



# Lars Henrik Stoud Platou

Senior Partner

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## ABOUT LARS HENRIK STOUD PLATOU

Lars is an experienced lawyer specialised in legal, strategic and commercial aspects of intellectual property and marketing law. He has extensive knowledge in management of our clients' portfolios to protect, enforce and enhance their intellectual property positions. Lars also has experience with corporate law and regularly assists our clients with negotiating and drafting commercial contracts and licensing agreements. He also regularly litigate on behalf of our clients before the courts in Norway.

Lars has a law degree from University of Oslo (2016). He specialized in intellectual property law, patent law and copyright law and wrote his Masters thesis within trademark law.

Lars joined Zacco i 2018 and worked as a lawyer in another firm before re-joining Zacco as lawyer and partner in 2021.

He is also featured as a Recommended Individual in the WTR 1000 by the World Trademark Review and in the IAM Patent 1000. Managing IP has ranked him as an IP Star.

## AREAS OF EXPERTISE

### Services

Design Enforcement  
Design Prosecution  
IP Due Diligence  
IP Audit  
IP Risk Management  
IP Strategy Workshops and Coaching  
IP Portfolio Management  
IP Portfolio Outsourcing  
IP Strategy Development  
IP Strategy Implementation  
Contracts and agreements  
Licensing  
Litigation and Dispute Resolution  
Trade Secrets Protection  
Trademark Cancellation Actions  
Trademark Clearance Searches  
Trademark Enforcement  
Trademark and Design Monitoring and Watch  
Trademark Opposition  
Trademark Prosecution  
Validation

### Industry expertise

Automotive  
Consumer Products  
Hygiene Products  
Life Science  
Offshore  
Retail  
Sustainability / GreenTech / CleanTech  
Telecommunications