

## Zacco opens regional office in Ålesund, Norway

**Press release, August 23 2012 - Zacco, one of Europe's largest IP firms, has decided to further strengthen its position in Norway by opening a new office in Ålesund. The office, which officially opens on September 1, will be headed by Herleif Ulstein. Herleif Ulstein comes most recently from a position as Director IPR and Legal Affairs at Stokke.**

Ålesund is situated on the west coast of Norway and is the largest city in the area. The region's business life is characterized by innovation within a wide range of industries, but foremost within the maritime and fishing industry where the region has been a world leader for a long time. The establishment of the new regional office is part of Zacco's strategy to work closely with its clients. Ålesund is seen as a strategic location due to its innovation climate and the business opportunities that follow.

- *We are very happy with the expansion and that Herleif Ulstein is going to lead our Ålesund office. He has an extensive international IPR experience from Stokke as well as a great network in the area. His rare combination of technological, commercial and legal competence, which he has built up during his long career, will be of great value to our clients, says Thor Mosaker, Managing Director, Zacco Norway.*

Herleif Ulstein has more than 20 years of experience working with IP rights, competition law and distribution agreements from an international perspective. He has worked for Stokke for more than 20 years and the last 15 years he has built up and headed the IPR department, including being responsible for IPR strategies, licensing agreement as well as for establishing new distributions entities around the world. Herleif, who has a BM from the Norwegian School of Management BI, where he specialised in international organisation and management, marketing and market strategies, has also worked in the shipping industry as well as the building industry.

Zacco Ålesund will be part of Zacco Norway, where the largest office is based in Oslo. Zacco Norway AS is growing and eleven new employees have started since the beginning of the year and it expects to hire more consultants in the near future due to the expansion and the new office in Ålesund.

The Ålesund office will be located in the Norwegian Maritime Competence Centre in Ålesund. A part of the vision for NMCC is to become a world leading maritime center and to establish an Energy and Environment Technical Center.

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**About Zacco**

*Zacco Norway is part of Zacco which is one of Europe's largest intellectual property consultancy with approx. 500 employees, many of whom are European Patent, Trademark and/or Design Attorneys. Zacco covers all technical and legal areas within intellectual property and assists clients with technical, legal and strategic advice, including handling of conflicts and litigation. In addition to assistance in protecting intellectual property rights, Zacco also offers its clients strategic advice aimed at increasing their competitive edge through a professional exploitation of these rights. Zacco has twelve offices in five European countries (Denmark, Sweden, Norway, Germany and the Netherlands). Visit [www.zacco.com](http://www.zacco.com) for further information.*