



Lotta Norberg

Senior Partner

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ABOUT LOTTA NORBERG

Lotta has been within the intellectual property field since 1996. Lotta has acquired a broad experience from handling IP matters and has worked with many aspects of patenting processing as well as with strategic issues. Her technical expertise includes control engineering, signal processing and aviation technology.

Today she works in Zacco with IP management issues in close relation with the clients and deals with all matters related to patenting. Lotta graduated in 1995 from the Institute of Technology at Linköping University with a MSc in Applied Physics and Electronics. Lotta became a European Patent Attorney in 2003. She is also a Swedish Authorized IP Attorney. Lotta joined Zacco in 2005. Before this, she worked at Saab in Linköping as a Patent Attorney at Saabs patent department and prior to that at another private practice firm.

Lotta is a member of the Association of IP Professionals in Swedish Industry (SIPF) and the Institute of Professional Representatives before the European Patent Office.

IAM recognises her as a recommended individual on their IAM Patent 1000 list.

AREAS OF EXPERTISE

Services

- Patent prosecution
- Freedom to Operate
- Strategy Development
- Patent Drafting
- IP Risk Management
- Forward Patenting
- Patent Oppositions and Appeals
- Portfolio Management
- Strategy Implementation
- IP Strategy Workshops and Coaching
- IP Audit
- Due Diligence
- Portfolio Outsourcing

Technical field

- Manufacturing & Process Technology
- Robotics
- Machine Learning
- Sensor and Measurement Technology
- Artificial Intelligence
- Digital Signal Processing
- Algorithms
- Physics
- Electronics
- Digitalization
- Signal Processing
- Computer Sciences
- Internet of Things (IoT)
- Information Technology

Industry expertise

- Agriculture
- Media & Entertainment
- Aerospace & Defence
- Energy, Gas, Oil & Power
- Medtech
- IT & Software
- Telecommunications
- Offshore
- Automotive