

# Pérez-Llorca

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## Álvaro Martínez Crespo

### Contact

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### Profile

Álvaro joined Pérez-Llorca in April 2019. Before joining Pérez-Llorca, he worked in the Entertainment, Sport and New Technologies practice of a Spanish firm.

### *Studies:*

- 2018 Master's degree in Intellectual and Industrial Property and New Technologies, Universidad Autónoma de Madrid
- 2015 Master's degree for Access to the Legal Profession with a Specialisation in Business Law (Bilingual), Universidad CEU San Pablo
- 2014 Specialist Qualification in EU and Spanish Competition Law, IEB
- 2014 Degree in Law with a Specialisation in EU Legal Affairs and International Legal Practice, Universidad CEU San Pablo

He speaks Spanish and English.

### Experience

Álvaro is currently working in Pérez-Llorca's Intellectual & Industrial Property and Technology practice. He has experience advising clients on matters relating to the audiovisual sector, music, video games, art and culture, trade secrets, the transfer of technology, robotics and artificial intelligence.

Álvaro advises companies from a wide range of sectors on Spanish and international projects in relation to audiovisual productions, as well as activities where intellectual and industrial property are the main focus.

Álvaro also advises on drafting contracts related to advertising campaigns and sponsorships, having

collaborated on projects with various foundations and celebrities.

### **Publishing Collaborations**

*“Comienza la Partida. Punto de Situación sobre Determinados Aspectos Jurídicos de los Videojuegos”*,  
RDU.

### **Professional Organisations**

The Madrid Bar Association (ICAM).

Spanish Entertainment Law Association (DENAE).