




Jesper Petersen

Digital Brand Consultant & Project Manager

 [+46 59 88 72 22](tel:+4659887222)

 jesper.petersen@zacco.com

 Stockholm

ABOUT JESPER PETERSEN

Jesper has been working with high-level domain name management and digital brand protection for over a decade. Drawing on his extensive knowledge and expertise in the fields, he assists clients with a range of strategic advice related to managing their brands online. This includes all aspects of domain portfolio management, acquisitions and clearance, security protocols as well as general technical services and solutions.

Bridging the gap between trademarks, domain names and IT, Jesper helps his clients to embrace and secure their digitalisation journey, helping them to navigate changing digital environments, legislative requirements and expansion into new markets or territories. Business minded and commercially aware, he is quick to identify understand the value of his client's portfolios, supporting them in leveraging their ideas and their IP and, when necessary, he can also assist with enforcement actions such as disputes, takedowns and seizures.

Jesper has a Bachelor Degree in Marketing from the Liverpool John Moore University. He joined Zacco in 2022.

AREAS OF EXPERTISE

Services

- Email Security
- SSL Management
- Domain Name Acquisitions
- Portfolio Management
- Digital Brand Disputes and Enforcement
- Trademark Prosecution
- Strategy Implementation
- Digital Brand Workshop & Policy
- Secure DNS Management
- Digital Brand Due Diligence
- Corporate Domain Management
- Trademark Clearinghouse
- Portfolio Outsourcing
- Online Brand Protection
- Trademark Monitoring and Watch
- Strategy Development