




# Anders Sparlund

Partner

Attorney at Law

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## ABOUT ANDERS SPARLUND

Anders joined Zacco in 2017, having previously worked as a law clerk and Associate Judge in the Swedish District Court before joining private practice. He holds an LL.M from University of Gothenburg and a M.Sc. in Intellectual Capital Management from Chalmers University of Technology.

An experienced practitioner, Anders has expertise across the spectrum of IP rights such as litigation and prosecution of Trademarks, Design and Copyrights, but also advising clients on domain names, online infringements and the practical and financial implications of commercial contracts, including their negotiation and drafting. His clients are a mix of early stage start-ups and established famous brands, both domestic and international, from a range of sectors including food and drink, manufacturing, transport and fashion.

Anders also specialises in the development and implementation of effective IP strategies for companies. Recognizing the crucial role that IP plays in today's competitive business landscape, Anders works closely with his clients to assess their intellectual property assets and devise comprehensive strategies to protect and maximise their value.

Anders has always had an interest in intellectual property. His musical talents meant that he was engaged in the protection of copyrights from a young age and it was this early exposure that led him to pursue a career developing, managing and defending his client's IP rights.

His collaborative working style and flair for creativity leads many of Anders' clients to continue working with him over the long-term. He helps many think beyond the constraints of single brands or products and to examine the requirements of current or intended markets. His proactive approach and practical insight often see him contributing as a trusted advisor, guiding his clients throughout the brand planning and development process.

Anders is passionate about the development of intellectual property and about fostering innovation. He regularly donates his time to host lectures on IP for associations and university students who are considering such a career.

Anders has been ranked as a Rising Star by Managing IP, which recognises some of the best up-and-coming IP practitioners in private practice. He is also featured as a Recommended Individual in the WTR 1000 by the World Trademark Review, praised as follows:

*"When it comes to brands, Anders Sparlund is the master. Appreciated for his creativity and collaborative working style, Sparlund devises savvy prosecution strategies to achieve total brand protection for emerging enterprises and esteemed brands alike". (WTR 1000, 2023)*

*"Action-driven Anders Sparlund provides great insight into registration and trademark management across Europe and internationally. He is also meticulous in his monitoring of infringements and asset during negotiations of IP-related deals."* (WTR 1000, 2024)

## AREAS OF EXPERTISE

### Services

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

### Industry expertise

Food & Beverage  
Retail  
Furniture  
Hygiene Products  
Consumer Products  
IT & Software  
Media & Entertainment