become known. Investments in the firm's rigorous training program have given it a deep bench of litigators who work as a cohesive force under the guidance of the country's former Solicitor General and Ombudsman, Simeon V. Marcelo.

As a result, the firm provides clients with a high partner-to-associate ratio for each account. Clients are assured that our litigation partners provide direct personal attention in each engagement to successfully resolve disputes. By matching arduous training and youthful energy with expansive experience and strategic thinking across multiple legal disciplines, the firm delivers tailored and comprehensive solutions to its broad spectrum of clients.

Today, the firm's collective experience in successfully handling complex and multi-pronged disputes has yielded a track record of consistently delivering positive and impactful results for our clients.

CONTACT PERSON

John Jerico L. Balisnomo, Senior Partner

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Litigation & Dispute Resolution

Trial Advocacy & Commercial Litigation

Commercial dispute resolution is a core competence of the firm, providing unparalleled representation and advocacy from board room to court room. We represent several of the country's biggest corporations from a wide array of industries and handle sophisticated and complex disputes.

With litigators from various backgrounds such as accountancy, economics, politics and finance, the firm can harness knowledge across multiple disciplines to provide comprehensive solutions and innovative approaches to resolve dispute.

CONTACT PERSONS

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Victor Emmanuel M. Pangilinan, Senior Partner
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Appellate Practice

The firm's lawyers are highly regarded and sought-after for their thorough case preparation and meticulous attention in handling the most significant and difficult cases before appellate courts. With its reputation for creativity, mastery of the law, and tenacity in its advocacy, the firm consistently attracts referrals of a substantial number of appeals from cases previously handled by other law firms.

The firm's top-notch litigators have successfully argued numerous cases before the various appellate bodies, including oral arguments before the Court of Appeals and the Supreme Court, earning recognition among their peers in the process. These cases include critical commercial disputes, as well as pressing social and public interest issues.

CONTACT PERSONS

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Joe Nathan P. Tenefrancia, Senior Partner
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John Jerico L. Balisnomo, Senior Partner
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Corporate Rehabilitation

The firm is a pioneer in the corporate rehabilitation and insolvency law practice with founding partner Avelino J. Cruz, Jr. leading our select team of litigators in handling some of the largest corporate rehabilitation proceedings in the country since the enactment of the law on corporate rehabilitation in 1981. Having established its valued reputation, the firm and its next generation lawyers, continue to represent clients in litigation, and provide them with the necessary expertise to navigate the intricacies of corporate rehabilitation and insolvency law under the more recent Financial Rehabilitation and Insolvency Act.

CONTACT PERSONS

Ramon Manolo A. Alcasabas, Partner
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Kristine Ann C. Venzuela, CFE, CPA, Partner
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Arbitration & Alternative Dispute Resolution

Led by Arbitrators Simeon V. Marcelo and Elmar B. Galacio, the firm's Arbitration and Alternative Dispute Resolution ("ADR") team has more than three decades' worth of experience in representing clients from different sectors of the economy.

The firm provides exceptional client representation in both domestic and international arbitration, ensuring that our clients are guided and properly informed to make sound and cost-efficient decisions in every step of the dispute resolution process.

With a pool of accredited and highly trained arbitrators and counsel, especially in disputes involving commercial and construction matters, the firm is equipped to assist and represent clients in the various forms and stages of ADR. Our ADR team provides a wide range of services, from drafting arbitration agreements to proactively securing settlements of disputes. Moreover, the firm provides vigorous representation before ad hoc or institutional arbitral tribunals and courts to secure specific reliefs, such as interim measures of protection, recognition, vacation, enforcement and execution of arbitral awards, as well as appellate representation.

CONTACT PERSONS

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Jacques S. Lynn, Partner
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Carla S. Pingul, Partner
cs.pingul@cruzmarcelo.com

Tax Litigation

Capable of fielding lawyers and lawyer-accountants equipped to engage in the meticulous preparation needed in complex tax disputes, the firm handles some of the biggest tax cases currently being litigated in the Court of Tax Appeals and the Supreme Court.

The firm has also counseled industry organizations on measures to address changes in revenue regulations and tariff structures that impact their businesses. The firm remains the prime choice in tax litigation.

CONTACT PERSONS

Susan D. Villanueva, Senior Partner
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John Jerico L. Balisnomo, Senior Partner
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Victor Emmanuel M. Pangilinan, Senior Partner
vm.pangilinan@cruzmarcelo.com

Competition

The firm has distinguished itself as a trailblazer in Competition Law in the Philippines. Since the enactment of the Philippine Competition Act in 2015, the firm has been distinguished for its detail-oriented and hands-on approach, consistently balancing full observance of technical and legal restrictions with the commercial objectives of clients. Our lawyers have extensive experience in rendering cutting-edge analyses on complex competition issues.

Through the years, the firm has rendered a wide spectrum of competition law services, representing clients in anti-trust investigations and disputes, advising on merger and acquisition regulatory mandates, reviewing commercial agreements and policies, and developing competition law compliance strategies, programs, and audits.

While adopting a strong preventive approach in addressing matters involving competition law, our firm has also successfully represented clients before the Philippine Competition Commission. Notable wins include successfully defending clients in a case filed by the Mergers and Acquisitions Office (MAO) before the Commission, which resulted in a favorable dismissal of said case. Our firm has likewise successfully advised and assisted an association subject of a Full Administrative Investigation (FAI) by the Commission, which investigation was likewise favorably terminated.

CONTACT PERSONS

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Victor Emmanuel M. Pangilinan, Senior Partner
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Ramon Manolo A. Alcasabas, Partner
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Data Privacy

The firm stands as one of the pioneers in the ever-evolving field of data privacy. The firm's lawyers are well-versed in industry best practices and norms on data protection, providing advice that is accurate, pragmatic, business-oriented, and tailor-fit to address each client's specific needs.

Our team assists local and foreign clients in navigating through the complex requirements of privacy and data security laws. The firm offers comprehensive data privacy and security services to help clients structure and maintain their data protection systems, formulate security measures and procedures, and comply with registration and other requirements of the National Privacy Commission. We also provide representation in privacy litigation.

CONTACT PERSONS

Ramon Manolo A. Alcasabas, Partner
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Jerome D. Canlas, CIPP/E, Partner
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Family Law

The field of family law requires the highest degree of sensitivity and experience. Our top-notch team possesses the competence and compassion needed to assist clients in making key decisions regarding their families and futures.

The firm's family law practice provides counsel on all aspects of family relations such as pre-nuptial agreements and property relations, adoption and child custody, annulment of marriage, legal separation, wills and succession planning, and even the most difficult and delicate issues such as paternity disputes and domestic violence. Our cross-border capabilities also allow us to support our clients in family matters with international facets, such as recognition of foreign divorce decrees in Philippine courts and cross-jurisdictional custody cases.

Recognizing the emotional and mental toll involved in family issues, our lawyers are known for their ability to combine professionalism with a personal touch, with a commitment to treat every case with full confidentiality, empathy, and dedication.

Our teams work closely with clients to develop strategies that best address their needs, ranging from preventive mediation to trial and litigation. While we seek amicable conflict resolution whenever possible, the firm has skilled litigators who can effectively and efficiently represent the clients' interests before family courts.

CONTACT PERSONS

Miguel U. Silos, Senior Partner
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Divina Gracia E. Pedron, Senior Partner
de.pedron@cruzmarcelo.com

Maria Theresa M. Domingo, Partner
mm.domingo@cruzmarcelo.com

Labor & Employment

The firm's team has vast and significant experience in assisting clients with its various compliance requirements, both internally and externally, consistent with relevant regulatory frameworks issued by the Department of Labor and Employment, among others. Indeed, the lawyers of the firm who handle labor and employment concerns work hand-in-hand with the clients' Human Resources Personnel, as well as its internal lawyers to identify and meet defined objectives of the organization. The firm also effectively represents clients and its officers, as necessary, in disputes arising from employer-employee relations, including monetary claims associated with such relationship, both before labor tribunals and agencies, as well as in connection with administrative proceedings within the organization involving its own personnel. The firm also handles negotiations, either as actual representatives of the client or in an advisory capacity for purposes of collective bargaining.

Recognizing the complexities of international and local business developments, our team is proficient in best practices that are designed to attain a balance between achieving management's economic objectives and ensuring employees are clear on their roles in the company. This includes structuring work force reduction and independent contractor arrangements while complying with legal requirements. The firm also has an Arbitrator accredited with the National Conciliation and Mediation Board (NCMB) of the Department of Labor and Employment (DOLE) handling both land-based and maritime labor disputes. As practitioners who are also involved in the day-to-day operations of the firm for its personnel concerns – from policy determination to firm-wide implementation – the firm's lawyers are not only highly-trained but also keenly exposed to personnel-related concerns of providing practical and efficient solutions to complex labor and employment-related issues.

CONTACT PERSONS

Elmar B. Galacio, CFE, FCIArb, Senior Partner
eb.galacio@cruzmarcelo.com

Rogelio D. Torres, Jr., Partner
rd.torres@cruzmarcelo.com

Jerome D. Canlas, CIPP/E, Partner
jd.canlas@cruzmarcelo.com

Carla S. Pingul, Partner
cs.pingul@cruzmarcelo.com

Trade

Led by recognized pioneers in the field, the firm's Trade Department assists various industries and businesses in navigating Philippine trade and market access issues. Our lawyers, Susan Villanueva and Miguel Silos, were the first in the country to initiate and prosecute an application for safeguard measures. They also advised the petrochemical industry on ASEAN Free Trade Agreement (AFTA) matters. Our team also successfully represented the Chinese steel industry in preventing the imposition of trade remedies against the importation of steel into the country.

The firm represents a wide range of local and foreign clients — including those in the vital cement, iron and steel industries — on trade remedy cases and trade advisory matters. We assist and advise our clients on the most effective trade remedies to address injurious imports, including applying for provisional measures before government trade agencies or courts of law. We also represent clients before the administrative and judicial offices tasked to enforce Philippine trade laws, including, but not limited to, the Department of Trade and Industry, the Tariff Commission, the Court of Tax Appeals, and the Bureau of Customs.

CONTACT PERSONS

Susan D. Villanueva, Senior Partner
sd.villanueva@cruzmarcelo.com

Miguel U. Silos, Senior Partner
mu.silos@cruzmarcelo.com

Banking Litigation

Cruz Marcelo & Tenefrancia boasts some of the country's most seasoned litigators in the field of banking, even serving as the counsel of choice for the nation's central bank, the Bangko Sentral ng Pilipinas, in its most demanding and complicated cases. With an eye for detail, and a comprehensive knowledge of banking regulation, the firm's lawyers provide a reliable hand in prosecuting banking cases. The firm is boosted by a roster of internationally recognized Certified Fraud Examiners, who deliver expertise in the prevention and prosecution of banking-related fraud.

The firm's banking practice also extends to assisting clients in various types of lending and security transactions. With financing forming an integral portion of any business transaction, the firm provides regulatory and compliance advice to ensure that clients are able to see their deals through.

CONTACT PERSONS

John Jerico L. Balisnomo, Senior Partner
jl.balisnomo@cruzmarcelo.com

Elmar B. Galacio, CFE, FCIArb, Senior Partner
eb.galacio@cruzmarcelo.com

Corporate & Special Projects

Mergers & Acquisitions

We work closely with our clients in the formation of domestic and cross-border alliances, mutually-beneficial partnerships, and other mergers and acquisitions, from complex, high-value deals to strategic transactions that increase the value of a company or conglomerate. With years of cumulative experience in the field of deal-making, we are able to effectively guide and assist sellers, buyers and target companies successfully execute and close transactions, and ultimately achieve their business objectives.

Our services extend to every aspect of the transaction, from helping to identify potential counterparties, initiating deals by outlining a workable term sheet, conducting purposeful and thorough due diligence examination of target companies or assets, identifying and addressing key legal risks or pitfalls, setting up deal-structures that are tax efficient and responsive to the parties' needs, and ultimately, negotiating and documenting detailed stipulations in a contract that embody the parties' intentions, rights and obligations.

We likewise advise our clients on reportorial and regulatory requirements, liaise with regulators such as the Philippine Competition Commission, Bangko Sentral ng Pilipinas, and Securities and Exchange Commission on behalf of our clients, and assist with post-closing requirements.

CONTACT PERSONS

Aida Araceli G. Roxas-Rivera, Senior Partner
dr.rivera@cruzmarcelo.com

Rosa Michele C. Bagtas, Senior Partner
rm.bagtas@cruzmarcelo.com

Pancho G. Umali, Senior Partner
pg.umali@cruzmarcelo.com

Infrastructure

Infrastructure and public-private partnership projects are subject to a range of issues, including: government regulations; financing issues; permitting issues; construction, and other contractual issues; local law coordination; and critical elements of political risk. Clients rely on us to hurdle these challenges and achieve their goals.

Our firm is an undisputed leader in infrastructure projects in the Philippines. Our Infrastructure Practice Group handles the myriad of transactions across the life of an infrastructure project including project development and financing, acquisition or privatization, financing, contract drafting and negotiation, construction, and project implementation. Our lawyers have an in-depth industry knowledge and understanding, combined with the skills to evaluate and resolve complex issues. Further, among our roster of lawyers are partners who have served

in senior government positions, whose experience lends a unique perspective that proves invaluable in providing insights to the workings of the public infrastructure sector.

CONTACT PERSON
Manuel L. Manaligod, Jr., Senior Partner
ml.manaligod@cruzmarcelo.com

Property Development & Real Estate Transactions

We assist clients in increasing and maximizing the value of their real estate portfolio by closely working with developers, investors, construction companies and other major participants in the real estate industry regarding legal issues affecting the acquisition, development, management, and disposition of land, buildings, and other real properties in the Philippines.

Our firm is also known for timely securing permits and regulatory approvals needed to realize each real estate project or transaction, owing in part to our lawyers' vast experience in dealing with key regulators and appropriate government agencies. Among others, we have assisted clients in registering property developments as information technology buildings with the Philippine Economic Zone Authority, and various real estate market participants in obtaining the appropriate permits and registrations from the Housing and Land Use Regulatory Board.

In relation to land use, we also provide legal services in connection with land use conversion and reclassification, and the negotiation and documentation of land lease agreements with the government including forest land use and foreshore leases. We have also worked with our clients in various capacities, ranging from rendering legal advice on regulatory compliance with the applicable property laws and regulations, to assisting in the documentation and financial closing of key real estate transactions, such as the construction, development, and management of condominium projects, transfer of development or air rights, the acquisition and lease of prime residential, industrial, and commercial properties, and other dealings involving real property. In keeping with our close relations with our clients, our legal advice is specifically tailored to anticipate and address the commercial and tax implications involved to meet the clients' business objectives.

CONTACT PERSONS
Rosa Michele C. Bagtas, Senior Partner
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Pancho G. Umali, Senior Partner
pg.umali@cruzmarcelo.com
Francis L. Fragante, CPA, Partner
fl.fragante@cruzmarcelo.com

Corporate & Special Projects

Capital Markets, Securities Regulation, & Finance

Our firm is actively involved in working with our clients who seek access to capital markets. We have worked with issuers, sellers and underwriters, both domestic and foreign, to give counsel on the issuance of equities, bonds, commercial papers, and every form of securities and financial instruments. Our expertise and legal advice are sought-after, particularly in the areas of public offerings, private placement, stock exchange listings (both in the Philippines and abroad), follow-on offerings, as well as in addressing regulatory and reportorial requirements. We have likewise handled various types of financing, including structured finance, syndicated debt, project finance, and asset finance.

CONTACT PERSONS

Aida Araceli G. Roxas-Rivera, Senior Partner
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Rosa Michele C. Bagtas, Senior Parnter
rm.bagtas@cruzmarcelo.com

Pancho G. Umali, Senior Partner
pg.umali@cruzmarcelo.com

Debt Restructuring & Corporate Reorganization

Our firm's services have proven indispensable in managing our client's debts through effective debt restructuring and plan development to restore individuals and corporations to a viable financial position.

We guide our clients in navigating complex legal issues on debt restructuring, insolvency, and corporate rehabilitation which concern debtors, creditors, investors and other relevant stakeholders, and actively assist clients in the documentation and implementation of the transaction by negotiating, drafting, and executing agreements, rehabilitation plans, and other material documents.

CONTACT PERSON

Aida Araceli G. Roxas-Rivera, Senior Partner
dr.rivera@cruzmarcelo.com

Gaming

We are constantly kept abreast of developments in the ever-evolving regulatory regime in the field of gaming and entertainment. We have provided our services to both local and international clients engaged in both traditional and online casinos, as well as to equipment manufacturers and distributors, and technology providers and innovators. Our wide range of legal services includes the formation of appropriate project companies, locating them in, and liaising with, local governments, providing related backroom services, tackling reportorial compliance, keeping up with good governance, and troubleshooting legal issues which arise from operations and management.

CONTACT PERSONS

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Tourism & Leisure

Our legal practice caters to the highly globalized and dynamic business interests of the tourism and leisure industry. We provide a comprehensive range of legal services to companies in the hotel management sector, travel agencies, and internet-based providers, such as advising on the regulatory compliance of their day-to-day operations, and assisting in the documentation and implementation of their business expansion plans and investments.

We have also assisted public and private sector partnerships in developing projects that promote the national tourism industry to foreign investors in a responsible and sustainable manner. We have assisted clients in the preparation of bids and the principal and ancillary contracts related to the project, and in their implementation.

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Immigration

As the Philippine economy continuously expands to address the needs of the international market, our firm's invaluable legal expertise on Philippine immigration and citizenship laws has been instrumental in opening opportunities for Philippine and foreign nationals to pursue their livelihood and expand their business interests on a global scale. Acknowledging the importance of mobilizing talent in today's economy, while respecting constitutional and statutory directives, we have advised and represented clients on all Philippine immigration matters. We have facilitated the travel and employment of top management officials and professionals by foreign multinational corporations in the Philippines by assisting them in applying for and obtaining the appropriate visas and employment permits on their behalf. Our team has dealt with Philippine embassies and consulates in foreign jurisdictions to assist our clients in obtaining the proper visas and other related documents to allow them to travel to and/or work in the Philippines.

With our expertise and experience in the practice and procedure before relevant government agencies, we have effectively represented our clients in the various proceedings relating to the acquisition and loss of Philippine citizenship, both judicial and administrative. We have likewise assisted clients in other immigration-related proceedings, such as the lifting of deportation or blacklisting orders, among others. We have also provided timely assistance to foreign individuals in obtaining quota and other types of immigrant visas, retiree's visas, Bureau of Quarantine medical clearances, and Emigration Clearance Certificates.

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Financial Technology & Banking

As economies worldwide accelerate the shift to incorporate and adopt technological innovations for finance and banking, organizations from all sectors face unique and novel issues in information and communications technology, data privacy, cybersecurity, regulatory compliance, and digital transformation of the business environment. The challenge is to embrace ongoing innovation, facilitate the development of Financial Technology (FinTech) products and services, and navigate the regulatory frontiers. Embracing innovation and navigating regulatory requirements is thus crucial for our clients to succeed and remain competitive in their industries.

At our firm, we pride ourselves on staying ahead of the curve and on the cutting edge of legal practice in the Philippines, which is why we keep a close eye on the rapid technological advancements taking place in various industries, and maintain a high level of expertise in the legal, regulatory, and policy frameworks that govern the digitalization of business processes and financial technology. From digital banks and payment systems operators to cryptocurrencies and virtual assets, our lawyers are well-versed in the latest developments in the industry and ready to help our clients navigate this rapidly evolving landscape.

We have a track record of providing expert legal guidance to a range of clients operating in the fast-moving world of FinTech. From e-commerce and 3PL platform operators, digital banks, cryptocurrency related businesses, to payment system providers, we help our clients navigate the complex regulatory landscape by representing them before key government agencies such as the Bangko Sentral ng Pilipinas and the Securities and Exchange Commission. We also bring our extensive experience to bear when negotiating and structuring financial investments, joint ventures, equity acquisitions, and other critical transactions in this dynamic and rapidly evolving sector.

We believe that providing legal services is only part of the equation. Our broader goal is to help our clients succeed in the fast-paced and highly competitive world of business, by providing them with the guidance and support they need to grow and develop their operations. Whether it's navigating the complex regulatory landscape, assisting in securing financing, or staying ahead of the competition, we work closely with our clients to help them achieve their goals and stay competitive in the fintech industry.

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Infrastracture, Transportation & Public utilities

Our expertise in the legal, regulatory and policy aspects of infrastructure, public utilities and other public-private partnership (PPP) projects has been honed by continuous exposure to such projects from both sides of the PPP divide. Among our roster of lawyers are partners who have served in government and played key roles in the development of the build-operate-and-transfer (BOT) schemes, including the drafting of its governing laws.

Having served in government, our lawyers have gained a unique perspective and developed a keen insight into the workings of the public sector. This allows us to expertly navigate the bureaucracy, and to manage the intricacies of its tender, bidding, and procurement processes. Our firm has likewise been a key participant in transaction advisory consortia composed of local and international members.

We have represented, advised, and dealt with local and international project sponsors, lenders, contractors, and other industry players on a myriad of project related issues. We have assisted in the negotiation and execution of projects on mass transport, bulk water supply, distribution and treatment, toll roads, aviation, shipping and logistics, among others. We also have experience in dealing with multilateral lending institutions and international financial institutions, allowing us to provide guidance and design legal solutions to complex PPP issues.

We aim for the best for our clients by ensuring the stability of their transactions and the achievement of their developmental and business goals.

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Taxation

The firm's tax lawyers extensively and proactively advise our clients on the tax implications of their domestic and foreign transactions, and create comprehensive tax planning strategies that are specifically aimed at fulfilling our client's objectives while being compliant with tax laws and regulations. We represented our clients before the Bureau of Internal Revenue and local government units and have assisted them in handling tax audits and examinations before the government bodies which resulted in the successful reduction of their deficiency tax assessment. Our tax services allow clients to minimize regulatory and compliance risk, and maximize their return on investment.

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Telecommunications, Media & Technology

Investment opportunities in the field of Telecommunications and Information and Communication Technology (ICT) abound both for current and prospective market players. In recent years, the telecommunications and ICT industry has grown exponentially in view of rapidly evolving technology, and a concerted effort by the government to provide for a more competitive market environment. With leaps in technology and reforms in the regulatory landscape, industry players require prompt and reliable counsel to maintain their competitive edge.

The members of our firm have years of expertise in the various legal aspects of Telecommunications and ICT. Our firm has provided clients with experienced and dynamic legal advice, well-placed in and adaptive to present and prospective legal technological trends.

Our lawyers have represented clients before the National Telecommunications Commission (NTC) and Congress in securing licenses, permits, and franchises. Our team has also assisted clients in all stages of mergers and acquisition, which includes negotiation, structuring, purchase and sale of telecommunications licenses, franchises, and frequencies, and documentation.

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Gaming

The field of gaming and entertainment is an ever-changing environment, and the firm is well-equipped to keep up with every development in this growing industry. We provide services to both local and international clients engaged in traditional and online casinos, as well as to equipment manufacturers and distributors, and technology providers and innovators. Our wide range of legal services includes the formation of appropriate project companies, locating them in and liaising with, local governments, providing related backroom services, tackling reportorial compliance, keeping up with good governance, and troubleshooting legal issues which arise from operations and management.

The firm offers counsel on a broad spectrum of issues and areas indispensable to the gaming industry. These include compliance with nationality restrictions, incentives, obtaining licenses and registrations required for gaming operations, contract drafting, negotiation and review, taxation, and national and local government relations, including representation before the Philippine Amusement and Gaming Corporation, the Cagayan Economic Zone Authority and First Cagayan Leisure and Resorts Corporation, the Games and Amusements Board and the Philippine Racing Commission.

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Property Development & Real Estate Transactions

We assist clients in increasing and maximizing the value of their real estate portfolio by closely working with developers, investors, construction companies, and other major participants in the real estate industry regarding legal issues affecting the acquisition, development, management, and disposition of land, buildings, and other real properties in the Philippines.

Our firm is also known for timely securing permits and regulatory approvals needed to realize each real estate project or transaction, owing in part to our lawyers' vast experience in dealing with key regulators and appropriate government agencies. Among others, we have assisted clients in registering property development projects, including information technology buildings with the Philippine Economic Zone Authority, and various real estate market participants in obtaining the appropriate permits and registrations from the Housing and Land Use Regulatory Board.

In relation to land use, we also provide legal services in connection with land use conversion and reclassification, and the negotiation and documentation of land lease agreements with the government including forest land use and foreshore leases. We have also worked with our clients in various capacities ranging from rendering legal advice on regulatory compliance with the applicable property laws and regulations, to assisting in the documentation and financial closing of key real estate transactions, such as the construction, development, and management of condominium projects, transfer of development or air rights, the acquisition and lease of prime residential, industrial, and commercial properties, and other dealings involving real property. In keeping with our close relations to our clients, our counsel is specifically tailored to anticipate and address the commercial and tax implications involved to meet the clients' business objectives.

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Mining & Natural Resources/Energy

The Philippines is the fifth most mineralized country in the world, with an estimated USD 1 trillion in untapped reserves of copper, gold, nickel, zinc, and silver. Notwithstanding difficulties due to policy shifts over the years, the mining industry is recognized as a potential key driver of the country's economic recovery and long-term growth.

Our firm has represented diverse clients in the industry, successfully working on high-profile strategic projects, including those whose progress and outcome will impact not just government policy and jurisprudence, but Philippine economic development. We have advised clients on a broad range of legal issues, at all times cognizant of our commitment to sustainable and responsible mining.

Our Mining & Natural Resources practice has a well-deserved reputation for successfully advising on all types of intricate transactions from cross-border acquisitions; joint ventures, asset exchanges; disputes, regulatory and environmental issues, public procurement; project development and finance; ensuring compliance with nationality and capitalization requirements; obtaining government approvals, licenses and registrations; preparing and reviewing applications for mineral agreements and exploration permits; and drafting negotiating and reviewing contracts pertinent to the industry.

Meanwhile, the energy industry plays a strategic role in meeting the nation's long-term goals. The express government objective of achieving energy self-sufficiency promises opportunity in the fields of generation, transmission, distribution, and supply. In this regard, investors require reliable counsel to navigate the heavily regulated field.

Our firm advises on the full spectrum of industry concerns and offers a wealth of resources and local expertise. Our lawyers in the energy practice have

provided legal guidance to clients in the local power sector, from the conventional power generators to the players in the growing renewable energy field.

Our teams of highly experienced and motivated lawyers work together to provide our clients with unmatched legal advice and insight. Our dynamic and holistic approach allows us to provide a critical and balanced assessment of our clients' needs and implement comprehensive and effective solutions which, in turn, enable our clients to adjust quickly to market developments and evolving regulatory regimes.

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Intellectual Property

Commercialization

Intellectual property rights are the most valuable and strategic business assets of any enterprise. Recognizing this, we advise our clients throughout the entire IP lifecycle: from its creation, to its protection and enforcement, and its commercialization, all to ensure that maximum value is derived.

For new technologies, our firm conducts comprehensive IP valuation to determine the value or financial benefits that can be obtained through the commercialization, whether through licensing or other modes, of the technologies to third parties. Apart from assessing the qualitative value of an intellectual property right, our lawyers are trained to employ cost-based, market-based, and income-based valuation methods in order to arrive at the quantitative value of a technology.

Our lawyers perform a holistic review of all types of IP agreements to determine whether they are compliant with Philippine law, particularly the law on technology transfer arrangements. We have extensive experience in working with the Documentation, Information, Technology Transfer Bureau of the Philippine Intellectual Property Office to ensure the enforceability of our clients' commercialization agreements.

The team also conducts analyses on whether certain IP rights can be commercialized to prevent infringement allegations once the product or service is put on the market. We likewise advise on existing and potential license agreements, for our clients to both guarantee a reasonable and fair return on their investment in their IP, as well as to secure equitable returns from the licensing of the IP rights of other parties.

Our lawyers are attuned to the business objectives of our clients and tailor our advice and strategies to leverage their IP for sustainable business growth.

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COPYRIGHT

Protecting the exclusive rights of creators of original and artistic works to use and publish their creations is essential in incentivizing the creation of more works for the benefit of the greater society. We support creators and artists in enforcing their copyright effectively by understanding the industries in which they operate and give the best legal advice so they could maximize the economic value of their creative works.

Our lawyers are highly regarded for their work relating to documentation, registration, or the deposit of copyrighted work, IP audit, contract review, fixing and negotiating royalties, and enforcement actions against infringers.

We work closely with clients such as visual artists, collective management organizations, art galleries, the heirs of a National Artist for Theater and Literature, and software developers, to name a few. Our firm's experience in dealing with creators and artists from copyright protection, commercialization, and enforcement of their copyrights, provides our firm a distinct advantage as a go-to firm in copyright matters.

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INTELLECTUAL PROPERTY LITIGATION

As intellectual property becomes increasingly valuable to businesses, it becomes even more important to have effective legal representation in intellectual property matters. Our firm has an excellent track record in successfully enforcing our clients' intellectual property rights, as well as in defending our clients against baseless claims. Unlike other Philippine firms, all IP litigation cases is handled by our Intellectual Property Department and not by the general litigation department. The complexity of IP litigation requires the specialized knowledge and expertise of seasoned intellectual property litigators. Our IP litigators have the extensive experience and expertise required to successfully represent clients in a wide variety of patent, trademark and copyright cases.

Our IP lawyers have successfully argued and won Supreme Court cases for our clients, including the following landmark IP decisions:

- Declaring the first internationally well-known mark in the Philippines;
- Upholding the jurisdiction of the Intellectual Property Office of the Philippines (IPOPHL) over administrative cases for unfair competition and infringement;
- Confirming the abandonment of a patent application on the ground of public interest; and
- Clarifying that the Special IP Rules of Procedure do not prohibit the filing of a demurrer to evidence in patent infringement cases.

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PATENT

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Patents is a highly specialized and technical field of intellectual property. The in-house capabilities of our Patent Group set us apart and allow us to provide a wide range of services, from patent search, drafting, prosecution, and valuation.

Our lawyers and patent specialists have background in different fields of sciences, such as chemistry, physics, and engineering, among others. Our qualifications are further bolstered by participating in local and international courses, including the Patent Surgery Course administered by the World Intellectual Property Organization (WIPO), the South East Asian Patent Drafting Course (SEAD) organized by the International Federation of Intellectual Property Attorneys (FICPI), and the technical courses sponsored by the Japan Patent Office. As a result, our firm is one of very few that do not need to outsource work to external consultants or general litigators.

Our firm has also been recognized by numerous award-giving bodies, most notably by IAM Patent 1000, which identifies top patent practitioners in jurisdictions around the world. It ranked our firm in the Silver Band, or as one of the top patent firms in the Philippines. As a testament to our firm's quality patent services, we are also trusted by government agencies. Our firm is among the select pool of law firms that work with the Department of Science and Technology-Technology Application and Promotion Institute (DOST-TAPI) and various constituent units of the University of the Philippines. Our lawyers have also been designated as intellectual property experts in Fairness Opinion Boards constituted by the DOST regional offices to evaluate the fairness of proposed transactions involving government-funded technologies.

Intellectual Property

Trademark

Our firm's Trademark Group represents clients in the fields of media and entertainment, clothing and apparel, cosmetics, food and beverage, information technology, oil, telecommunications, electronics, pharmaceuticals, biotechnology, construction, manufacturing, retail, banking and financial institutions, and even educational and research institutions. Our trademark practice is significant to both local and foreign clients as they continue to expand their businesses with the protection of trademarks in the Philippines. We do not only assist our clients, but also consider ourselves as our clients' partner in nation-building as we help them grow their businesses and the Philippine economy through the use of intellectual property.

We have also established relationships with foreign firms in different countries and regions, such as the United States, Europe, Japan, South America, China, India, and members of the Association of South East Asian Nations (ASEAN) that have continuously entrusted us with the IP interests of our mutual clients in the Philippines. Our team conducts trademark searches to ensure that trademarks to be developed and used by a client are still available for use. We then protect our clients' interests by obtaining the broadest protection for their marks and take great care to ensure that trademarks remain effective and protected. We also remind our clients, free of charge, of the trademark maintenance requirements and file on their behalf declarations of actual use with the Intellectual Property Office of the Philippines (IPOPHL). Likewise, we offer trademark watches to inform our clients when any marks that we believe to be confusingly similar to their marks are published, for purposes of opposition.

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