

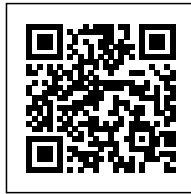
ALARTIS IS BORN

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Alartis Abogados, a legal boutique dedicated to legal advice and defense in intellectual and industrial property matters, led by **Miguel Ángel Ramos**, has arrived to the legal sector. It is oriented to the legal advice of individuals and companies that need a strategic ally to safeguard their creations and intangible assets.

The firm has more than 15 years of experience focused on the cultural and artistic sector, advising on intellectual and industrial property law, as well as civil and commercial litigation. "Accompanying and helping people and companies in this sector is a great personal and professional satisfaction, given that, at the end of the day, culture and industrial innovation are the bases or engines for progress in any society. In Spain, moreover, it accounts for around 2.4% of GDP and 3.5% of employment," Ramos points out.

Miguel Ángel Ramos Jiménez

Miguel Ángel Ramos Jiménez, Managing Partner of Alartis, has a degree in Law from the San Pablo CEU University and is a member of the Madrid Bar Association (ICAM). He also holds a Master's Degree in Intellectual Property from the Universidad Carlos III de Madrid and a Master's Degree in Private Law from the ICAM. After practicing in firms such as Gómez-Acebo & Pombo, Chávarri Abogados or Tulex Abogados & Asociados, among his latest cases won before the Courts are the nullity of the regulatory reform of SGAE on the distribution of royalties between authors and publishers, with an approximate amount of 64 million Euros for more than 40,000 professionals, or the annulment of the arbitration award of the World Intellectual Property Organization on the remuneration of royalties on musical works, among others.

Creative and entertainment industries

Alartis, which is born with the objective of growth and openness to new partners and associates, will continue to focus on advising creative and entertainment industries, given that in Spain there is "a great heritage and a rich cultural heritage, as well as a growing entertainment industry," explains Ramos. Thus, advice on copyright and related rights, trademarks and protection of intangible assets will be relevant for authors, artists, producers and companies in general.

On the other hand, the new firm will also focus on the e-commerce and online business sector, in addition to startups and technology, areas that require protection of their trademarks, designs, patents, products and content, as well as legal advice in the creation of commercial companies or in the protection of products against any problem that may arise with online services.

According to the firm, in recent years there has been an exponential growth in the offering of works and services through audiovisual, musical and literary content platforms; the creation of content; advertising through social networks or the generation of content through Artificial Intelligence (AI). "From Alartis Abogados we want to give them answers to their legal doubts in commercial traffic, in their actions with other agents, competitors, before infringements of their rights, guide them before these new challenges and horizons with greater legal certainty or defend them in the Courts in a specialized way", assures the lawyer.