



# Johanna Forsgren Israelsson

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## ABOUT JOHANNA FORSGREN ISRAELSSON

Johanna joined Zacco in 1990 after she graduated from Uppsala (LL.M) where she specialized in i.a. intellectual property law and her expertise lies in advising clients on legal, strategic and business aspects of intellectual property (IP). Moreover, she consults clients in relation to their innovations and their product and brand development processes with the identification and clearance of key intellectual property and on how to protect such rights.

Her practice includes drafting and negotiating agreements involving intellectual property aspects as well as advising on various other legal IP topics such as questions relating inventors and ownership of inventions.

In addition to her work as an attorney at Zacco, Johanna is frequently engaged as a lecturer within the area of intellectual property and strategic issues in connection therewith.

Johanna is also a professional representative before the European Union Intellectual Property Office (EUIPO) and a member of various national and international associations active within the field of intellectual property.

She is also featured as a Recommended Individual in the WTR 1000 by the World Trademark Review.

## AREAS OF EXPERTISE

### Services

- Trademark Oppositions
- Trademark Monitoring and Watch
- IP Strategy Workshops and Coaching
- Trademark Prosecution
- Anti-Counterfeiting
- Licensing
- Litigation and Dispute Resolution
- Trademark Clearance Searches
- Trademark Cancellation Actions
- Trade Secrets protection
- Design Clearance Searches
- Strategy Development
- Portfolio Management
- Copyright
- Trademark Enforcement
- Contracts and agreements
- Design Prosecution
- Strategy Implementation
- IP Audit
- Trademark Licensing
- Design Enforcement

### Industry expertise

- Industrial Design