




# Kristian Elftorp

Director Legal & Trademarks Sweden

Partner

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## ABOUT KRISTIAN ELFTORP

Kristian Elftorp joined Zacco in 2017 and currently serves as Director of the Legal & Trademarks business in Sweden. Alongside this role, he practices as an Attorney at Law. His work spans the full spectrum of Intellectual Property Law, encompassing strategic advisory, legal agreements, litigation, and enforcement. Kristian also provides expert counsel on data privacy and marketing law compliance.

He holds law degrees from Jönköping University (LL.M. 2012) and Stockholm University (LL.M. 2014). Before joining Zacco, Kristian worked at CSC Digital Brand Services, where he supported some of the world's leading brands in protecting their intellectual property across digital platforms. He has also served in the legal department of Husqvarna AB (publ).

Kristian is recognized in the *World Trademark Review 1000*, which highlights top trademark professionals globally. In 2019, *Managing Intellectual Property* named him a Rising Star, and he is currently listed as a Notable Practitioner. Additionally, Kristian is individually recommended in *The Legal 500 EMEA* rankings.

## AREAS OF EXPERTISE

### Services

- Incident Response & Management
- Trade Secrets protection
- Digital Brand Due Diligence
- Licensing
- IP Strategy Implementation
- Anti-Counterfeiting
- Trademark Prosecution
- Digital Brand Workshop & Policy
- Digital Brand Disputes and Enforcement
- Trademark Monitoring and Watch
- Trademark Enforcement
- Privacy (GDPR, Cloud Act, Data Protection Act)
- Litigation and Dispute Resolution
- Trademark Clearance Searches
- Domain Name Acquisitions