

***Paul E. Mason***

*International Counsel, Arbitrator and Mediator*

*Miami and Rio de Janeiro*

*website: [www.paulemason.info](http://www.paulemason.info)*

*email: [paulericmason@gmail.com](mailto:paulericmason@gmail.com)*



***Intellectual Property and Information Technology Experience***

**Sole Arbitrator**, multimillion U.S. dollar ICDR cloud computing case between North American companies.

**Arbitrator**, USD\$20 million AAA trade secrets/unfair competition case in consumer products sector between Chinese and U.S. companies.

**Arbitrator**, USD\$30 million AAA IT outsourcing services case between large U.S. based multinationals.

**Arbitrator**, USD\$1 - \$2 million AAA unfair competition case in cellphone industry between U.S. and Mexican entities.

**Arbitrator**, USD\$3 million ICC case involving misappropriation of trademark, unfair competition between two Brazilian companies.

**Sole Arbitrator**, USD\$850,000 ICDR IT outsourcing services case between Indian and U.S. companies.

**Arbitrator**, USD\$2 million AAA case involving patent licensing for medical technology between Canadian and U.S. parties.

**Former Legal Director/Latin America**, Digital Equipment<sup>1</sup>, Oracle, and 3Com/Palm<sup>2</sup>, 12 years. Responsible for companies' IP in the region: complex licensing, policy/legislation, trademark registration, enforcement (software copyright infringement, etc.).

**Former U.S. Legal Director, Modulo, S.A.**, a top Brazilian IT network security firm.

**Outside counsel** in Brazil representing major medical technology multinational, security IT applications firm, major IT contract manufacturer, on questions of unfair competition, distribution, outsourcing, public bidding, etc.

**Decided** over 50 domain name cases for WIPO with parties from Asia, Russia/CIS, Europe, North and South America. Cases under UDRP and .br extension rules (.br decisions written in Portuguese).

**Decided** numerous New GLTD String Confusion cases for the ICDR.

**Panelist**, Brazilian IP Lawyers Association (ABPI) panel for IP disputes.

### *Other Arbitration and ADR Experience*

**Arbitrated first international case** on panel with Willem Vis in 1986.

**Arbitrator, Mediator and Counsel** in cases from telecommunications, oil & gas, energy, reinsurance, aviation/aerospace, maritime, financial services, product sales & distribution, corporate/M & A and environmental sectors. Panelist and counsel: AAA-ICDR/New York, BAC/Beijing, Brazil-Canada Chamber of Commerce/São Paulo, FIMC/Florence, HKIAC, ICC/Paris, LCIA/London, SIMC/Singapore, WIPO/Geneva. Proceedings conducted in English, Portuguese and Spanish. Please see [www.paulemason.info](http://www.paulemason.info) for details.

### *Connections with East Asia*

**Chair**, AAA arbitral tribunal in USD \$39 million AAA arbitration in financial services sector between U.S. and Chinese companies.

**Arbitrator**, USD\$20 million AAA trade secrets/unfair competition case in consumer products sector between Chinese and U.S. companies (2016).

**Author**, "The Arbitrator as Mediator, and Mediator as Arbitrator" published in *Journal of International Arbitration/The Hague* (2011, 2012) examining Chinese vs. Western concepts of Med – Arb and Arb – Med.

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<sup>1</sup> World's second largest computer company at the time, after IBM. Digital developed the minicomputer, cluster computing, networks, dual-processor computers, and the precursor to Google (Alta Vista) etc.

<sup>2</sup> Major competitor of Cisco in IT networks. Palm developed first handheld device with internet access.

**Author** of articles on Arbitration and Mediation in Brazil for the website [www.chinagoabroad.com](http://www.chinagoabroad.com) , designed to help Chinese companies investing abroad.

**Speaker** on Arbitration and ADR in Brazil and Latin America at HKIAC panel in Hong Kong and at the Tsinghua Law School, Beijing, May 2015.

**Meetings** in Hong Kong and China as in-house counsel for multinational IT corporation.

**Program Associate** for The Asia Society/New York, organizing seminars and grants on law & development and other development related subjects for Southeast and East Asia.

**Studied** Japanese language and culture at university.

### *Language Proficiency*

English (native), Portuguese (fluent), Spanish (proficient), Russian (intermediate), French (documents, basic)

### *Professional Qualifications*

Bar Admissions United States – Massachusetts and Maine state and federal bars

Brazil – Foreign Legal Consultant, Brazilian Bar Association/Rio de Janeiro (OAB-RJ)

### *Professional Associations*

Please see [www.paulemason.info](http://www.paulemason.info)

### *IP Related Publications and Presentations*

"*Como Resolver disputas sobre nomes de domínio na internet*" ("How to Resolve Internet Domain Name Disputes"), co-author with Luiz Gustavo Meira Moser of WIPO/Geneva, *Revista Brasileira de Arbitragem (Brazil Arbitration Journal)*, vol. 33, pp. 122 - 135 (Jan. - March 2012, in Portuguese, published by Thompson Reuters).

Developer and General Editor, *International Commercial Arbitration Practice: 21<sup>st</sup> Century Perspectives* (Lexis-Nexis Books, New York, 2010 with annual updates, 55+ chapters including two on International Arbitration and Intellectual Property).

Moderator for Panel on "Protection of Intellectual Property Assets in Latin America", JURIS Conference on Legal Aspects of Risk Management in Latin America, Miami, October 2008. Intellectual Property law specialists on Panel from Argentina, Brazil, Colombia and Mexico.

“Crossing Parallel Lines: The U.S. Federal Courts and the UDRP Process for Domain Name Dispute Resolution”, International Bar Association’s Business Law International Conference, CyberCourt I Session on Domain Name Litigation, Cancún, Mexico, October 2001. Updated for November 2003 ASIPI Congress Presentation, Mexico City.

“International Alternative Dispute Resolution for High Technology Companies”, Computer Law Association, International Retreat Conference, Monterey, CA, October 1996, and Brazil Computer and Telecommunications Law Association (ABDI), São Paulo, Brazil, December 1996.

“International Protection of Computer Software: The Japanese Experiment” (co-author), *Boston Bar Journal*, Vol. 29, No. 5, 1985.

### ***Education***

Yale - B.A., Russian Area Studies

Johns Hopkins University, Paul Nitze School of Advanced International Studies, Washington, D.C. and Bologna, Italy – M.A. with Academic Distinction, International Relations (International Economics, Russian and European Studies)

University of Maine - J.D., International Moot Court Team

### ***Teaching ADR***

Co-designed and delivered ADR Workshop, Moscow Academy of Finance & Law (MFUA), 2011. Awarded title of Honorary Professor. Gave ADR Master Class at Federal University, St. Petersburg, 2011.

Arbitrator in rounds of Vis Pre-Moot Competition in Brazil and U.S., 2012 – 2016.

Invited as Expert Assessor for 2016 IBA-VIAC Mediation Competition in Vienna.

Co-Proffessor, Negotiation & ADR Intensive Post-Graduate Course for Lawyers and Judges, PUC-Minas Catholic University Law School, Belo Horizonte, Brazil (2001, 2002, course given in Portuguese).