





Lone Prehn

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ABOUT LONE PREHN

Lone has worked at Zacco since 1990. In her work, she deals with trademark clearance and filing strategies, trademark strategies, trademark conflicts including Board of Appeals and Court cases, European Union Trademark (EUTM) opposition and Board of Appeals cases and domain name conflicts, including .dk, WIPO and .eu complaints.

Lone is a WIPO Panelist and has been an alternate judge with the Danish Domain Name Dispute Resolution Centre and a .eu Panelist. Lone holds a Master of Law degree of 1989 from the University of Copenhagen and is an attorney at law. She is further an examined Danish Patent Agent of the Danish Association of Patent Agents.

Her memberships in various associations include The European Communities Trade Mark Association (ECTA) and the International Federation of Intellectual Property Agents (FICPI). She is a professional representative before the European Union Intellectual Property Office (EUIPO).

Lone was vice president of the Danish Association of Trademark and Patent Agents from 2009-2010. In 2010 Lone was appointed a member of the advisory board of the Center for Innovation- and Information Rights (CIIR) under the law faculty of the University of Copenhagen.

Lone has won the ILO Client Choice Award 2010 and 2011 in the Intellectual Property category for Denmark and has received the Global Law Experts Award in the category Intellectual Property for Denmark, 2013. She is also featured as a [WTR 1000 Recommended Individual](#) by World Trademark Review, praised as "a wonderful adviser with encyclopedic trademark knowledge". Moreover, Lone is ranked by Managing IP as an [IP Star](#) and is regularly featured among the Top 250 Women in IP.

AREAS OF EXPERTISE

Services

Trademark Monitoring and Watch
Domain Name Acquisitions
Contracts and agreements
Digital Brand Disputes and Enforcement
Trademark Licensing
IP Audit
Anti-Counterfeiting
IP Strategy Workshops and Coaching
Strategy Development
Digital Brand Due Diligence
Online Brand Protection
Trademark Clearance Searches
Trademark Prosecution
Trademark Cancellation Actions
Strategy Implementation
Litigation and Dispute Resolution
Portfolio Outsourcing
IP Risk Management
Trademark Clearinghouse
Trademark Oppositions
Portfolio Management
Due Diligence
Trademark Enforcement

Technical field

Industrial Chemistry
Electronics
Process Technology
Artificial Intelligence
Physics
Mechanical Engineering
Robotics
Digital Signal Processing
Information Technology
Databases
Mechatronics
Food Technology
Sensor and Measurement Technology
Biotechnology
Chemistry
Polymers
Nuclear Technology
Digitalization
Machine Learning
Algorithms
Signal Processing
Electrochemistry
Inorganic Chemistry
Computer Sciences
Internet of Things (IoT)
Metallurgy

Industry expertise

Industrial Design
Architecture
Telecommunications
Pharmaceuticals
Sustainability / GreenTech / CleanTech
Hygiene Products
Automotive
Life Science

Offshore
Medtech
Consumer Products
Furniture
Retail
Paper/Pulp/Wood Industry
Agriculture