



Ricardo López Alzaga

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Intellectual Property

Dispute Resolution: Litigation and Arbitration

Media and Entertainment

Technology, Communications and Digital

Fashion Law

Sports

Ricardo is a senior associate in Garrigues' Intellectual Property Department. His professional activity focuses on managing complex litigation in intellectual property matters, protection of freedom of expression and information on the internet, audiovisual content and platform liability. He is also specialised in the production of audiovisual content (films and series), as well as in e-commerce, content moderation, collective management organisations, entertainment law, audiovisual rights and complex contractual advice related to the distribution of audiovisual and advertising content. Ricardo has extensive experience in providing advice to international tech companies and regularly lectures at several universities.

Experience

Ricardo joined Garrigues' Intellectual Property Department in 2015. He has been a senior associate of the firm since 2023.

Throughout his professional career, he has been involved in highly complex litigation, such as the following:

- Civil court proceedings related to the infringement of intellectual property rights, unfair competition and the liability regime of internet intermediaries, representing digital platforms and marketplaces.
- Civil court proceedings related to the payment of tariffs of collecting societies.
- Litigation relating to the protection of fundamental rights to freedom of expression and information in the audiovisual industry. Proceedings relating to the right to reputation, privacy and publicity.

Ricardo also provides ongoing specialised advice on contractual matters to different entities, regularly intervening in M&A operations in which assets protected by intellectual property rights are of particular relevance. This includes the preparation of strategic reports, with a particular focus on the impact of new

regulations on digital businesses (e.g., audiovisual communication rules, copyright directives or the Digital Services Act).

- Ongoing advice on contractual matters in the advertising and audiovisual sectors.
- Participation in M&A transactions related to innovative technology-based industries.

Ricardo also advises studios, production companies and talent in the development, production, post-production and distribution of audiovisual content in Spain and internationally.

Academic background

- Master's degree in intellectual and industrial property and new technologies - Universidad Autónoma de Madrid.
- Degree in Law - University of Burgos.
- Degree in Business Administration and Management - University of Burgos.

Teaching activity

Ricardo regularly lectures in several academic programmes, including the MBA in Sports Business & Law, the Executive Master in Digital Law and Technology and the Executive Master in Business Management of the Luxury and Fashion Industry at Centro de Estudios Garrigues, as well as in other programmes at ISDE (Master in Intellectual Property, Competition and New Technologies) or Universidad Carlos III de Madrid. On the other hand, Ricardo regularly attends and has actively participated in discussion forums organised by FIDE or DENAE.

Memberships

- Madrid Bar Association
- Asociación Española de Derecho del Entretenimiento (DENAE).

Distinctions

- IX Contest of legal articles (DENAE). First prize for the article "El moderno ostracismo: cultura de la cancelación y moderación de contenidos".
- Sections 2020 Award in the Pharmaceutical Law Section of the Madrid Bar Association. Prize for the article "Experimental use and "bolar clause": two partially unexplored limits to patent rights: an analysis of articles 61.1.b) and c) of the Patent Law" (co-written with Eva Golmayo Sebastián).
- Legal 500 - Intellectual Property - Copyright (Other Key Lawyers): "Carolina Pina and Ricardo Lopez are two extraordinary lawyers, both for their technical knowledge, for their understanding of the technology sector and for their approach, always prioritising business needs. We have been working with them for years and they improve every day".

Publications

- "El moderno ostracismo: cultura de la cancelación y moderación de contenidos" (DENA, 2023).
- "Uso experimental y "cláusula bolar": dos límites a los derechos de patente parcialmente inexplorados: un análisis de los artículos 61.1.b) y c) de la ley de patentes" (Madrid Bar Association, 2020).