

WINNER

Intellectual Property Law Firm
of the Year - Panama

RHD Lawyers

At your service

A boutique business law firm, RHD Lawyers prides on its resources, skills and depth of expertise to address clients' most pressing needs.

Founded by Rebeca Herrera Dutari in Panama City in 2011, RHD Lawyers offers professional services to local and foreign clients of all sizes and trade names. Its portfolio of clients includes individuals and entrepreneurs to large global companies.

"We specialise in various areas of the law and have recognised experience in intellectual property," states Herrera. "We try to anticipate the development and needs of our clients and their market in order to foresee, advice, and act in their best benefit."

RHD gives high-priority to know and understand the industry and the businesses of its clients so as to personalise its legal advice in agreement with the clients' objectives and circumstances.

Its specialist areas include commercial law, corporate law, mergers and acquisitions, intellectual property, managing patent and trademark portfolios for domestic and multinational corporations, counselling clients on international filing strategies, negotiating co-existence agreements and effective enforcement programmes to defend intellectual property rights, and preventing infringements, administrative law, trusts and private interest foundations, real estate, banking, public bids and public contracts, civil and intellectual property litigation, insurance and reinsurance.

Says Herrera: "We have a shared responsibility aspiration of adding value and meeting and exceeding client service expectations through a continuous improvement towards business improvement, business excellence, and organisational excellence."

Herrera emphasises that sitting back on its laurels is not the way her firm functions: "We are



Rebeca Herrera Dutari

conscious that no performance is good enough and that we must achieve continuous improvement, through setting the bar higher, if we are to achieve our aspiration, of not only being different from our competitors, but better.

She believes firmly in investing in the intellectual knowledge of her staff and is committed to investing in them and their development.

"We believe in collaboration and hold the team," says Herrera. "We love technology and efficiency. We take our work very seriously. We are real people, with lives outside the law, and with supportive spouses, significant others and kids.



As senior manager of her firm, Herrera works with a specialised staff committed to maintaining the highest levels of professional and ethical standards. She says: "RHD Lawyers draws strength and direction from its strong, experienced management team. This team leads and inspires the firm with its significant business experience."

RHD's portfolio of clients includes individuals and entrepreneurs to large global companies.

"We offer alternatives to the manner that traditional law firms service clients' businesses. We have got skills. We are proven, accomplished business litigators with extensive big law firm experience," she says.

According to Herrera, ethical behaviour takes precedence over everything else at RHD. "We ensure transparency, accountability and integrity in everything we do. We are skilled courtroom lawyers, in practice and at heart. We are revolutionaries, risk-takers and entrepreneurs at our core."

RHD believes in its clients' entitlement to budget certainty, and to a real and realised commitment to help them deal with their cost pressures.

"We always recommend a customised alternative fee, such as a fixed fee or capped billables, which is under our client's control," Herrera says.

"We use decision trees, early case and after-action assessments, project management, monthly summaries and other tools so that litigation is managed with business discipline. If we haven't made our client's job easier, we haven't done our job well. Our mission is our client's success."

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