

# PONS IP PRESENTS NEW POSITIONING TO THE MARKET

*Posted on 20/05/2022*



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PONS IP has announced the completion of a three year transformation process, by which it will abandon the law firm label and become a global industrial and intellectual property consultancy.

"We want to overcome the traditional distinction between law firm and agency from the conviction that protecting is much more than registering," affirms its general director, **Nuria Marcos** (pictured). The decision behind this new positioning, comes after an historic year for the firm, which closed 2021 with a global turnover of €16.14 million. This has resulted in an 18% growth in revenue compared to the previous year.

The strategic transformation of PONS IP also implies a new internal organisation that, overcoming the distinction between office, agency and consultancy, is integrated into five verticals to offer a renewed value proposition adapted to the demand of its customers.