

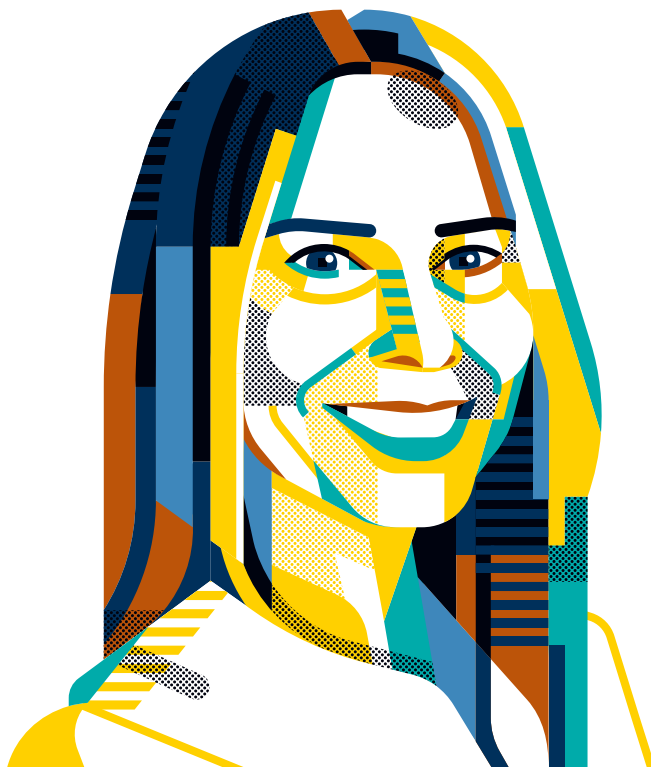
# FAB

The professionals of the Lamborghini Female Advisory Board had the courage to change their lives and become role models. Here are the protagonists of the podcast Fab Talks.

# *Talks*

ILLUSTRATIONS *Aleksandar Savić*

## THE CREATIVE SIDE OF THE LAW

**Natalia Aranovich***Lawyer in Los Angeles and founder of  
Aranovich Law Firm, PC*

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*It's more difficult for women to  
be seen as business professionals  
and not just as a pretty face*  
”

Natalia Aranovich is the founder of the Aranovich Law Firm, PC. A Law Corporation with focus on business law, intellectual property, immigration and entertainment. If it sounds like a lot of work, that's because it is. And it took even more work to get there, from Porto Alegre, Brazil.

2016 is ending. Natalia has had a license to practice law for almost fifteen years, but that was in Brazil. When she came to the USA, she knew that she had to get her lawyer's license in California as well. This is not easy at all. She prepared for a year and then, in July, she was among the candidates taking the bar. In the five months since, she has heard the same words over and over again: don't be too hard on yourself, if you don't make it. So this is the fateful evening. Natalia is at home, waiting for the results to appear on the website. Every few minutes she hits “refresh”. And finally there they are. The results. And she passed.

Would you like to help change the law? This is the question Natalia Aranovich is asked when she is barely out of university. It's 1999 and the rapidly growing “net economy” poses brand new legal problems, foremost the problem of copyright. The bar organization is defining the intellectual property aspects connected to buying and registering a domain and they approach Natalia, asking if she would write something about it. It's like the Far West and Natalia, though young, steps in like a very determined sheriff. Her article about how to rule on possible conflicts between trademarks and domain names gets published in the National Journal. Judges all

over Brazil start using her arguments to settle lawsuits on the matter. Years later, it turns out to be the key to her transformation: thanks to that hard work she will be eligible for the O-1 Visa, granted by the United States to “individuals who possess extraordinary ability”. That visa will allow Natalia to move to California and start her new life.

Today, about seventy percent of the clients of the Aranovich Law Firm are women. Many are non-Americans. California has always attracted people from the four corners of the world. All of them are hopeful, many have at least a good idea. And in a foreign country, where you don't know the system and you lack the necessary connections, that idea can be easily wasted or stolen. That's why you need a lawyer. And the right moment to get one, as Natalia says, is immediately. Natalia started working with the Brazilian Chamber of Commerce, organizing events. She needed to get to know more people working in the most important business in town, entertainment. And soon realized that networking is more difficult for women: you have to be friendly and sociable, but also to be strict and detached in order to be taken seriously. She now takes active part in many initiatives aimed at giving women more opportunities in business, more visibility and more weapons to defend themselves against many discriminations. But being a woman also has some advantages. Natalia is convinced that it helped shape her creativity, because women are more able to see the wider picture. ♦