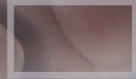


**Business Strategy**  
Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management



Intellectual Property

# Intellectual Property

## Advice on Industrial and Intellectual Property (IP) and Technology, Media and Telecommunications (TMT)

The protection, exploitation and defence of the rights involved in this area, of great financial and strategic relevance for companies, requires legal advice with a high level of expertise.

Auren has a team of highly-qualified professionals with experience in these areas, and is a firm specifically recommended in the prestigious international legal directory LEGAL 500.



## WE PROVIDE SOLUTIONS FOR YOUR NEEDS

- We protect and assist our clients in all aspects which are relevant for the optimum protection, exploitation and defence of their rights.
- We provide fast, creative and effective solutions.

## FEATURES OF OUR SERVICES

- High degree of specialisation and experience of our professionals.
- Involvement and proximity.
- Professionalism and quality.
- Integrity and respecting of deontological and ethical codes.

## AREAS OF SPECIALISATION AND SERVICES:

Auren offers integrated advice in the following areas, assisting our clients with all their needs:

- Acquisition, registration and protection of rights.
- Specialised advice on negotiation and all types of contracting aimed at the transfer and/or optimum exploitation of their rights.
- Litigation and conflict resolution, representing our clients at any level, from the non-court stage to tribunals, including mediation and arbitration.
- In such specific areas as Entertainment and IT, we provide our clients with integrated advice, including advice on commercial, labour and tax matters from the perspective of the specialisation, as well as assisting them in seeking project financing through the Financial Desk.



We cover all areas of specialisation related to these issues:

## 1 Industrial Property

- Distinctive marks: trademarks and brand names.
- Inventions: patents and utility models.
- Designs.
- Unfair competition.
- Trade secrets, confidentiality and technology transfer.

## 2 Intellectual Property

- Copyright of authors and other creators of intellectual property works.
- Copyright-related rights.
- Protection and exploitation of all types of works: literary, artistic, publications, recordings, photographs, software, multimedia works, databases, etc.
- Assignment of rights and use and exploitation of own and third-party works.

## 3 Media and Audiovisual

- Cinema, television, theatre, and musical productions.
- Gaming (online and off line), videogames and mobile applications.
- Advertising, merchandising and sponsoring.
- Image rights, protection of honour and privacy.

## 4 IT Law

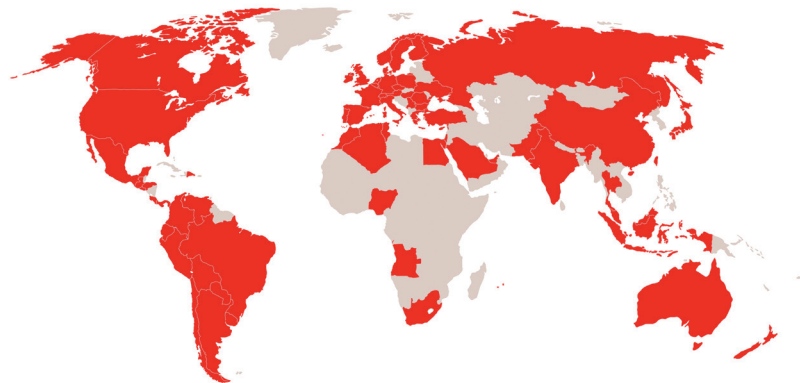
- Internet and mobile devices.
- E-commerce and the hiring of services online.
- Webpages.
- Social networks.
- Personal data.

### OUR EXPERIENCE

We have proven experience in the sector of Entertainment and IT, where we advise a large number of important and successful productions, from the world of cinema, theatre and music, or for television, Internet and mobile devices, and authors and creators of all types of works, including videogames and mobile applications.

Furthermore, we advise clients, both national and international, from other multiple sectors of the market, protecting them at all stages where they may need assistance, from the initial acquisition and protection of rights, including their exploitation and the defence thereof before the Courts, where we have vast successful experience representing our clients in lawsuits ranging from copyrights, trademarks, designs, unfair competition and advertising, to pharmaceutical patents.

### PRESENCE



**EUROPE:** Andorra, Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Finland, France, **Germany**, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Montenegro, Norway, Poland, **Portugal**, Romania, Russia, Serbia, **Spain**, Sweden, Switzerland, **The Netherlands**, Ukraine, United Kingdom. **AMERICA:** **Argentina**, Bolivia, Brazil, Canada, **Chile**, **Colombia**, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, **Mexico**, Panama, Paraguay, Peru, **Uruguay**, USA, Venezuela. **MIDDLE EAST AND AFRICA:** UAE, Algeria, Angola, Egypt, Israel, Mauricio, Morocco, Nigeria, Saudi Arabia, South Africa, Tunisia, Turkey. **ASIA-PACIFIC:** Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Singapore, Thailand.

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