



Maria Beijer

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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