



# Henning von Borcke

Senior Digital Brand Consultant and Business Developer

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📍 Oslo

## ABOUT HENNING VON BORCKE

Henning joined Zacco in September 2024 as a Senior Digital Brand Consultant and has been working within the field of intellectual property since the early stages of his career. With a deep focus on corporate domain name management, online brand protection and digital brand strategy, Henning advises clients on protecting and strengthening their digital assets in an increasingly complex online landscape.

Prior to joining Zacco, he held senior roles in digital media agencies, start-ups, technology platform development and private equity, where he managed business expansions across Europe.

Today, Henning leverages his experience to deliver tailored IP solutions for clients across multiple industries, including automotive, IT and software, FMCG, and media and entertainment. His areas of expertise include IP portfolio management, digital brand strategy, domain name acquisitions, and secure DNS and SSL management. In particular, Henning is skilled in managing complex digital brand strategies and enforcing robust online brand protection measures.

In addition to his professional roles, Henning is fluent in English, German, Swedish, and Norwegian, allowing him to operate effectively in a multi-market environment and address nuanced IP challenges in various regions.

Through his work at Zacco, Henning strives to help clients using a strategic and practical understanding of digital threats and opportunities. He is an advocate for strengthening brand protection through proactive domain management and has authored multiple online publications on the importance of domain names in cybersecurity and digital brand integrity.

## AREAS OF EXPERTISE

### Services

- Competitor Watch
- Contracts and agreements
- Corporate Domain Management
- Digital Brand Disputes and Enforcement
- Digital Brand Due Diligence
- Digital Brand Workshop & Policy
- Domain Name Acquisitions
- Email Security
- IP Portfolio Management
- IP Strategy Development
- Online Brand Protection
- Outsourcing agreements
- SSL Management
- Secure DNS Management

### Industry expertise

- Aerospace & Defence
- Agriculture
- Architecture
- Automotive
- Building & Construction
- Consumer Products
- Energy
- Gas
- Oil & Power
- Food & Beverage
- Furniture
- Hygiene Products
- Industrial Design
- IT & Software
- Life Science
- Media & Entertainment
- Medtech
- Offshore
- Paper/Pulp/Wood Industry
- Pharmaceuticals
- Retail
- Sustainability / GreenTech / CleanTech
- Telecommunications