



Solvår Winnie Finnanger

Partner

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ABOUT SOLVÅR WINNIE FINNANGER

Solvår Winnie Finnanger is an Attorney-at-Law. She started her career in intellectual property at the Norwegian Industrial Property Office (Patentstyret) before joining OHIM (now the EUIPO) as a National Expert and Legal Adviser for the Board of Appeal. Solvår was previously Head of Legal at Tandberg Innovation and, following their acquisition by Zacco in 2021, she joined the international team and now works to help clients to explore the intricacies of IP law.

Her experience working as a specialist in trademark and design law led her to join the private sector over ten years ago and she has continued to develop her expertise in the areas of Trademarks and Design protections, including assessment and evaluation, prosecution, enforcement and litigation, as well as helping clients to continuously develop their IP Strategy.

Her background and comprehensive insight into regulatory requirements, and her passion for IPR, has formed an important part of her strategic advice, her support of innovation and successful IPR protection on behalf of Zacco's clients. She is skilled in international protection, often advising her clients on the advantages and disadvantages of using international systems, such as the Hague Agreement or Madrid Protocol, over national registrations. One of her primary motivations is being able to help clients explore the benefits of intellectual property, helping them to understand the potential pitfalls of failing to secure their rights effectively and working to develop an internal culture of IP awareness.

Combining her background with her time as an attorney, Solvår's creative and detailed approach sees her assist a range of organisations, from small Norwegian start-ups to large multinationals, preparing strategies according to their specific needs and areas of operations. She works across multiple sectors, from food and beverage, public transport, medical equipment, manufacturing, mechanical engineering and automotive, among others.

She is also the co-author of 'Trademark Protection in the European Union with a Scandinavian View', which was considered a definitive exploration of Scandinavian nuance for EU Trademark Law.

Solvår has been ranked as an IP Star by Managing IP. She is also featured as a Recommended Individual in the WTR 1000 by the World Trademark Review.