

Digital Brands

Online Brand Protection



Find the right partner in your battle against brand infringement

We have a long history of protecting, monetising and enforcing IP and other assets, listing many leading brands and innovators as clients. Our focus on close collaboration, technical expertise and high quality makes Zacco one of Europe's leading IP solutions specialists, and an expert in Online Brand Protection (OBP).

Local Footprint – Global Network

Combining physical and digital solutions, from the creation of new assets and identities, to monetisation and enforcement of rights, to ongoing monitoring against infringement and abuse. Zacco's ability to operate on both a local and global scale ensures that our clients receive comprehensive and tailored IP and OBP support, wherever their market presence takes them.

Zacco is one of Europe's leading IP firms, boasting a team of over 100 patent attorneys, 70 trademark and design professionals including 40 attorneys at law, 20 experts in corporate domain management and online brand protection, and 20 cybersecurity specialists. With offices spread across Denmark, Sweden, Norway, Germany, the UK, and India, Zacco has a significant local footprint, and our network of international agents means we are able to represent clients almost anywhere across the globe.

Online Brand Protection

Digital connectivity has surged in recent decades, driving leaps in social media, e-commerce and opportunities for brands to engage directly with their consumers, but those opportunities are not without risk. Accompany this surge is an increased threat of brand infringement, counterfeits and piracy, unauthorised resellers and fraudulent social media accounts and other impersonation attempts, all of which have the potential to damage your brand and mislead your customers.

Online Brand Protection is a challenge for businesses of all shapes and sizes, but with the right strategies and processes in place, it is possible to significantly mitigate risk:

Identify online infringements and brand abuse

Identify where and how your brand is being used, or misused, across the internet. Ongoing monitoring should include searches through all available open channels including **websites, social media, online marketplaces, domains** and **app stores**.

Manage and understand your challenges

Data analysis, test purchases and finding gaps in your markets or portfolio can all help you to understand the scale of the problem. Is unauthorised use of your brand accidental, or is it fraudulent? Are counterfeits damaging your reputation in the marketplace? Are you in a position to actually defend yourself?

Monetise your investments and find new revenue streams

Understanding where your brand is popular, or where your presence is limited or overshadowed by counterfeits, can help you identify and tap into potential new revenue streams. Are you taking full advantage of your existing rights, or allowing others to use them through licensing or partnership agreements?

Monitor continuously to identify new threats

Ongoing monitoring continues to provide insight into the scale of potential issues. It also maintains your ability to identify and remove infringements as they emerge, and before they can damage your reputation or your customers.

Enforce your rights and protect your revenue

An IP right can lose its value if you're not enforcing it. This means removing counterfeit goods from online marketplaces and infringing content from websites (or even the whole website in certain cases). It also mitigates the risk that your brand identity and reputation is being used to mislead or defraud your customers.

Other complementary services include domain management and disputes, field investigations, authentication services, customs and border force actions and training, portfolio strategy and IP litigation.

Successful OBP solutions can help you to secure and protect the quality and legitimacy of your products and services, as well as shield your customers from parties seeking to profit from your hard-earned reputation and brand identity. It can also actively support sales revenue and ROI, and particularly licensing because partners and distributors see the benefit and value of working with an organisation who protects their brand. Finally, and perhaps most importantly, it maintains your brand integrity.



Zacco - 360° Intellectual Property

Zacco is a comprehensive intellectual property consultancy able to provide a full range of services and offering a 360° perspective on intellectual property. Our services include:

Patents: From patent strategy development and implementation to drafting, prosecution and enforcement, all designed to protect your inventions and strengthen global competitiveness.

Trademarks: Market and territory trademark strategy advice including clearance searches, registration and enforcement, to protect and grow your brand identity.

Designs: Strengthening market position through securing the visual identity of products and protecting distinguishing characteristics.

Legal: Obtain current advice and guidance on relevant legislation, contract negotiation and review, data protection and licensing.

IP Litigation: Access the legal and the technical proficiency required to successfully represent your interests, ensure compliance and enforce your IP rights.

IP Operations: IP Administration and optimisation throughout the IP lifecycle, from annuities and renewals, to validation, recordals, docketing and paralegal support.

Digital Brands: Securing your online presence, including corporate domain and DNS management, email security, and the active monitoring of IP to remove infringements and fraudulent or misleading domains.

Digital Trust: Providing expertise in cyber security and secure software development, designed to protect your digital assets and information.

We are also able to support you with **IP Portfolio Management** services designed to optimise all of the intellectual property and IP adjacent assets listed above, to maximise their value and ensure relevant market coverage. Zacco's holistic approach ensures that all aspects of intellectual property are covered, providing our clients with the support they need to protect and leverage their innovations and brands effectively.

Zacco's comprehensive services are supported by in-house teams able to manage all aspects of obtaining and maintaining a patent, design or trademark registration internally, providing a seamless and efficient service to our clients.



Niclas Jonsson

Commercial Director Digital Brand
Senior Digital Brand Consultant

📞 +46 31 725 81 92

✉️ niclas.jonsson@zacco.com



Sara Therner

Digital Brand Consultant and Business Developer

📞 +46 31 60 07 27

✉️ sara.therner@zacco.com



Johanna Rafstedt Erikson

Global Commercial Lead Legal & Trademarks, Digital Brands
Master of Law, LL.M.

📞 +46 31 725 81 66

✉️ johanna.rafstedt@zacco.com



Renaud Permezel

Digital Brand Consultant
Master of Law

📞 +47 93 43 51 58

✉️ Renaud.Permezel@zacco.com



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360° Intellectual Property

Your Full-Service IP Partner

