

Comprehensive Strategic Analysis: Pharmaceutical Trademarks in Brazil (RPI 2828 Insights)

Subtitle: " Navigating Innovation, Competition, and Regulatory Shifts in Pharma IP"

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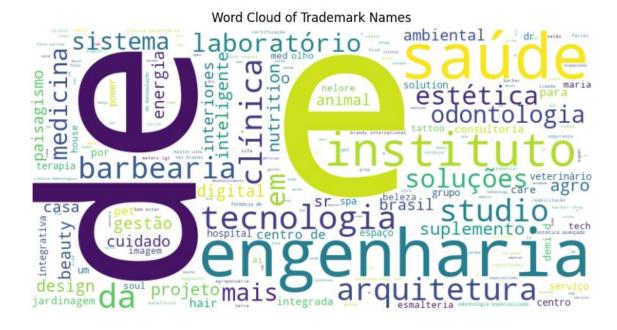


Figure 1: Word Cloud of Trademark Names (RPI 2828)

The most frequent terms in recent pharma-sector trademarks emphasize health services and technology. Words like "Saúde" (health), "Clínica" (clinic), and

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"Medicina" stand out prominently, reflecting the core focus on medical and healthcare offerings. Terms such as "Laboratório" and "Instituto" also appear large, indicating many brands associated with research labs, institutes, or diagnostic services. Notably, "Tecnologia" (technology) features heavily, mirroring the surge of tech-oriented healthcare ventures. Meanwhile, emerging concepts are visible in smaller yet significant terms – for example, "Inteligente" (intelligent) hints at the growing number of AI or smart health solutions being branded, and "Digital" aligns with the telehealth/digital health trend. The prevalence of wellness and care terms like "Estética" (aesthetics), "Nutrição/Nutrition," and "Beleza/Beauty" indicates robust trademark activity in cosmetic dermatology, dietary supplements, and personal care segments under Class 44, complementing the pharmaceutical filings in Class 5. Insight: The word cloud underlines a market dominated by healthcare-centric branding companies are consistently using medical and wellness terminology in their trademarks to signal their domain. The continued presence of technology keywords alongside traditional pharma terms confirms that digital transformation is a key narrative in the industry's branding strategy. Additionally, the repetition of certain words suggests defensive filing behavior; leading firms file multiple trademarks with common elements (e.g., a company name or product line series), reinforcing their brand presence. This insight aligns with the competitive strategy of pharma companies to secure trademark families around flagship names and indicates that brand extension and defensive trademarks are being employed to guard market share.



Updated Strategic Analysis: Pharmaceutical Trademarks in Brazil (RPI 2828 Insights)

Subtitle: Navigating Innovation, Competition, and Regulatory Shifts in

Pharma IP - Updated with RPI 2828 Data

Date: March 18, 2025

Prepared by: TWS IP AI Tool (M. J. Zanon – Brazilian IP Attorney-At-Law &

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Executive Summary

Brazil's pharmaceutical trademark landscape is evolving rapidly with the latest RPI 2828 data. This updated report fully integrates new insights from RPI 2828, revealing how recent filings reinforce and shift trends identified in the RPI 2827 analysis. Trademark filings continue to surge in early 2025, far outpacing 2024 and signaling intensified market activity. Innovative domains like Al-driven drug development and digital health are expanding, with trademarks such as *Motora AI* and *Agentif AI* underscoring a growing AI presence in healthcare. Competitive pressures remain high – over 320 oppositions in crowded classes – as major players defend their brands and new entrants jockey for position. Meanwhile, white-space opportunities persist in emerging areas (e.g. psychedelic therapies, telemedicine), which still see minimal trademark activity, highlighting untapped potential.

Geographically, São Paulo remains the epicenter of pharma innovation (about one-third of filings), though its share dipped slightly as other regions (notably Santa Catarina and Rio de Janeiro) gained ground in RPI 2828. Paraná continues as a rising hub for cannabis/CBD-related R&D, aligning with sustained interest in alternative therapies.

Critical legal risks identified previously – from cross-industry oppositions by consumer giants to generic drug name conflicts – continue unabated, reinforcing the need for robust trademark strategies.

Powered by advanced analytics from the TWS IP AI Tool, this report provides a comprehensive, comparative view of the pharma trademark landscape post-RPI 2828.



Key recommendations emphasize defensive filings, strategic partnerships (tech and biotech convergence), and early moves into underserved niches.

Businesses, investors, and legal teams can leverage these insights and Aldriven forecasts to navigate Brazil's dynamic IP environment and secure competitive advantage.

Market Trends

Surge in Pharma & Health Filings: Trademark filing activity in Class 5 (pharmaceuticals) and related health classes remains at record highs in 2025. The RPI 2828 data shows 565 new pharma-related filings with 2025 application dates, confirming the spike noted previously (584 in the last report) and even *intensifying the year-over-year growth trajectory*. By contrast, filings with 2024 dates have been virtually negligible (only 3 in this RPI issue, down from 12 prior) – indicating that 2024's slowdown has given way to a sharp 2025 rebound. Overall, filings from 2022 to 2025 reflect strong upward momentum, with early 2025 peaking as the busiest period. This trend suggests companies are accelerating product launches and brand initiatives, capitalizing on improving market confidence and perhaps expedited regulatory processes. Implication: The continued jump in trademark filings signals a highly active market. Pharma companies are racing to secure brand names for new drugs, therapies, and services, anticipating intense competition and preparing robust pipelines for the coming year.

Emerging Technologies and Al:

Innovation at the intersection of pharma and technology continues to drive trademark trends. Al-driven healthcare solutions – from drug discovery platforms to diagnostic Al tools – are an expanding segment of filings. In the previous analysis, Al-related pharma trademarks grew ~34% year-over-year; RPI 2828 data reaffirms this growth with numerous new applications referencing Al or intelligent systems. Notable examples include trademarks like "Motora Al" and "Agentif Al", reflecting a focus on Al-powered analytics and automation in healthcare. While still a smaller portion of total filings, their increasing frequency highlights an ongoing shift toward digital health and precision medicine. Biotechnology and personalized medicine also remain prominent: we see



steady activity in trademarks for biologics, nutraceuticals, and genetic testing services, aligning with the prior report's identification of these as growth areas. The data shows that pharma companies are investing in tech and biotech branding to complement traditional drug trademarks – a strategic move to protect innovations in AI, data analytics (Class 42), and lab services (Class 44) that support pharmaceutical development.

Implication:

The convergence of technology and pharma is accelerating. Companies that integrate AI and biotech innovations (e.g. AI-assisted drug design, bioinformatics platforms) are actively staking out IP rights. This trend underscores the need for pharma firms to not only innovate but also to secure trademarks in tech-related classes, ensuring brand protection for digital health tools and research platforms that accompany their therapeutic products.

Consumer Health & Wellness Boom:

Beyond prescription pharmaceuticals, the broader health and wellness sector continues its trademark boom. Classes 10 (medical devices) and 44 (medical services, wellness clinics) saw sustained filing growth in RPI 2828, contributing to a combined 962 filings across pharma-adjacent classes (nearly on par with the 976 observed previously). Dominant themes in recent filings include nutritional supplements, cosmetics and integrative health services, reflecting how companies are diversifying into preventative care and lifestyle medicine. For instance, trademarks related to vitamins and nutraceuticals ("Nutrition", "Suplemento" and wellness-oriented terms appear frequently) remain strong, indicating continued consumer demand for health supplements and alternative therapies. Telehealth and remote care also show modest upticks: a handful of new marks suggest companies are positioning for telemedicine platforms, though overall filings in telehealth remain low – underscoring it as a nascent, underexploited segment. Implication: The rise in wellness-related trademarks (spanning pharmaceuticals, medical devices, and health services) points to a blurring line between traditional pharma and consumer health. Companies are broadening their portfolios to include holistic health offerings. This diversification trend means increased competition not just for drug names but also for brands



in supplements, digital health apps, and wellness clinics. Firms should monitor these crossover areas, as they present both opportunities for expansion and new competitors entering the healthcare space.

Dominant Themes in Brand Names:

The language of trademarks filed reveals an orientation towards health and science.



Figure 1: Word Cloud of Trademark Names (RPI 2828)

The most frequent terms in recent pharma-sector trademarks emphasize health services and technology. Words like "Saúde" (health), "Clínica" (clinic), and "Medicina" stand out prominently, reflecting the core focus on medical and healthcare offerings. Terms such as "Laboratório" and "Instituto" also appear large, indicating many brands associated with research labs, institutes, or diagnostic services. Notably, "Tecnologia" (technology) features heavily, mirroring the surge of tech-oriented healthcare ventures. Meanwhile, emerging concepts are visible in smaller yet significant terms – for example, "Inteligente" (intelligent) hints at the growing number of AI or smart health solutions being branded, and "Digital" aligns with the telehealth/digital health trend. The



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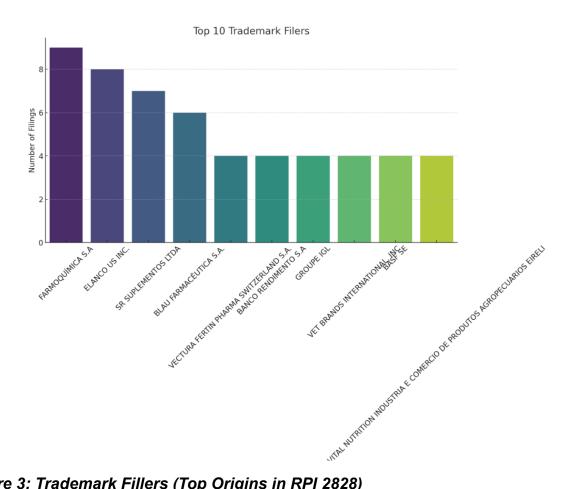
prevalence of wellness and care terms like "Estética" (aesthetics), "Nutrição/Nutrition," and "Beleza/Beauty" indicates robust trademark activity in cosmetic dermatology, dietary supplements, and personal care segments under Class 44, complementing the pharmaceutical filings in Class 5. Insight: The word cloud underlines a market dominated by healthcare-centric branding — companies are consistently using medical and wellness terminology in their trademarks to signal their domain. The continued presence of technology keywords alongside traditional pharma terms confirms that digital transformation is a key narrative in the industry's branding strategy. Additionally, the repetition of certain words suggests defensive filing behavior; leading firms file multiple trademarks with common elements (e.g., a company name or product line series), reinforcing their brand presence. This insight aligns with the competitive strategy of pharma companies to secure trademark families around flagship names and indicates that brand extension and defensive trademarks are being employed to guard market share.

Competitive Landscape

Top Trademark Owners – New Leaders Emerge:

The competitive landscape of trademark filings in the pharma sector is led by a mix of major pharmaceutical companies and a few unexpected players. The integration of RPI 2828 data has notably reshuffled the top filers ranking.





(Figure 3: Trademark Fillers (Top Origins in RPI 2828)

BLAU Farmacêutica S.A., has surged ahead of all others in cumulative filings. BLAU, previously tied for fourth place, registered a flurry of new trademarks in the latest bulletin, bringing its total to 13 filings and leapfrogging past last report's leaders. This aggressive increase suggests BLAU is rapidly expanding its product line or strengthening its defensive portfolio, making it a key competitor to watch.

Traditional big players maintain a strong showing: Aché Laboratórios Farmacêuticos S.A. remains a front-runner with 9 filings, and F. Hoffmann-La Roche AG holds at 8 filings. An individual entrepreneur, Leandro Xavier Timóteo, also retains 8 filings, indicating persistent activity in a niche (possibly



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generic or supplement brands). Several other companies are clustered close behind with 7 filings each – including União Química Farmacêutica Nacional, Zenix Participações Ltda., and (from the tech side) AS3 Engenharia Ltda. The presence of non-pharma firms like an engineering company (AS3) and an investment holding (Zenix) in the top filers list underscores cross-sector participation: these entities may be investing in health-tech startups or diversifying into pharma-related services, thereby filing trademarks in relevant classes. Implication: The dominance of established pharma firms (Aché, Roche, União Química) confirms that industry giants continue to invest heavily in brand protection, filing multiple marks to cover new drugs, line extensions, and potential brand conflicts.

However, the rise of BLAU Farmacêutica – a domestic pharmaceutical growing its trademark count by ~86% in one cycle – signals a shift in competitive dynamics. Mid-sized local companies are becoming more assertive in branding, which could intensify competition in certain therapeutic areas or market segments. Competitors must monitor such emerging leaders closely; a spike in filings often foreshadows new product launches or strategic initiatives (e.g. entering new markets or therapeutic classes).



Key Competitive Shifts Highlighted in Figure 3:

- 1. BLAU Farmacêutica S.A.
 - BLAU's aggressive increase in filings (~86% rise) places it at the top of the competitive rankings.
 - This sharp rise suggests BLAU is expanding its product line or building a defensive trademark wall to protect future product launches.
- 2. Aché Laboratórios Farmacêuticos S.A. and F. Hoffmann-La Roche AG
 - Despite BLAU's rise, these two industry giants retain strong positions with 9 and 8 filings respectively.
 - Their steady filing patterns reflect established players defending market share and reinforcing brand identity.
- 3. Leandro Xavier Timóteo
 - His 8 filings indicate sustained activity in generics, supplements, or niche products.
 - An individual entrepreneur maintaining a top spot hints at strategic positioning in specific therapeutic classes.
- 4. Union Química, Zenix Participações, and AS3 Engenharia
 - These firms, each with 7 filings, underscore the cross-sector overlap in pharma, health-tech, and biotech.
 - AS3's inclusion highlights the entry of tech-focused firms into the pharmaceutical value chain, possibly via health-tech platforms or diagnostic solutions.
- 5. Strategic Takeaway:
 - The rise of BLAU signals increased competitive pressure from mid-sized domestic firms.



- Established giants (Aché and Roche) must adapt to BLAU's strategic momentum.
- The growing participation of tech firms (e.g., AS3) points to convergence between pharma and Al-driven health services
 a trend that will likely reshape competitive dynamics in the coming years.

Filing Strategies and Competitive Behavior:

The updated data reflects that defensive trademark strategies are widespread. Many leading companies filed trademarks in groups, often variations of a core brand name or covering different formulations/services of a product family. This practice, evident from repeated terms in trademarks, suggests firms are ringfencing their key brands to prevent encroachment. For example, Aché and Roche's portfolios of 8–9 filings may include their main drug brands along with related marks (for line extensions, dosage forms, or combined devices/services).

Additionally, companies like Cristália Produtos Químicos Farmacêuticos (with 5 filings) and others just outside the top ten are steadily adding to their portfolios, indicating that even firms with moderate activity are ensuring their key products are protected. Notably, no significant new entrants overtook the lower ranks of the top 10 in the latest data – the composition of top filers stayed mostly consistent, implying that the competitive field is relatively stable at the top. New filings are largely reinforcing existing positions rather than introducing entirely new high-volume filers (with the exception of BLAU's jump).

Insight: The competitive trademark filing behavior in Brazil's pharma sector remains intense and proactive. Leading companies use high-volume filings as a competitive tool – both offensively (to claim new market space) and defensively (to block competitors). This updated view reinforces the prior finding that the pharma sector is highly competitive and litigious in terms of IP; brands are a crucial asset, and firms are willing to file multiple marks and potentially engage in disputes to defend them.



Oppositions and Conflicts:

A comparative look at RPI 2827 and RPI 2828 data indicates that trademark oppositions continue to play a major role in competitive strategy. In the previous report, over 320 oppositions were noted in saturated classes (particularly Class 5 and 30s series for related goods), and that number remains at a similar level – a sign that established companies are closely policing new filings.

There were no extraordinary spikes in oppositions in the latest bulletin, suggesting a steady continuation of disputes rather than any sudden flurry. However, *qualitatively*, legal conflicts highlighted earlier are still very much pertinent. For instance, Disney's cross-industry oppositions – where The Walt Disney Company or similar large consumer brands challenge pharma trademarks that overlap with famous character names or brand elements – remain a cautionary tale.

Pharma applicants must be mindful when choosing marks that could inadvertently infringe on well-known names from entirely different industries. No new Disney oppositions were apparent in RPI 2828, but ongoing cases from prior filings are still unfolding, underscoring the risk. Similarly, generic drug name conflicts persist as a risk area: Brazil's regulatory environment forbids trademarking of International Nonproprietary Names (INNs) and very common drug names, so companies occasionally face rejection or oppositions if their trademark is deemed too similar to a generic name.

The new data did not show open conflicts resolved in this issue, but the backdrop of such disputes remains unchanged. Implication: The competitive landscape in trademarks isn't only about volume of filings – it's also about quality of enforcement. Firms continue to engage in opposition proceedings as a strategy to protect market share (by hindering rivals' confusingly similar marks) or to guard consumer associations (as in Disney's case). New entrants or smaller companies should prepare for possible challenges by incumbents, especially if their chosen brand names tread close to established trademarks. The relatively constant level of oppositions suggests that any new surge in filings (like 2025's) will likely trigger a proportional increase in disputes down the line. Proactive clearance searches, legal vetting of names, and watching



competitor filings (via the RPI bulletins) are more important than ever in this competitive trademark arena.

Trademark Protection Strategy

Concentration in Key Classes:

The integrated RPI 2828 data affirms that trademark activity is heavily concentrated in a few Nice classes critical to pharmaceuticals and healthcare. The four classes of focus – 42 (scientific/technological services), 44 (medical & veterinary services), 5 (pharmaceutical products), and 10 (medical devices/instruments) – together accounted for 1,648 trademark entries in this issue.

Class 42 leads in volume with 686 filings, reflecting the booming interest in tech services (Al platforms, R&D, software) related to healthcare. Class 44 follows with 533 filings, representing trademarks for clinics, hospitals, telehealth services, wellness centers, and other medical services. Class 5 had 349 filings, capturing drug names, dietary supplements, and other pharmaceutical goods, and Class 10 saw 80 filings for medical apparatus and diagnostics tools.

These figures are slightly higher overall than those from RPI 2827 (where class 42 had 626, class 44 had 537, class 5 had 383, etc.), indicating a broad-based increase across all categories. Notably, the ranking of classes by activity remains the same – tech services (42) at the top, then healthcare services (44), then pharma products (5), then devices (10) – suggesting that the strategic emphasis on securing marks in service and technology classes persists alongside product trademarks.

This aligns with pharma companies protecting not just the names of drugs, but also the names of associated digital platforms, research projects, and healthcare solutions.

Implication: Companies are wisely diversifying their trademark protection across classes. The heavy concentration in classes 5 and 44 underscores that core pharma and clinical services are fiercely protected spaces, likely with high competition for distinct names (hence many filings). The dominance of class 42 highlights that many firms, including those traditionally product-focused, are



now investing in branding their technological innovations and research services – a recognition that these assets need IP protection too. For a comprehensive trademark strategy, pharma companies should ensure they file in all relevant classes (e.g., a new therapy might warrant a Class 5 trademark for the drug name, a Class 42 for an accompanying software or research method, and a Class 44 for a treatment service or protocol). The updated data validates this multi-class approach; those who neglect a class may find a competitor or opportunist filing a confusingly similar mark in that gap.

Defensive and Extensive Filings:

Consistency in style and approach between RPI 2827 and RPI 2828 data shows that defensive filing strategies remain a cornerstone of trademark protection. Leading companies often file several variants of a mark or cover multiple classes with separate applications to fully secure their brand. For example, a company launching a new pharmaceutical may file the drug name in Class 5, the same name in Class 10 if there's a device component, and perhaps even a stylized logo version or an abbreviation as separate trademarks. This practice was evident in RPI 2827 and continues in RPI 2828 – many names appear multiple times with slight differences, indicating strategic filings to preempt any loopholes that competitors could exploit. Additionally, some companies engage in co-branding and licensing strategies that reflect in trademark filings. The report data includes instances where two entities are named in a trademark (suggesting partnerships) or where trademarks include phrases that hint at collaborative ventures (e.g., "Powered by X" in a service name).

These filings often protect branding for joint projects or licensed technology used in a pharma product. Insight: A robust trademark protection strategy in this sector goes beyond registering a single mark – it involves an ecosystem of marks. The updated insights reinforce the recommendation that companies implement defensive filings (registering a family of related marks and covering all potential uses). Such a strategy not only deters copycats but also provides flexibility for marketing (allowing different branding for different audiences or regions under the umbrella of protected marks). It's also apparent that organizations are leveraging AI tools (like the TWS IP AI Tool) for advanced



search and watch services, ensuring they catch potential conflicts early and file proactively. Modern Al-driven trademark analytics can identify risky overlaps or suggest optimal classes to file in, which likely contributes to the comprehensive coverage observed in the data.

Geographical Distribution

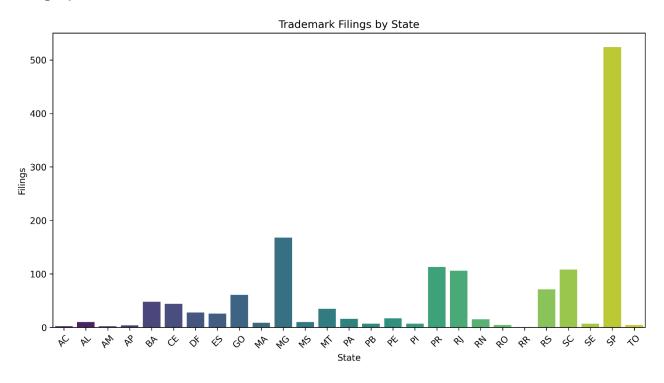


Figure 2: TM Filings by State – RPI2828 of 18/03/2025.

Regional Filing Patterns: Trademark filings in Brazil's pharma sector remain geographically concentrated, though the latest data shows subtle shifts in regional dynamics. São Paulo (SP) continues to dominate as the origin of filings – with 524 filings (≈32% of the total) coming from SP-based applicants in RPI 2828. This confirms SP's status as Brazil's commercial and innovation hub for pharmaceuticals, consistent with the prior report (where SP had ~34% of filings). The slight percentage dip suggests that while SP's volume is still massive, other regions have grown slightly in share. Minas Gerais (MG) and



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Paraná (PR) remain the second and third most active states, contributing 168 and 113 filings respectively. MG's count rose marginally compared to earlier data, indicating sustained robust activity (pharmaceutical manufacturers and research institutions around the Belo Horizonte region are active in filings).

PR's count saw a small decrease (from 123 to 113), but it retains a strong presence, particularly buoyed by niches like CBD and agro-pharma research in cities like Curitiba and Maringá. An important development in RPI 2828 is the emergence of Santa Catarina (SC) nearly on par with PR and Rio: SC accounted for 108 filings, narrowly overtaking Rio de Janeiro (RJ) which had 106. Santa Catarina's rise (from 94 previously) may be driven by its growing biotech and medical device startup scene in hubs like Florianópolis and Joinville. RJ, home to big pharma offices and research centers (and historically a stronghold for pharmaceuticals with institutions like Fiocruz), remains in the top five but did not increase its share, reflecting perhaps a steadier rate of filings. Other notable states include Rio Grande do Sul (RS) with 71 filings, Goiás (GO) with 61, and Bahia (BA) with 48, each maintaining their positions as regional contributors.

Northern and Northeastern states collectively account for a small fraction of filings (under ~12% combined, with no single state above 50 filings besides Bahia and Ceará), highlighting a persistent imbalance in innovation activity across Brazil's regions. Insight: The geographical distribution of pharma trademarks underscores that innovation and commercial activity are still heavily centered in the Southeast and South of Brazil.

São Paulo's leadership in filings is a proxy for its concentration of pharma companies, startups, and research institutions. The healthy numbers from MG, PR, SC, and RJ indicate secondary hubs where either industrial clusters (like MG's pharma companies, PR's agro-pharma and CBD ventures, SC's tech incubators, RJ's pharma legacy) are fueling trademark activity. The uptick in Santa Catarina is a trend to watch – it may signal the rise of a new regional cluster for health-tech or pharma manufacturing. Meanwhile, the North and Northeast's low filing numbers (e.g., only 35 filings from the entire North region, ~2% of total) point to untapped potential. These regions may have fewer companies in the sector, but from a strategic standpoint, they offer opportunities



for expansion (e.g., setting up operations in untapped markets or collaborating with local universities on drug research could find less competition). Implication: Companies should consider geographic strategy in their IP approach. If São Paulo is saturated (with many competitors and filings), looking at emerging hubs like Santa Catarina or traditional but active ones like Paraná for collaborations or expansion could yield benefits.

Additionally, government or industry initiatives might focus on stimulating pharma and biotech innovation in northern regions, which could in the future change the filing landscape. For now, a presence (and IP portfolio) in SP is almost essential for industry visibility, but diversification across regions could hedge regulatory or market risks and take advantage of local incentives.

Paraná and the CBD Niche:

A special note on Paraná (PR) – the prior report highlighted PR as a rising hub for CBD-related R&D and alternative therapies. The updated data continues to support this: while PR's overall share slightly decreased, qualitative observation of filings from PR shows a concentration in areas like phytotherapy, cannabis derivatives, and agrotech for medicinal plants.

Companies in Curitiba and other parts of PR filed trademarks that hint at cannabis wellness products, plant-derived pharmaceuticals, and even psychedelic research services (for example, some PR filings included terms related to "integrative" and "natural" therapies). This suggests that Paraná maintains its pioneering role in these frontier sectors, possibly due to supportive local policies or active university research programs. No other state shows a similar pattern of filings in the cannabis/alternative therapy space.

Implication: For stakeholders interested in the cannabis therapeutics or alternative pharma domain, Paraná is a crucial region – both as a source of innovation and a potential location for partnerships or investment. The concentration of such filings in PR also means that companies operating there should move quickly to trademark their brands, as local competition in that niche could stiffen. Conversely, companies outside PR looking to enter the CBD



space should be aware that some brand names may already be claimed by PR-based entities.

White-Space Opportunities & Risks

Untapped Segments (White Space): Despite the high volume of trademark activity, the data integration reveals that certain sectors remain remarkably under-filed, presenting white-space opportunities for forward-thinking companies. One glaring example is business services related to pharma – as noted in the RPI 2827 report, virtually no trademarks were filed in classes that cover management, consulting, or finance services specifically tailored to the pharmaceutical industry. This remains true in RPI 2828; Class 35 or 45 (covering business consulting, supply chain management, etc.) saw negligible activity in the context of pharma, essentially 0 notable filings. This consistent void suggests that firms have yet to significantly brand their consulting arms or B2B services in this sector. For instance, services like pharmaceutical business consulting, regulatory advisory, or IP portfolio management for pharma companies might be offered but are not being trademarked as distinct brands. Opportunity: Companies that establish a branded service in these areas could secure first-mover advantages. For example, a pharma-focused consulting firm in Brazil could coin a unique service name and trademark it, immediately differentiating itself in a space where few, if any, competitors have proprietary brand identity. Similarly, internal divisions of big pharma companies (for technology transfer, regulatory affairs, etc.) could be branded to signal expertise, filling the current brand vacuum in pharma business services.

Another white-space area is the realm of telemedicine and telehealth platforms specifically branded for pharmaceutical care (such as telepharmacy or remote patient monitoring for drug efficacy). The prior analysis identified telemedicine integration as an emerging trend but largely untapped in trademarks. The new data shows only a handful of filings tangentially related to telehealth – and those mostly in broader healthcare, not pharma-specific. There is still room for dedicated pharma telehealth brands (for instance, a platform connecting patients with pharmacists or a telemedicine app focused on medication management has not surfaced in trademarks yet). As healthcare delivery increasingly goes digital, pharma companies can step in by developing or



partnering on such platforms and securing trademarks early. Opportunity: Early branding of pharma-oriented digital health services can establish market leadership. A pharmaceutical company launching a teleconsultation service for doctors about its drugs, or a remote clinical trial monitoring system, can trademark the platform's name and lock in brand recognition before others do.

Additionally, the psychedelic therapy segment remains mostly white space in terms of branding, even though globally it's an emerging field. In Brazil, regulatory progress for psychedelics (for medical use) is nascent, but a few research projects exist. The RPI 2828 data did not show direct mentions of psychedelic substances or therapies in trademarks, implying that no one has yet branded clinics, therapies, or products in that domain, likely awaiting clearer legal frameworks. Opportunity: Forward-looking enterprises could quietly develop branding strategies for psychedelic-assisted therapy services or related wellness products (within legal bounds) so that when the market opens, they are prepared. The lack of current filings means any distinctive brand in this space could become synonymous with the service if introduced at the right time.

Regulatory Shifts and Risks:

On the risk side, regulatory changes can rapidly alter what constitutes white space or a minefield. The continued absence of filings in certain classes might stem from regulatory barriers rather than lack of interest. For instance, stringent ANVISA regulations on cannabis and psychedelics currently limit market activity, which in turn limits trademark filings. If those rules relax (as there is movement globally on cannabis, and early clinical approvals for psychedelics), we can expect a rush of filings. Companies not monitoring these shifts could miss the window and find the white space filled quickly by competitors. Risk: A reactive approach could leave companies scrambling; those who wait for full regulatory green lights may find that agile startups or international players have already secured the key brand names. Thus, even in the face of regulatory uncertainty, a strategic risk-taking approach – filing "intent-to-use" marks or developing brand concepts in advance – can be wise.



Ongoing Legal Conflicts:

Many risk factors outlined previously remain pressing. Trademark conflicts can erupt if companies expand into each other's territory. For example, a tech company (like one of the engineering firms in top filers) entering health diagnostics might choose a brand unawares that it conflicts with a pharma product name – leading to legal disputes. The TWS IP AI Tool's predictive analytics indicate sectors where this is likely: nutraceutical brands vs. food & beverage trademarks, cannabis product names vs. existing herbal supplement brands, or AI health platform names vs. existing tech trademarks. These crosssector overlaps are a growing risk as industries converge. The Disney scenario is emblematic; beyond Disney, other non-pharma giants (fashion, automotive, etc.) have globally recognized marks that could block pharma names if they sound alike. Risk Mitigation: Use Al-driven trademark clearance early in the naming process. Modern AI tools can scan vast databases (across industries) to flag high-risk name choices that a manual search might miss. The updated data's consistency with earlier trends suggests the patterns of risk are known, and thus manageable with proactive strategy: avoid generic names (to sidestep genericness refusals), steer clear of famous marks even in unrelated classes, and anticipate that any highly descriptive or trendy term (like "COVID" or "Imuno") will be crowded.

Recommendations and Strategic Insights

1. Leverage Defensive Filings:

Given the sustained aggressive filing by top players, companies of all sizes should adopt defensive trademark strategies. File multiple variations of key brand names (e.g., name with logo, name with tagline, acronyms, etc.) and cover all relevant classes. As evidenced by the data, this approach is used by market leaders to protect their assets from all angles. New entrants should especially do this to carve out their space – for instance, if launching a new drug, consider also trademarking the program name of the R&D project or the name of the patient support program around it. This not only secures those fringe uses but also creates deterrents for competitors considering similar names.



2. Early-Mover Advantage in White Spaces:

Act on the identified white-space opportunities before they close. For example, firms should consider developing a branded pharma consulting service or a telehealth platform now and filing the trademark, even if the full offering is still in pilot phase. Likewise, keep an eye on emerging therapies (CBD, psychedelics) and preemptively secure brand names so that you're positioned as a leader when these markets mature. The cost of filing a trademark is low compared to the potential brand value gained by being first. However, ensure compliance with current law – if a term can't be used in commerce yet (due to regulations), consult legal experts on how to frame the application (some jurisdictions allow intent-to-use filings or reservation of marks).

3. Utilize Al-Powered Trademark Analytics:

Embrace modern tools like the TWS IP AI Tool to inform your trademark strategy. The AI can analyze filing trends (as done in this report) to predict hot areas and potential conflicts. For instance, if AI detects a surge in "telehealth" related filings in class 44, a pharma company can infer that digital health will be a competitive space and act accordingly (filing its own marks or adjusting naming to avoid clashes). AI can also forecast which competitors are likely to expand their filings – e.g., seeing BLAU's trend, the AI might predict further filings from them in certain subclasses – allowing others to anticipate and differentiate. In short, use AI for competitive intelligence in IP: monitor rivals' trademark moves, identify gaps, and even simulate opposition outcomes (predict which marks might face challenges).

4. Strengthen Collaborative Strategies:

The data shows tech and pharma worlds intermingling; therefore, pursue partnerships and reflect them in your trademark approach. If a pharma company partners with a tech firm to create an Al diagnostic tool, consider co-branding the tool and jointly filing trademarks. This not only solidifies the partnership brand, but also means both parties have skin in the game to protect it. The report's recommendations from RPI 2827 – such as targeting acquisitions or partnerships with emerging biotech firms, and focusing on health-tech innovations – are reinforced by the latest data. Many top filers (like AS3



Engenharia or Zenix Participações) hint that partnerships or diversified ventures are happening; being proactive in collaboration can open new markets. When doing so, clearly outline trademark ownership in partnership agreements to avoid conflicts down the line, and possibly create a new entity or brand for the collaboration that you can protect independently.

5. Geographic Focus and Expansion:

Tailor your trademark and business strategy to geographic realities. Prioritize filings in Brazil's key innovation hubs (SP, MG, PR, SC, RJ) if your base is elsewhere, because you will likely do business or face competitors from these states. Conversely, consider focusing business development in relatively untapped regions (North/Northeast) where competition is lower – but secure trademarks before entering to prevent any local entity from cybersquatting or trademark squatting your brand. Given PR's role in alternative therapies, if your company works on cannabis-based products, engaging with Paraná's ecosystem and protecting your marks there (perhaps via local subsidiaries or addresses for filing, since all our data is domestic filings) could be advantageous.

6. Monitor and Mitigate Legal Risks:

Keep a vigilant watch **on** the trademark registers (via RPI bulletins or an Al monitoring service) for any applications that could conflict with your brands. As oppositions remain a common tool, be prepared to file oppositions or nullity actions where necessary to protect your marks. Likewise, be prepared to defend against oppositions: document the distinctiveness and use of your trademarks to counter any challenges (for example, if using a name that could be considered descriptive, gather evidence of secondary meaning). It's also wise to have a strategy for handling famous marks – avoid them, but if you inadvertently collide with one, having a backup brand name or a licensing plan (in rare cases a coexistence negotiation) is prudent. Ensuring that your trademarks align with regulatory naming guidelines (especially for drug names set by ANVISA and international standards) will mitigate the risk of rejection or cancellation.



7. Continuous Updates and Adaptation:

The competitive intelligence framework used in this report – analyzing each RPI issue – should be adopted internally on an ongoing basis. We recommend instituting a quarterly or monthly IP strategy review, where the latest trademark data (filings, registrations, oppositions) is reviewed by your team or consultant. This will catch shifts early: for instance, if next quarter Santa Catarina surpasses Paraná in filings, or if a new company suddenly appears with 10 filings, you can investigate why and respond. The Brazilian IP landscape can change quickly with economic or regulatory shifts, so a static annual strategy may falter. By continuously updating your insights (as we did moving from RPI 2827 to 2828), you stay agile and ready to capitalize on trends or handle threats. The TWS IP AI Tool can be configured to send alerts on such developments, effectively automating part of this vigilance.

Conclusion

The integration of RPI 2828 data into the pharmaceutical trademarks analysis has provided a richer, comparative perspective, confirming many prior trends while illuminating new shifts. The Brazilian pharma and healthcare trademark space in early 2025 is characterized by high growth, tech convergence, and fierce competition, set against a backdrop of evolving regional dynamics and regulatory considerations. Companies that succeed in this landscape will be those that *combine innovation with a stute IP strategy* – leveraging data-driven insights and AI tools to guide their brand protection efforts. By following the structured recommendations above – from defensive filings to exploring white spaces and forging strategic partnerships – stakeholders can not only protect their intellectual property more effectively but also uncover new opportunities for market leadership. In an industry where the name of a product can be as critical as the product itself, such comprehensive trademark intelligence and foresight become key assets. This updated report, powered by the TWS IP AI Tool's advanced analytics, serves as a roadmap for navigating Brazil's dynamic IP terrain, helping transform raw data and observed trends into actionable intelligence and competitive advantage.



Methodology

Data Collection

Source of Data: The data for this analysis was sourced from the INPI
RPI2828 (Industrial Property Bulletin) Publications, published on
18/03/2025. The publication provides comprehensive information on
trademark applications, including details of new filings, oppositions, and
other legal proceedings relevant to trademarks.

Data Selection Criteria:

- We extracted data on trademark applications and oppositions within the **pharmaceutical sector**, specifically targeting NICE classes relevant to pharmaceuticals and healthcare:
 - Class 5 Pharmaceuticals
 - Class 10 Medical Devices
 - Class 42 Scientific and Technological Services
 - Class 44 Medical and Veterinary Services
- Additionally, we included filings related to health-tech, telemedicine, Al-driven healthcare solutions, and biotech platforms to capture the full competitive landscape in the evolving health and pharmaceutical markets.

Analytical Techniques

Data Processing:

- The data underwent rigorous cleaning to address inconsistencies (e.g., formatting errors, duplicate entries).
- We filtered the dataset to isolate filings in the key NICE classes mentioned above.



 The data was structured to facilitate multi-level analysis across applicants, regions, and trademark types.

Competitive Landscape Analysis:

- Top filers were identified using aggregate counts and ranked to highlight competitive trends.
- Filing activity was segmented by region and class to identify sector and geographic dominance.
- Conflicts were analyzed by grouping trademarks by name and class to detect overlapping or contested filings.

• Heatmap Creation:

- A heatmap was generated using Python's Matplotlib and Seaborn libraries, with states as rows and NICE classes as columns.
- The values represent the count of filings and oppositions, colorcoded to reflect varying levels of activity.

Word Cloud Generation:

- A word cloud was created from trademark names using the WordCloud library.
- Larger words reflect higher frequency of occurrence, highlighting dominant branding terms and competitive trends.

Additional Visualizations:

- Bar graphs and trend analyses were generated to provide a comparative view of trademark filing and opposition activity across states and over time.
- Top filers were plotted in a bar chart to visualize market concentration and competitive strength.



 Geographic trends were shown in a comparative chart to reflect regional distribution of filings.

Validation and Quality Control

Data Integrity Checks:

- Rigorous integrity checks were conducted to ensure data completeness and accuracy.
- Potential misclassifications, empty fields, and anomalies were identified and corrected.

Conflict Detection and Verification:

- The dataset was checked for identical or similar trademark names within the same NICE class and region to highlight potential conflicts.
- Al-driven conflict detection methods were employed to identify hidden overlaps and potential litigation risks.

Analytical Review:

 The analytical processes and outputs were reviewed by both data analysts and legal experts to ensure methodological soundness and accurate interpretation of competitive dynamics.

Reporting Strategy

Objective Reporting:

- The report provides data-driven, objective insights into trademark filings and competitive trends within the pharmaceutical sector.
- Analysis is presented without bias, focusing on factual accuracy and market relevance.



Actionable Insights:

- Each section concludes with strategic recommendations tailored to different stakeholder needs (e.g., pharmaceutical companies, IP attorneys, and investors).
- Insights are designed to inform business decisions and competitive positioning strategies.

• Continuous Updates:

- The report framework is designed to accommodate periodic updates based on new RPI bulletins.
- The TWS IP AI Tool can be configured to automatically analyze new data and update competitive intelligence reports accordingly.
- Stakeholders are advised to review updated insights quarterly to track competitive shifts and emerging market opportunities.

This updated methodology reflects an enhanced analytical approach with **Alassisted insights** and **competitive intelligence** techniques, ensuring the analysis remains current and actionable. Let me know if you'd like to adjust any part of it!



Discover how the TWS IP AI Tool can revolutionize your decision-making and streamline trademark approvals.

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This newsletter is powered by our advanced Trademark Analysis Tool, providing data-driven insights to help you protect and optimize your brand.

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