

# João Carminho

SENIOR ASSOCIATE TECHNOLOGY, DIGITAL AND  
REGULATORY

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João is part of the firm's Technology, Digital and Regulatory team since 2025.

His work focuses on data protection and privacy, intellectual property (including copyright, trademarks, logos, patents and domain names), information technologies, artificial intelligence, e-commerce, cybersecurity, electronic communications and consumer law.

In these areas, he regularly supports national and international clients, both in the context of day-to-day legal advice and in pre-litigation matters, as well as judicial and extrajudicial dispute resolution, accompanying and representing them (in the courts and/or competent administrative bodies) at the various stages of proceedings.

He also has extensive experience in implementing corporate policies and procedures, as well as in drafting and reviewing contracts, terms and conditions and unilateral declarations, ensuring compliance with applicable laws and regulations.

## Professional Experience

Before joining MFA Legal, João was part of the Technology, Data and Digital Innovation team at CS'Associados, having started his career at PLMJ, where he actively collaborated with various practice areas, including civil, criminal and misdemeanour litigation, European and competition

law, as well as technology, media and telecommunications. This diverse range of experiences complement his work as a lawyer in the areas where he currently practises, contributing to a transversal and integrated approach to problems and their solutions.

## **Publications**

He is the author of several articles and books on various topics, including the following:

- "Personal Data Law: Collection of Fundamental Legislation, Supporting Elements", Almedina, 2023 (co-authored)
- Article published in The Legal Industry Reviews, entitled "Trademark Protection in the Metaverse", March 2024 (co-authored)
- Article published in The Legal Industry Reviews, entitled "Algorithms: Between Math and Patentability", November 2024 (co-authored)

## **Awards and Recommendations**

- Recognised by Best Lawyers since 2022

## **Academic Qualifications**

- Law degree from the Nova School of Law (2011 - 2015)
- Participation in an exchange programme at the Pontifical Catholic University of Rio de Janeiro, Brazil (2015)
- Attendance of the Specialisation Course in Corporate Criminal Law, organised by the Institute of Criminal Law and Criminal Sciences (2016)
- Forensic Master's Degree from the Faculty of Law of the Portuguese Catholic University (Lisbon School) (2016-2017)
- Attendance at the 1st Course on Procedural and Processual Intellectual Property Law, organised by the ICC (Portugal International Chamber of Commerce) (2020)
- Attendance of the course "Contractual Regime of Digital Platforms", organised by the Nova School of Law (2020)

## **Professional Associations**

Admitted to the Portuguese Bar Association

