




Peter Gustav Olson

Partner

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ABOUT PETER GUSTAV OLSON

Peter has over 30 years of experience within intellectual property, primarily working with EU Trademark and Design applications, oppositions and conflicts. Born and raised in the US, he is both a US and a Danish Lawyer by training and focuses his extensive expertise on assisting US and other multinationals with entering the European market or with expanding their European presence. His success in securing and defending IP rights in the EU for a number of global brands sees many of his clients entrust him with their most important appellate matters, up to and including actions before the Court of Justice of the European Union.

Peter works across a range of sectors but has significant experience working in collaboration with technology companies, including software, application development and other online and internet based services. His clients often appreciate his ability to quickly identify how they use their IP, determining the evolving needs of their growing portfolios, and his understanding of what successful international enforcement looks like continues to form an integral part of his development and implementation of effective international trademark and design strategies.

An early practitioner in the online space, Peter has been involved in the registration and conflict resolution of domain names for over 25 years. His knowledge of competition law also sees him advising clients on the practical implications of both current and emerging legislation.

Peter graduated from UC Law San Francisco (then called Hastings College of the Law), in 1984 and has a full Danish law degree (*cand.jur*) from 1997. He is a member of the Danish Bar.

He is regularly acknowledged as a skilled IP Strategist by the World Trademark Review, as a member of their leading WTR 1000 trademark professionals, and has been recognised by Managing IP as an IP Star.

AREAS OF EXPERTISE

Services

- Design Enforcement
- Design Prosecution
- Domain Name Acquisitions
- IP Due Diligence
- Trademark and Design Cancellation Actions
- Trademark and Design Clearance Searches
- Trademark Enforcement
- Trademark Oppositions
- Trademark Prosecution

Industry expertise

- Automotive
- Industrial Design
- IT & Software
- Aerospace & Defence