



# Martin Tranälv

Senior Partner

Attorney at Law

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Gothenburg

## ABOUT MARTIN TRANÄLV

Martin joined Zacco in December 2018 as a senior partner. For more than twenty years Martin has worked as an attorney at law, advising Swedish and foreign clients on commercial and in particular intellectual property law.

Martin's practice covers e.g. commercial contracts, marketing law, trade secrets and above all intellectual property law in a broad sense; IP litigation (patents, trademarks, copyright and design patents for example a design patent case that was tried by the Swedish Supreme Court) and IP arbitration, drafting and/or review of IP related contracts, IP portfolio management, prosecution of trademark and design applications, general advice on IP law and related matters, oppositions related to trademarks, designs and patents (also before the EPO) and Martin also has extensive experience of foreign (non-Swedish) or cross-border litigation and oppositions from a great number of jurisdictions.

Having worked as an attorney for more than 20 years, Martin also has experience of many different industries including the food industry, medical equipment, clothing/fashion, automotive/vehicle industry, equipment for disabled persons, shipping and constructions of ships as well as many other industries.

Before joining Zacco, Martin most recently worked as a partner for more than 17 years with one of Sweden's large IP law firms where he has been both a board member and a member of the Advisory Board. He has previously also worked as a law clerk at a Swedish District Court and as an attorney with two other law firms.

Martin is regularly lecturing at the local university in Gothenburg for master students (about patent litigation and patent claim interpretation) and he is also an author on the Swedish chapter of "Trademark Litigation" –

<https://www.sweetandmaxwell.co.uk/Catalogue/ProductDetails.aspx?productid=592117&recordid=5366>

Martin obtained his law degree at the Uppsala University in 1994 (including studies in the UK) and in 1997 he obtained a Master of European and Comparative Law (at Maastricht University) where Martin graduated at top of his class. Moreover, Martin is also an authorized Swedish patent attorney.

Being a member in several associations of IP practitioners for many years (AIPPI, VIRK, UNION-IP and ECTA) and from also having worked extensively with cases involving other jurisdictions than Sweden, Martin has a broad experience of also non-Swedish IP matters and an extensive range of well-known and highly professional foreign attorneys that he has worked with over the years.

Martin appears in several prestigious industry rankings. Managing IP ranks him as an [IP Star](#) and in the [WTR – World Trademark Review 1000](#) and the [IAM Patent 1000](#), he is featured as a recommended individual. He has repeatedly been recommended individually in the Legal 500 EMEA ranking.

## AREAS OF EXPERTISE

### Services

Licensing  
Trademark Clearance Searches  
Trademark Licensing  
Litigation and Dispute Resolution  
Copyright  
Design Enforcement  
Trademark Renewals  
Portfolio Management  
Recordals  
Patent Litigation  
Anti-Counterfeiting  
Trademark Oppositions  
Trademark Monitoring and Watch  
Utility Models  
Trademark Prosecution  
Trademark Enforcement  
Trademark Cancellation Actions  
Contracts and agreements

### Industry expertise

Medtech  
Consumer Products  
Automotive  
Hygiene Products  
Retail