



Louise Støving Kjær

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ABOUT LOUISE STØVING KJÆR

Louise has 20+ years of experience in leading law firms and IP companies, the public sector, and corporate. She is specialized in IP and green marketing and communication.

Louise first joined Zacco in 2008 and after holding various positions outside of Zacco for 10+ years, she rejoined Zacco in 2024. Louise comes from a position as Head of Sustainability Compliance at Arla Foods amba (Arla) and prior to that she worked 4 years as an inhouse IP legal advisor at Arla. Before joining Arla, Louise worked with IP related contracts and technology transfer at Aarhus University. Louise started her career in IP working in leading law firms before first joining Zacco in 2008.

Louise has substantial experience in IP protection and prosecution, commercializing IP, technology transfer, drafting and negotiating IP related contracts as well as giving advice on green marketing and communication. One of Louise's strengths is her ability to provide proactive, pragmatic legal advice which enables businesses to reach their strategic goals while protecting their assets and reputation.

Louise graduated as Master of Law from Aarhus University in 2004. In addition, she holds a Market Economist degree from 1995 and has worked 4 years in retail within daily operations, purchasing, and marketing.

AREAS OF EXPERTISE

Services

- Contracts and agreements
- IP Risk Management
- IP Strategy Development
- IP Strategy Implementation
- IP Strategy Workshops and Coaching
- IP Audit
- IP Due Diligence
- IP Litigation and Dispute Resolution
- Licensing
- Copyright
- Design Enforcement
- Design Prosecution
- Design Renewals
- IP Portfolio Management
- Trade Secrets protection
- Trademark and Design Cancellation Actions
- Trademark and Design Clearance Searches
- Trademark and Design Monitoring and Watch
- Trademark Enforcement
- Trademark Oppositions
- Trademark Prosecution
- Trademark Renewals

Industry expertise

- Agriculture
- Consumer Products
- Food & Beverage
- Media & Entertainment
- Retail
- Sustainability / GreenTech / CleanTech