



# Lone Prehn

Senior Partner

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## ABOUT LONE PREHN

Lone has worked at Zacco since 1990. In her work, she deals with trademark clearance and filing strategies, trademark strategies, trademark conflicts including Board of Appeals and Court cases, European Union Trademark (EUTM) opposition and Board of Appeals cases and domain name conflicts, including .dk, WIPO and .eu complaints.

Lone is a WIPO Panelist and has been an alternate judge with the Danish Domain Name Dispute Resolution Centre and a .eu Panelist. Lone holds a Master of Law degree of 1989 from the University of Copenhagen and is an attorney at law. She is further an examined Danish Patent Agent of the Danish Association of Patent Agents.

Her memberships in various associations include The European Communities Trade Mark Association (ECTA) and the International Federation of intellectual Property Agents (FICPI). She is a professional representative before the European Union Intellectual Property Office (EUIPO).

Lone was vice president of the Danish Association of Trademark and Patent Agents from 2009-2010. In 2010 Lone was appointed a member of the advisory board of the Center for Innovation- and Information Rights (CIIR) under the law faculty of the University of Copenhagen.

Lone has won the ILO Client Choice Award 2010, 2011, 2022 and 2024 in the Intellectual Property category for Denmark and has received the Global Law Experts Award in the category Intellectual Property for Denmark, 2013. She is also featured as a [WTR 1000 Recommended Individual](#) by World Trademark Review, praised as "a wonderful adviser with encyclopedic trademark knowledge". Moreover, Lone is ranked by Managing IP as an [IP Star](#) and is regularly featured among the Top 250 Women in IP.

## AREAS OF EXPERTISE

### Services

Trademark Monitoring and Watch  
Domain Name Acquisitions  
Contracts and agreements  
Digital Brand Disputes and Enforcement  
Trademark Licensing  
IP Audit  
Anti-Counterfeiting  
IP Strategy Workshops and Coaching  
Strategy Development  
Digital Brand Due Diligence  
Online Brand Protection  
Trademark Clearance Searches  
Trademark Prosecution  
Trademark Cancellation Actions  
Strategy Implementation  
Litigation and Dispute Resolution  
Portfolio Outsourcing  
IP Risk Management  
Trademark Clearinghouse  
Trademark Oppositions  
Portfolio Management  
Due Diligence  
Trademark Enforcement

### Technical field

Industrial Chemistry  
Electronics  
Process Technology  
Artificial Intelligence  
Physics  
Mechanical Engineering  
Robotics  
Digital Signal Processing  
Information Technology  
Databases  
Mechatronics  
Food Technology  
Sensor and Measurement Technology  
Biotechnology

Chemistry  
Polymers  
Nuclear Technology  
Digitalization  
Machine Learning  
Algorithms  
Signal Processing  
Electrochemistry  
Inorganic Chemistry  
Computer Sciences  
Internet of Things (IoT)  
Metallurgy

### **Industry expertise**

Industrial Design  
Architecture  
Telecommunications  
Pharmaceuticals  
Sustainability / GreenTech / CleanTech  
Hygiene Products  
Automotive  
Life Science  
Offshore  
Medtech  
Consumer Products  
Furniture  
Retail  
Paper/Pulp/Wood Industry  
Agriculture