



# Niclas Jonsson

Commercial Director Digital Brand

Senior Digital Brand Consultant

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## ABOUT NICLAS JONSSON

Niclas is the Commercial Director for Digital Brand Services and Regional Manager for Digital Brand in Denmark, Germany and Norway.

In his role as Commercial Director Niclas drives product innovation and business development, growing Zacco's international Digital Brand footprint. He joined Zacco in 2018 and has around 10 years of experience working within high-level specialist domain name and brand enforcement consulting, covering all legal and technical aspects as well as contentious and non-contentious work within the field.

Niclas is often recognised by his clients for his practical approach, comprehensive knowledge and technical expertise within all digital and online aspects of brand and domain name enforcement. The nature of digital branding means he operates at a global level and he is considered an expert in online IP infringement, including disputes and takedowns, as well as international regulatory and eligibility requirements.

His analytical mindset, and his creative and agile approach, sees him able to devise efficient and cost-effective registration and enforcement strategies, thereby focusing on the quickest solution possible when removing infringements and dealing with bad faith registrations, for example.

Niclas specialises in domain names, online disputes and enforcement, acquisitions, clearance searches, portfolio management, and technical matters related to domain names. Prior to joining Zacco, Niclas worked in a similar role at another leading IP firm.

## AREAS OF EXPERTISE

### Services

- Email Security
- SSL Management
- Domain Name Acquisitions
- Portfolio Management
- Due Diligence
- Digital Brand Disputes and Enforcement
- Trademark Prosecution
- Strategy Implementation
- Digital Brand Workshop & Policy
- Secure DNS Management
- Digital Brand Due Diligence
- Corporate Domain Management
- Trademark Clearinghouse
- Portfolio Outsourcing
- Online Brand Protection
- Trademark Monitoring and Watch
- Identity Assets report
- Strategy Development