




# Kristian Elftorp

Partner | Manager of Legal, Trademarks & Digital Brands  
(Sweden East & North)

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## ABOUT KRISTIAN ELFTORP

Kristian joined Zacco in 2017. He manages the Legal, Trademarks & Digital Brands business in the Sweden East & North region. In addition, Kristian is working, in parallel, as an Attorney at Law. His practice includes all aspects of Intellectual Property Law, including matters relating to strategy, legal agreements, court proceedings and other legal actions. Additionally, Kristian supports his clients in data privacy matters and advises on issues relating to Marketing Law.

Kristian has a law degree from Jönköping University (LL.M. 2012) and from Stockholm University (LL.M 2014). Before joining Zacco, Kristian worked at CSC Digital Brand Services where he assisted some of the world's most well-known brands with the protection of their intellectual property rights among the digital channels. Kristian has also worked at the legal department of Husqvarna AB (publ).

In 2019, he was ranked by Managing Intellectual Property as a Rising Star. Now Managing IP lists him as a Notable Practitioner. In addition, he is recommended individually in the Legal 500 EMEA ranking.

## 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