



# Johanna Rafstedt Erikson

Global Sales Lead TM and DB

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📍 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