



## Ludovica Pellicano

Senior associate

Barcelona

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### Intellectual Property

Media and Entertainment

Life Sciences and Healthcare

Technology, Communications and Digital

Sports

Fashion Law

Mergers & Acquisitions

Automotive

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Ludovica Pellicano is a Senior Associate in Garrigues' Corporate Law Department at the Barcelona office, where she has practiced since 2020 in the Intellectual Property area.

She has extensive experience advising domestic and international clients on intellectual and industrial property, freedom of expression and information, image rights, audiovisual content, unfair competition, consumer and advertising law, AI, and commercial contracting.

Her practice focuses primarily on ongoing strategic and contractual advice to innovative and technology-driven companies, with a particular emphasis on the Media and Entertainment, Pharmaceutical, and Automotive industries. She also has significant experience handling complex contracts related to the production and distribution of audiovisual content, including films, series, sponsorship and advertising.

Ludovica graduated *cum laude* in Law from the Università degli Studi di Roma Tor Vergata and is admitted to practice law in both Spain and Italy.

### Experience

Ludovica is a Senior Associate in Garrigues' Corporate Law Department, which she joined in 2020. Throughout her career, she has provided ongoing advice to domestic and international clients on intellectual property matters and on the protection of fundamental rights, particularly freedom of expression and information and the rights to honor, privacy, and one's own image.

She has extensive experience advising content creators and talents in complex contractual negotiations related to the production and distribution of audiovisual and advertising content. She also advises studios and production companies across all stages of development, production, post-production, and distribution of audiovisual content (films and series), both in Spain and internationally, and regularly participates in significant negotiations with artists, record labels and music publishers.

She regularly advises on:

- Drafting and negotiating commercial agreements, including license, assignment, sponsorship, franchise, agency, settlement, and coexistence agreements.
- Clearance of copyright and trademark rights, as well as image and privacy rights, in the audiovisual and entertainment sectors.
- Internet, e-commerce, and social media, as well as software-related matters.
- M&A transactions focused on innovation and technology, including complex due diligence processes and the preparation of strategic reports, as well as the remediation of pre- and post-closing contingencies.

She is a member of Garrigues' Italian Desk and has extensive experience advising on matters involving an Italian-law component. She is also a member of Alastria's Legal Committee and the Italian Chamber of Commerce in Spain.

She is fluent in Spanish, English, and Italian.

## Academic background

- Master's Degree in Law (*Laurea Magistrale in Giurisprudenza*), *cum laude*, Università degli Studi di Roma Tor Vergata (Italy), 2009–2014.
- Erasmus+ Scholarship for Master's Thesis Research in Intellectual Property Law, Universidad de Alicante, 2014.
- Erasmus Scholarship, Universidad Rey Juan Carlos de Madrid, 2011-2012.

## Teaching activity

Ludovica regularly teaches in postgraduate academic programs related to her professional practice, including the Master's in Digital Law, Artificial Intelligence and Blockchain at EBIS Business Techschool and the Master's Degree in Industrial Business Management at IQS (Universitat Ramon Llull), and she also delivers Fashion Law lectures for students at Universitat Pompeu Fabra.

## Memberships

- Barcelona Bar Association (ICAB)
- Rome Bar Association (Ordine degli Avvocati di Roma)
- Spanish Entertainment Law Association (DENA)
- Italian Chamber of Commerce in Spain
- Alastria Legal Committee

## Publications

- ITechLaw Startup Legal Playbook: A Quick Reference Guide to International Market Entry for Startups (and Their Lawyers) (1st, 2nd, and 3rd editions).
- Practical Guide to the Legal Aspects of NFTs (Alastria).