



Johanna Rafstedt Erikson

Global Lead, Business Development
Legal & Trademark & Digital Brands

 johanna.rafstedt@zacco.com

 Gothenburg

ABOUT JOHANNA RAFSTEDT ERIKSON

Johanna joined Zacco in 2024, where she oversees the Digital Brand business in Sweden West, while simultaneously contributing to business development at the group level. With her previous experience as a Trademark Attorney and Client Manager at another intellectual property firm, Johanna brings wide expertise in providing clients with strategic advice and consultation on their IP portfolios, focusing primarily on trademarks, domain management, and digital infringements. Additionally, she has held various strategic roles within the automotive industry.

Johanna holds a Master of Laws (LL.M.) from the University of Gothenburg and a Master of Medicine (MMed), Business Design and Entrepreneurship within Biomedicine (Intellectual Capital Management) from Sahlgrenska School of Innovation and Entrepreneurship. Her Master's thesis examined strategies for utilizing trademarks to extend competitive advantage beyond patent expiration.

AREAS OF EXPERTISE

Services

Corporate Domain Management
Digital Brand Disputes and Enforcement
Digital Brand Due Diligence
Digital Brand Workshop & Policy
Domain Name Acquisitions
IP Audit
IP Due Diligence
IP Portfolio Management
IP Risk Management
IP Strategy Development
IP Strategy Implementation
IP Strategy Workshops and Coaching

Industry expertise

Automotive
Medtech
Pharmaceuticals
Retail