

SIQUEIRA CASTRO INSTRUCTED ON PEIXE URBANO LAWSUIT

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Siqueira Castro prevailed at the Brazilian Superior Court of Justice (STJ) for client Peixe Urbano in a copyright lawsuit against Hotel Urbano.

Peixe Urbano is a Groupon-style booking platform based in Rio de Janeiro. Hotel Urbano is a Brazilian online travel agency, also headquartered in Rio.

The lawsuit covered the violation of Peixe Urbano's industrial property rights and also unfair competition acts as a result of the illegitimate and unauthorized use of the word "Urbano" by Hotel Urbano to perform activities related to electronic commerce.

The claim included the dispute for the brand name, the colours (blue and orange), the logo (buildings), the layout of the website and company's "terms of use".