



Matilda Bona

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ABOUT MATILDA BONA

Matilda is an Attorney at Law specialised in intellectual property law with a particular focus on GDPR and data protection. She assists clients with strategic trademark counseling, clearance searches, and the enforcement of rights. Additionally, Matilda has an established profile in data privacy, where she advises companies on regulatory compliance and strategic privacy matters.

After graduating with a law degree from the University of Gothenburg in 2018, Matilda worked as a court clerk within the Swedish administrative courts and district courts, gaining extensive experience in the practical applications of legislation and the vital role it plays in public discourse. Her exposure to various different areas of the law have led to a developed understanding of how to approach conflicting points of view and an ongoing interest in how the law can impact society. She joined Zacco's Trademark and Legal Department at the Malmö office in April 2021.

Matilda understands the speed at which Intellectual Property Law can evolve, insight she combines with an international and forward thinking mindset. Her ability to adapt to changes as and when they occur has proved to be an advantage in her role as Associate, where quick thinking and flexibility are a prerequisite. It is these qualities and more that Matilda brings to her clients and their IP portfolios.

Matilda continues to play a key supportive role in several infringement and enforcement cases involving some of Zacco's largest clients. She also works with trademark and design prosecution, strategy consultation and cancellation and opposition actions.