



Turid Oma

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ABOUT TURID OMA

Turid has worked in the IPR-field since 2016, having started her career as an examiner at the Norwegian Industrial Property Office (NIPO). This practical exposure to legislative decision making and precedent setting has provided her with a detailed understanding of regulatory and legislative requirements at a national level. It has also contributed to Turid's wealth of knowledge on the practical implications and commercial value of IP rights having examined, and since developed, such rights across a range of sectors and industries.

She has worked as an attorney handling all aspects of an IPR-portfolio and she regularly assists clients with exploring the identification, clearance, registration and maintenance of potential rights in both Norway and abroad, as well as successfully managing oppositions across multiple jurisdictions. She also assists with enforcement issues, helping clients to secure and protect their rights and developing extensive monitoring and anti-counterfeiting strategies based on their market presence and potential risk of infringement.

Turid has worked alongside organisations from start-ups to multinationals, across many sectors including Mechanical Engineering, Furniture, Food and Beverage, Transport, Confectionary and Instruments, among others.

Her analytical mindset, flexibility and practical approach is often recognised by both clients and colleagues and contributes to her ability to create comprehensive and efficient branding strategies, designed to suit her client's portfolio requirements.

Turid has been ranked on Managing IP's Rising Stars in IP list which recognises some of the best up-and-coming IP practitioners in private practice. She is also featured as a Recommended Individual in the WTR 1000 by the World Trademark Review.