




# Tobias Harhoff

Business Line Director Digital Brand  
Team Manager

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 Gothenburg

## ABOUT TOBIAS HARHOFF

Tobias operates as the Business Line Director Digital Brand where he is focusing on helping clients with their Digital Brand, both as a stand-alone service and as a service where he takes over the daily work for the client.

Tobias has long experience in the digital world where he has been putting up strategic and creative domain name- and trademark portfolios to build up walls protecting the intellectual properties for his clients. By combining his knowledge of working with both the legal brand, the digital brand and online marketing makes him to a one-stop-shop when it comes to his clients' online presence.

## AREAS OF EXPERTISE

### Services

- IP Strategy Workshops and Coaching
- Email Security
- Secure DNS Management
- Anti-Counterfeiting
- SSL Management
- Design Enforcement
- Digital Brand Disputes and Enforcement
- Digital Brand Workshop & Policy
- Strategy Development
- E-mail Phishing as a Service (PHaaS)
- Security & Threat Awareness
- Cyber Security Awareness
- Escrow
- Corporate Domain Management
- Trademark Enforcement
- Domain Name Acquisitions
- Online Brand Protection
- Design Monitoring and Watch
- Portfolio Management
- Identity Assets report
- Trademark Oppositions
- Brand Protection
- Trademark Monitoring and Watch
- Digital Brand Due Diligence
- Trademark Clearinghouse
- Strategy Implementation

### Industry expertise

- Retail
- Medtech
- Furniture