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# Diversity & Inclusion

2021

CERVIERI  
MONSUAREZ

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**Cervieri Monsuárez is a legal firm specialized in Intellectual Property, with offices in Uruguay, Paraguay and Bolivia.**

**Being involved in Diversity and Inclusion matters has always been a priority for the firm. This is achieved by promulgating the importance of respect and by contemplating the situation everyone working at Cervieri Monsuárez might find themselves in.**



## Gender Diversity

Cervieri Monsuárez is one of the few law firms in Latin America with 80% of it's staff composed by women, having all of them a real leadership position within the firm.

Because women's role is of major importance for the firm, all women play relevant roles and have decision-making positions within it. Furthermore, the firm promotes and allows their work to be adapted to their needs as mothers, wives and partners.

Dr. Virginia Cervieri, Senior Partner of Cervieri Monsuárez, was the winner of the "Lifetime Achievement Award for Gender Diversity" at the Chambers Diversity & Inclusion Latin America 2019 Awards. This recognition marked her career and inspired her to continue working adapting a diverse approach, as she has been doing during the course of her career.



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Among other gender related awards, recognitions and nominations obtained, we highlight the following:



## Getting involved in D&I



Cervieri Monsuárez has an internal communications and marketing team that is driven and managed by women. This team works on advertising and communication campaigns and supports diversity in various aspects (e.g., LGBT+ campaigns on pride month, different Religious celebrations, sustainability practices, etc.)

Additionally, Cervieri Monsuárez is also fairly committed to the technical and human development of its professionals, making an emphasis on aspects concerning diversity and inclusion.

Internally it promotes the integration of different organizations and associations made up exclusively by women, such as: **OMEU (organization of women entrepreneurs in Uruguay)**, **WIPR**, the **MIP Women Network** and a network of professional women from LATAM who deal with the regulatory aspects of innovative and current issues, such as the Cannabis Industry. All of these organizations have female professionals from our firm involved.

Cervieri Monsuárez recently received a special recognition for actively collaborating with La Corporación, a Bolivian space created for serving and empowering women in the emotional, personal and business areas; providing them with the necessary tools to reach their full potential and transcend.

These have been some of the D&I activities and practices the firm has been working on throughout the last years:



## 1. Talent Management

Virginia Cervieri, Senior Partner of the firm, founded the firm as a result of the excellent performance she has in the practice of law. She is the president of the Chamber against Piracy in Uruguay, was the first woman to become the President of the Anti-Counterfeiting Committee of INTA (a position she held for almost 10 years) and has also been a Latin American Consultant for the IACC in terms of Anti-Counterfeiting.

Moreover, Anabel Frachia and Natalia Paladino, partners of the firm, together with Junior Partner Andrea Oliva and Senior Associate Lucía Cantero, are each in charge of a specific area.

Likewise, women in Cervieri Monsuárez are often promoted as speakers in seminars and courses, not only to improve their oratory qualities concerning the subjects in which they specialize at, but also to gain experience to further train and educate other female colleagues. As a result, female figures from Cervieri Monsuárez are constantly invited to speak on panels related with gender equality matters.

### We highlight the following:



**#WomeninLawSummit2020** (V Cumbre Latinoamericana de Abogadas), a Bolivian event of three days.



“International Women’s Leadership Virtual Forum 2020” event of Managing IP that gathered professional females from different practices.



“Women in LATAM: Cannabis Challenges” webinar with the participation of women from the Latin American region expert in cannabis matters.

Members of Cervieri Monsuarez have no limits regarding their professional or personal growth, since whoever enters the firm, whether it be a man or a woman, will present an intense possibility to grow and develop within their career and within themselves.



## 2. Deres Award: «Reaction in times of pandemic»

Cervieri Monsuárez applied to DERES' special distinctive "ReAction in times of pandemic", an award which recognizes the best practices of firms during COVID-19 times. DERES is a non-profit business organization that brings together the main companies in Uruguay which seek to develop Corporate Social Responsibility (CSR) and Sustainable Development, both of which Cervieri Monsuárez is a proud member.

The firm took advantage of the pandemic situation to reinforce the relationship with its collaborators as well as unite the team and create a better and inclusive work environment. Taking into account the fact that the firm has offices in three different countries, Uruguay, Paraguay, and Bolivia, and some of their collaborators work in other countries too, having a fluent communication and strong bond with all of the collaborators of the firm becomes a hard task to complete, as many cultural differences stand in between these interactions.

From this point on, the idea of the internal trainings was born. Internal training consists in making weekly trainings with the entire team, in which they discuss famous cases that occurred in the past, usually inviting clients or brand owners that were involved in the process to help with the discussion.

of belonging, and broadening the knowledge of all the collaborators during the pandemic.

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Furthermore, everyone was able to see and be in contact with the clients that were able to participate in the trainings, which is something of great value considering some of them have been working with the firm for a long time but had never had the chance to meet personally.

Usually, partners or senior associates were the ones who met clients, but with these internal trainings, every member of the Cervieri Monsuarez team was able to participate, despite the country from which they worked at or/and their position at the firm.

Through this activity we attempted to communicate that there are no distinctions within our team, and that we consider everyone equal no matter their position, nationality, or race.



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## 3. CM Benefits

CM has one of the best human resources programs. Such program is divided into four categories: “CM FLEX, CM FAMILY, CM HEALTHCARE AND CM STUDIES”. All of these categories attempt to improve the work environment and the wellbeing of the firm’s workers and hence present different benefits for the members of team. These benefits are explained in the following:



## +Flex

Half day off per month, Birthday free, Summer Fridays, Anniversary gifts, Casual Friday, Monthly casual with performance gifts, New Year's Eve, Baby Shower Celebration, Integration activities (cooking contests, Secret Santa, etc.).



## +Family

Marriage License, Gift for marriage, Gift of birth, Parental leave, Children's first day of school, Children's birthdays, Children's visit to the office, Children's Day Gifts, Moving day, Remote work due to illness of direct relative, December 24 and 31, half day off, Free work holidays, Halloween Gifts



## +Healthcare

Massages (for administrative and accounting staff), Office Medical Coverage, Fruits in the office, Mate herb, Hour and a half of exercise (for mothers over 35 or mothers, twice a week in the mornings).



## +Studies

Scholarships, Graduation Gift, Graduation day off, Free day of study, The firm has several television screens, through which news programs are constantly transmitted, thus promoting knowledge about current events to all its employees.



## 4. Pro Bono Work

Cervieri Monsuárez has performed several pro bono works throughout the course of the last years, and it is constantly involving itself in new projects to help make a difference. **We highlight the following:**

## Sembrando Program: “Minas de Corrales” women



Virginia Cervieri had the opportunity to be a mentor at the Sembrando program, which gives opportunities and helps new entrepreneurs that are starting a project or don't have the resources to expand their businesses. The Sembrando program was created by Lorena Ponce de León, Uruguay's current first lady, which contacted Virginia Cervieri to be a mentor for those entrepreneurs participating in the Sembrando program in 2020.

Being a mentor consists of helping and accompanying the entrepreneur that is assigned to them, giving that person business advice, by offering a work plan or by organizing their tasks in order to make their time more productive and work more efficient. The program is overall a great way to help people who are starting in the market, equipping them with the advice of professionals with expertise and experience.

In this instance, Virginia chose to mentor a group of female entrepreneurs who wished to create an orchard and improve their gardening skills in order

to sell organic vegetables and further make a business out of it. The group of ladies from “Minas de Corrales”, a rural village in the Rivera department, had several meetings with Virginia and the Cervieri Monsuárez team which helped them organize their work approach as well as create their business plans. Moreover, these women also had several meetings with professionals in the area, such as agronomic engineers and specialists in soil and plantations, that helped them enrich their knowledge in the field. All of this was possible due to the solidarity of the people involved in the process; They gave their time and energy to help this group of women succeed, and, through Virginia's coordination, organized different instances to help this female group. On one of the occasions, Virginia contacted the owner of the the best hydroponic in Uruguay, and had him receive the group of women from “Minas de Corrales” at their facilities and have a day of learning about their system of plantation, in order for them to potentially replicate it. The activity concluded with a meeting with the First Lady at the Presidential House.





## Musical work registry for Maleja: a 10 year old kid

Cervieri Monsuárez received a query about a woman from the city of Santa Cruz de la Sierra who was seeking advice to register a musical work, and the firm was delighted to hear that the work and its performance belonged to the woman's daughter, Maleja, who is only 10 years old.

Audios and videos were received from the interpreter and the firm was asked if it was possible to register the work of this girl in Bolivia and what costs it involved.

CM took the case under a Probono service basis, which was greatly appreciated by the artist's mother, and started the work immediately, receiving more good news. The Bolivian copyright office had a program that promoted entrepreneurs and artists called "Mi primera obra, mi primer registro" (my first creation, my first registry) that was not being used frequently and that supported the registration with special and reduced rates. The program aims to inform and sensitive Bolivian children and adolescents about the rights to protect their intellectual works and the obligation to respect the works of others.

Each step taken in this case was favoring for the little artist. The team met M.A.A.O. and her mother who then informed them about the artistic name of her daughter "Maleja", who with only 10 years old, composed her first musical work entitled "Genio dentro de ti" (The genie inside you), with its own musical composition and its own lyrics.

In a little less than 15 days, and after the analysis of the Copyright office, the Resolution that declared the registry appropriate was received and the work was registered both in its lyrics and in its musical composition.

The news did not end there and there were more surprises for the two enterprising women, the artist and her enthusiastic mother. The Copyright office not only granted the registration but also prepared a Certificate of Recognition to "Maleja" for having registered her first work through the program "Mi primera obra, mi primer registro".





## **Alfajores 4 de julia**

Lucia Cantera and Virginia Cervieri were involved in the process of trademark registration, through the Sembrando Program.



## **Kurmi y Kallawaya - women artisans**

CM was contacted by CHANEL to help a group of female artisans from Bolivia and Perú, and it's currently working in registering their company and trademark.



## **ReachingU Foundation**

Cervieri Monsuárez also continues to collaborate with ReachingU association, having an active participation. The purpose of this Association is to finance and co-create quality education programs for children and adolescents in vulnerable situations in Uruguay.



## **Trustlaw**

Cervieri Monsuárez is associated with Thomson Reuters Foundation program, TrustLaw, in order to help in several pro bono cases that are required.



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## 5. Job opportunities for beginners

In Cervieri Monsuárez there is a policy for hiring new professionals or students who are finishing their studies, despite them not having any previous experience because we believe in forming professionals and giving opportunities to people, without taking into consideration where they worked before.

As soon as they begin working, they are integrated into the area, working in collaboration with associates, partners and senior partners of the firm. This is a way of inclusion we consider we should never forsake, as it has always brought us positive results and outcomes.

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