

## Two new board members to Zacco

**Zacco has renewed its board with two new members, Lars Stugemo and Christian Tang-Jespersen. The Board now consists of eight members of which four members are external. Stefan Ölander, founder of the branding agency Rewir and Hans Blomberg from Eterna Invest were elected to Zacco's Board last year.**

- Patents, trademarks and other intellectual property rights represent a substantial value for many companies. We see not only a continuously growing interest in IP but also an increased demand for strategic services related to IP. This can include that the company needs to review its entire intellectual property portfolio or help to license or sell patents, says Stefan Ölander, Chairman of Zacco.

Zacco is one of the leading consultancy firms within intellectual property. Zacco's clients range from large global corporations to small companies in virtually every industry. Zacco assists clients with everything from patents and trademark applications to design and domain name registrations. In addition, Zacco offers strategic advice on how companies should manage their IP portfolios in order to best protect the values associated with the rights and services related to licensing and selling of intellectual property.

- Our industry faces a number of challenges and changes. Globalization, intensified competition in standard services while the demand for strategic services increases are just some of the things that currently characterize the industry. It is therefore important that we have a Board that is multifaceted, broad and has the right mix of people. Christian Tang-Jespersen's and Lars Stugemo's knowledge and experience are welcome additions, which I'm sure will be very important for our continuing growth and path forward, said Stefan Ölander.

### **Lars Stugemo**

Lars Stugemo is one of the founders of and the current President and CEO of the IT and management consulting company HiQ International, where he has been working since 1995. Lars has extensive experience in developing successful businesses and teams in the service sector. Lars Stugemo is based in Stockholm and will also have the role as vice chairman of Zacco's Board of Directors.

### **Christian Tang-Jespersen**

Christian Tang-Jespersen is President and CEO of Heptagon Advanced Micro Optics, which develops, manufactures and sells advanced micro-optics used in smartphones and other mobile devices. Christian Tang-Jespersen, who is a lawyer and based in Switzerland, brings extensive experience from running companies internationally and from working in high technology companies.

### **For questions, please contact:**

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### **About Zacco**

Zacco is a leading European consultancy within Intellectual Property 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 fourteen offices in five European countries (Denmark, Sweden, Norway, Germany and the Netherlands). Visit [www.zacco.com](http://www.zacco.com) for further information.