

press release

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ECIJA advises startup Nubesk in new alliance with global organization

The advice has been led by ECIJA Mexico partner Adalberto Méndez.

ECIJA Mexico, together with its Spanish office, has advised the *startup* Nubesk in the legal instrumentation in Mexico for the implementation of a software with GS1, worldwide leader in the development of barcodes. The legal services firm, pioneer in technology law, has carried out the legal instrumentation of the alliance between both entities. The transaction has been led by Adalberto Méndez, partner of ECIJA Mexico, and Cristina Villasante, partner of ECIJA Spain, as well as by Covadonga Maestro, Georgina García and Berenice Sagaón, senior associates of the Spanish and Mexican offices, respectively.

Nubesk is a web-based digital asset management software (images and text) that allows you to produce, manage, adapt, and edit the content of product cards in e-commerce. In this sense, the SaaS tool allows to optimize and manage images of products marketed online.

The alliance between the two has resulted in the strengthening of the "Syncfonia Imágenes" tool, which is complemented with different functionalities to download thousands of images in an agile way, through a special web interface, as well as to massively transform images according to the requirements of each business.

For Adalberto Méndez, partner of ECIJA Mexico: "Undoubtedly, this strategic alliance between both technology companies will result in a great increase in efficiency when managing the online inventory of e-commerce through Nubesk's software, to whom we thank for the trust placed in us to accompany them in this process".

About ECIJA

ECIJA, with more than 25 years of professional experience, is one of the leading firms in the international market, as recognized by international directories such as *Chambers & Partners* and *The Legal 500*, among others. It has been recognized by *The Lawyer* as the best TMT firm in Europe and by the *Financial Times* in the top 3 most innovative firms. ECIJA currently has a team of 179 partners and more than 950 professionals globally, being the Latin American firm with the largest presence in Latin America. It has offices in Spain, Portugal, Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Puerto Rico and Dominican Republic.

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