



Annalena Nordin

Partner

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ABOUT ANNALENA NORDIN

Annalena has worked with IP since 2006. She joined Zacco in 2024 as a Partner and supports her clients with all kinds of branding and design related work. She specializes in global IP portfolio management, including clearance searches and trademark and design filing strategies, international expansion strategies, oppositions, invalidations, and cancellations. She also conducts IP Due Diligence for mergers and acquisitions, ensuring that there is sufficient protection of the relevant intellectual property assets.

Annalena has a law degree from Stockholm University (L.L.M. 2006). Before joining Zacco, Annalena was a Swedish "Advokat" with IP focus at the law firms Lindahl and Westerberg & Partners, where she, among other responsibilities, managed global trademark portfolios. She has also worked for the fashion retailer H & M as an IP legal counsel.

Annalena has repeatedly been named a Rising Star by Managing IP, and is now listed as a Notable Practitioner. She is currently individually recommended by WTR 1000.

She is a member of the International Trademark Association (INTA)'s Trademarks Offices Practices committee, the Swedish Association for the Protection of Intellectual Property (SFIR) and the Swedish Anti-Counterfeiting Group (SACG).

Furthermore, she lectures on branding and trademark protection for the students of European Innovation Academy, a summer school with the aim of fostering high-growth startups. The summer school is held annually in Porto, Portugal.

Annalena's extensive experience and recognized expertise make her a trusted partner for clients seeking strategic and effective IP solutions on a global scale.