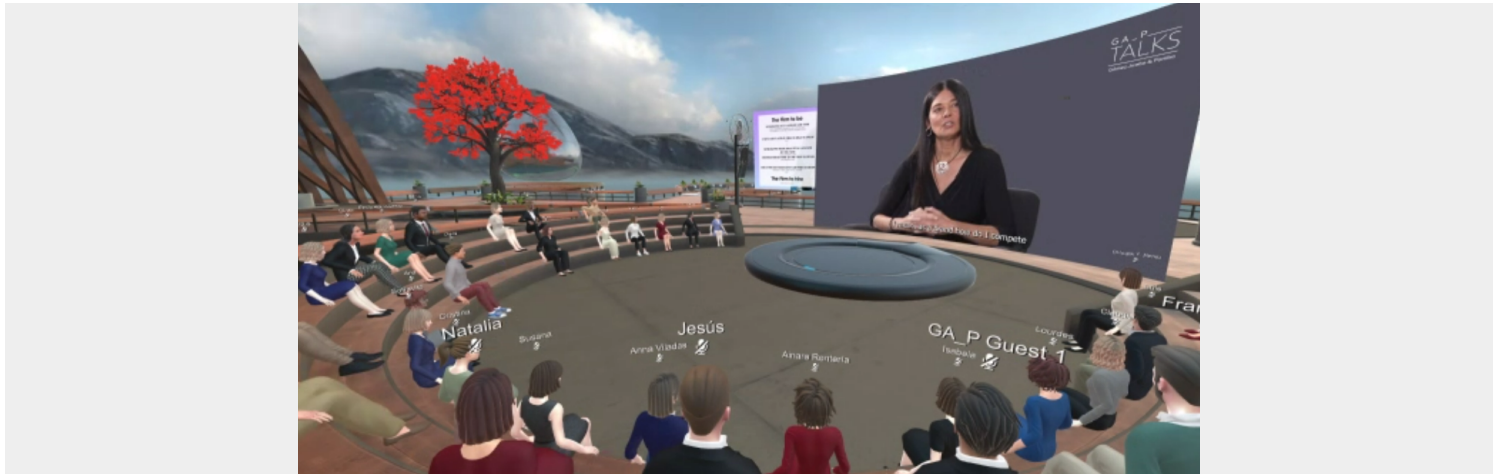


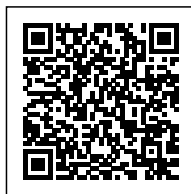
GA_P CELEBRATES THE FIRST LEGAL EVENT IN THE METAVERSE

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Tags: [Ciara Byrne](#), [Ga_p](#), [Gómez-Acebo & Pombo](#), [Sofia Martínez-Almeida](#), [sx3](#)



The virtual world of **Gómez-Acebo & Pombo** (GA_P) was today the scene of the first legal event held by a Spanish law firm in the metaverse.

The inaugural event was attended by two top-level speakers, **Ciara Byrne**, Director of New Business Innovation at Condé Nast, and **Jimmy Klein**, Global Digital Innovation Manager at Diageo, moderated by **Sofia Martínez-Almeida**, a partner in the Industrial, Intellectual Property and Technology of Gómez-Acebo & Pombo.

This event is part of a global project started in 2021, fully dedicated to the metaverse. These actions include the creation of a transversal team at the firm level dedicated to advising on this new technology, integrating professionals from all areas of the firm (intellectual property and technology, tax, labor, procedural, criminal, academic council, etc.), the publication of legal analyzes on the impact of the Metaverse in the different areas of Law and the recurring intervention as speakers of the members of the transversal team in different events organized by third parties (such as, for example, the recent session "Metavérsate: Legal Challenges and open debates" organized by Andema-Association for the Defense of the Brand- at the Illustrious Bar Association of Madrid) as well as in the media.