

Warner Bros come to LatAm amusement park

by **Emiliano Mellino**

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Barbosa Müssnich & Aragão and Neff Law Firm have helped Brazilian amusement park Hopi Hari secure a license agreement that allows it to bring Warner Bros characters and products to its parks.

The deal was announced on 23 March and includes the licensing of the Looney Tunes, Superman, Batman and Penelope Pitstop characters among others. Hopi Hari will not only have the rights to use these characters in rides but will also be able to develop merchandise inspired by them. This is Warner Bros's largest licensing agreement in Latin America.

Counsel to Hopi Hari

Brazil

- Barbosa Müssnich & Aragão
Partner Claudia Schulz and associate Paula Mena Barreto

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- Neff Law Firm
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- In-house counsel – Gustavo Torres