

# PONS IP LAUNCHES SINGULAR TM

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Pons IP, a global consultancy specialised in intellectual property, has announced the launch of Singular TM, an ALSP (Alternative Legal Service Provider) business line created for the registration of trademarks in Spain and the EU through a 100% online platform that automates the registration application process.

Singular TM allows individuals and SMEs from any country in the world to access a trademark application service in Spain and the European Union, completely online.

By this launch Pons IP opens a line of business that will cover the needs of a customer profile, such as entrepreneurs and small businesses anywhere in the world, which already requires an administrative procedure to be carried out competitively, autonomously and completely online.

The CEO of Pons IP, **Nuria Marcos** (pictured), valued the relevance of the Singular TM launch within the consultancy firm's new portfolio of services and within the framework of Pons IP's digital transformation process.

"With Singular TM we will expand our natural client base by bringing professional industrial property management closer to the needs of entrepreneurs and small businesses globally who need to carry out an administrative procedure and don't know where to turn", said Marcos.

"The application of technology in the legal sector is already a reality in the world, as the market

shows us every day and as studies also reflect. This launch will also be very positive internally, as it will allow us to optimise the costs of administrative processes and repetitive tasks, allowing our experts to focus on value-added services and strategic consulting to be more competitive," concluded the head of PONS IP.