



Maria Beijer

Senior Partner

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📍 Malmö

ABOUT MARIA BEIJER

Maria is an experienced lawyer specialized in the legal business and strategic aspects of intellectual property and marketing law, and thereto closely related legal issues. She counsels and assists our clients with the protection, commercialization and enforcement of intellectual property rights by trademark and design filings, prosecution, drafting and negotiating agreements as well as advising on copyright and other intellectual property issues. She also represents our clients in opposition proceedings, infringement proceedings and other litigation matters including representing client before courts. Her work also includes patent infringement matters and questions regarding counterfeit goods. Maria has a law degree from Lund University (LL.M. 1995).

Maria joined Zacco in April 2008. Before joining Zacco she worked at Awapatent for eight years and prior to that, at the Administrative Court of Appeal in Gothenburg and the District Court of Gothenburg. She is a member of various national and international associations active within the field of intellectual property.

Maria has repeatedly been recommended individually in the Legal 500 EMEA ranking. She is also featured as a Recommended Individual in the WTR 1000 by the World Trademark Review.

AREAS OF EXPERTISE

Services

- Design Monitoring and Watch
- Trademark Monitoring and Watch
- Trademark Cancellation Actions
- Anti-Counterfeiting
- Copyright
- Recordals
- Design Clearance Searches
- Litigation and Dispute Resolution
- Due Diligence
- Trademark Clearance Searches
- IP Risk Management
- Trademark Oppositions
- Trademark Licensing
- Strategy Development
- Design Licensing
- Portfolio Management
- Trademark Enforcement
- Licensing
- Digital Brand Disputes and Enforcement
- Trademark Prosecution
- Design Prosecution
- Terms of use (software/website)
- Strategy Implementation
- Design Enforcement
- Trade Secrets protection
- Design Cancellation Actions
- Contracts and agreements
- IP Strategy Workshops and Coaching

Technical field

- Mechanical Engineering
- Digitalization

Industry expertise

- Retail
- Industrial Design
- Automotive
- Life Science
- Consumer Products