

GU Ventures – 18 February 2026

Workshop related to IP Assets

A pair of hands is shown from the bottom, cupping a small, realistic globe of the Earth. The globe is centered in the lower half of the frame. The background is a soft-focus, bokeh effect of warm, golden light, suggesting a sunset or sunrise. The overall mood is hopeful and protective.

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Agenda

- Who are we
- Short presentation of Zacco
- Introduction to workshop
- Workshop
- Q&A
- Special offer

Who is Niclas Uggla

- 61 years old
- Married to Camilla, and have two children Ellie (26) and Simon (23)
- MSc in Applied Physics and Electro Engineering from Linköping University
- Founder of two companies:
 - Norrgårdens Grönsaker
 - Jemson AB
- Live on a farm in Knutby (outside Uppsala, Sweden)
- We grow and sell vegetables and deliver vegetables to a restaurant at **Noors slott** (conference facility)





Experience in the IP field

30 years as patent attorney (EPA)

Industry:

- Telefonaktiebolaget LM Ericsson 1995-1998
- Nilar International AB 2011-2014
- Heart Aerospace AB 2022-2025

Patent Law Firms:

- E&D Patentbyrå AB 1998-2006
- Aros Patent AB 2006-2011
- Brann AB 2014-2015
- Zacco Sweden AB 2015-2022

Who is Martin Tranälv

- 57 years old (58 in April)
- Together with Monika (landscape architect), two children Frida 24 and Ville 21.
- Born in Göteborg but my father is from Finland.
- Lawyer with +30 years experience, educated in Uppsala. Specialized in IP since 2001.
- Keen on sportfishing, going to music concerts and playing padel tennis.

Experience in the legal/IP Field

- District Court Service 1995-1996
- Law studies abroad (the UK and the Netherlands) 1992, 1993-94 and 1996-97
- Wistrand Advokatbyrå & Magnusson Wahlin Advokatbyrå (today MAQS)
- AWA 2001-2018
- ZACCO 2018 - TODAY



Zacco

Domestic footprint – international network

Zacco is an end-to-end provider of IP solutions and services, with a strong heritage in the Nordics and a global footprint.

Key KPIs and Facts

120k+ Trademark Cases	100k+ Patent Cases	25k+ Domain Cases	5,000+ Active Clients
1870 Founded	6 Countries with local presence	8 Jurisdictions with direct representation	c.500 Full-time Employees
c.160 IP Attorneys	c.130 IP Paralegals	c.45 Digital Trust Consultants	c.20 Digital Brand Consultants

Around 30 offices throughout

Denmark | Germany | India | Norway | Sweden | United Kingdom

Direct representation in/at

EPO | EUIPO | Denmark | Germany | Norway | Sweden | Switzerland | United Kingdom

The one-stop shop for all IP matters



Extensive expertise across a broad range of services

From mechanical engineering to life sciences, chemistry to greentech to AI and software, we have a specialist available in every area of current and emerging technology, and all other areas of IP.

With experts in IP, digital brands and cybersecurity, we can **combine a range of physical, digital, technical and legal solutions**, designed to fit the needs of your growing portfolio.

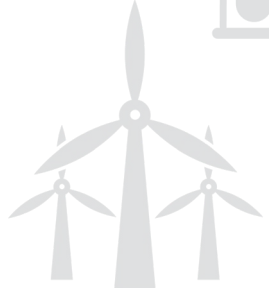
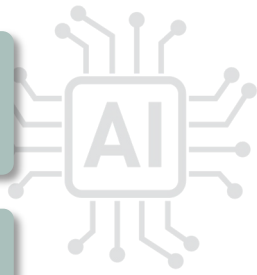
Everything from identifying, securing and enforcing traditional IP rights, such as patents, trademarks and designs, to online brand protection, corporate domain management, legal advice, litigation and anti-counterfeiting.

With almost 500 professionals, we can help wherever you need it:

Seamless integration between combined service areas

Actionable insight across all areas of intellectual property and online brand protection

International presence and extensive expertise ensures we can support your IP needs as they evolve





Introduction to workshop

IP RIGHTS: RISK AND OPPORTUNITY

Your own IP rights

- **Create opportunities for you**
- Build Value (for the company and not individuals)
- Attract investors
- Earn money (licensing, higher price for goods and services)
- Can be bargaining chips in cross-licensing etc.
- Are weapons in your armory, you can sue others for infringement and thereby stop them.

Others' IP rights

- **Is a risk to your company**
- Is a risk to your product development.
- Risk of getting sued/stopped.
- Higher cost for products due to licensing fees
- You therefore need to know your competitors' IP rights.
- You need to monitor your competitors' IP rights and to make FTO (freedom to operate) analysis.

A FEW WORDS ABOUT IP (as a background)

- All or almost all companies have intangible assets and many of them can also be IP rights or be able to be protected by IP Rights.
- Think about what "knowledge" etc. that you have and that you would not like others to know and that if someone got knowledge thereof it would hurt you from a competitive point of view. That is then likely what you like to protect.
- The perception among companies of what can be protected is often exaggerated. Especially when it comes to patents and inventive step. Many "things" can be protected by IP even if people generally think otherwise.
- Take your time to sometimes stop and think about what IP or intangible rights you may have and if measures need to be taken.

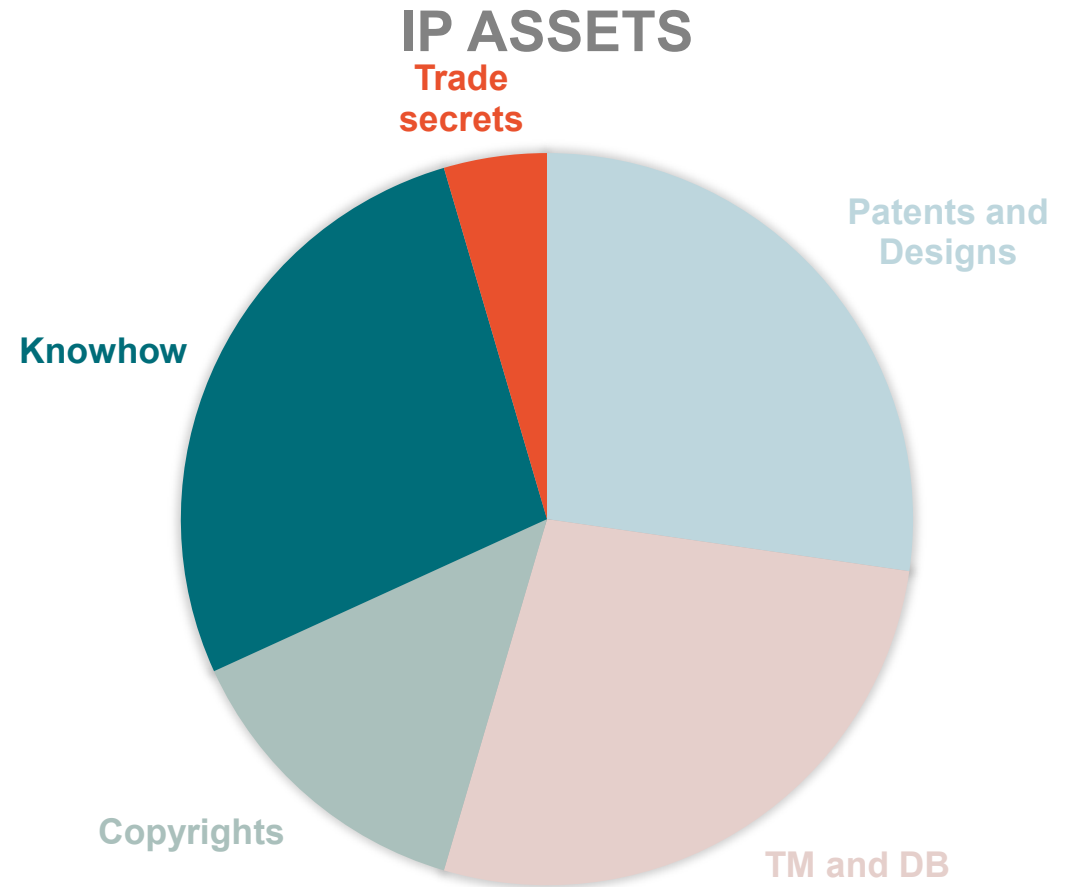
IP Portfolio

Business aspects related to IP Assets

An IP portfolio comprises different types of IP Assets

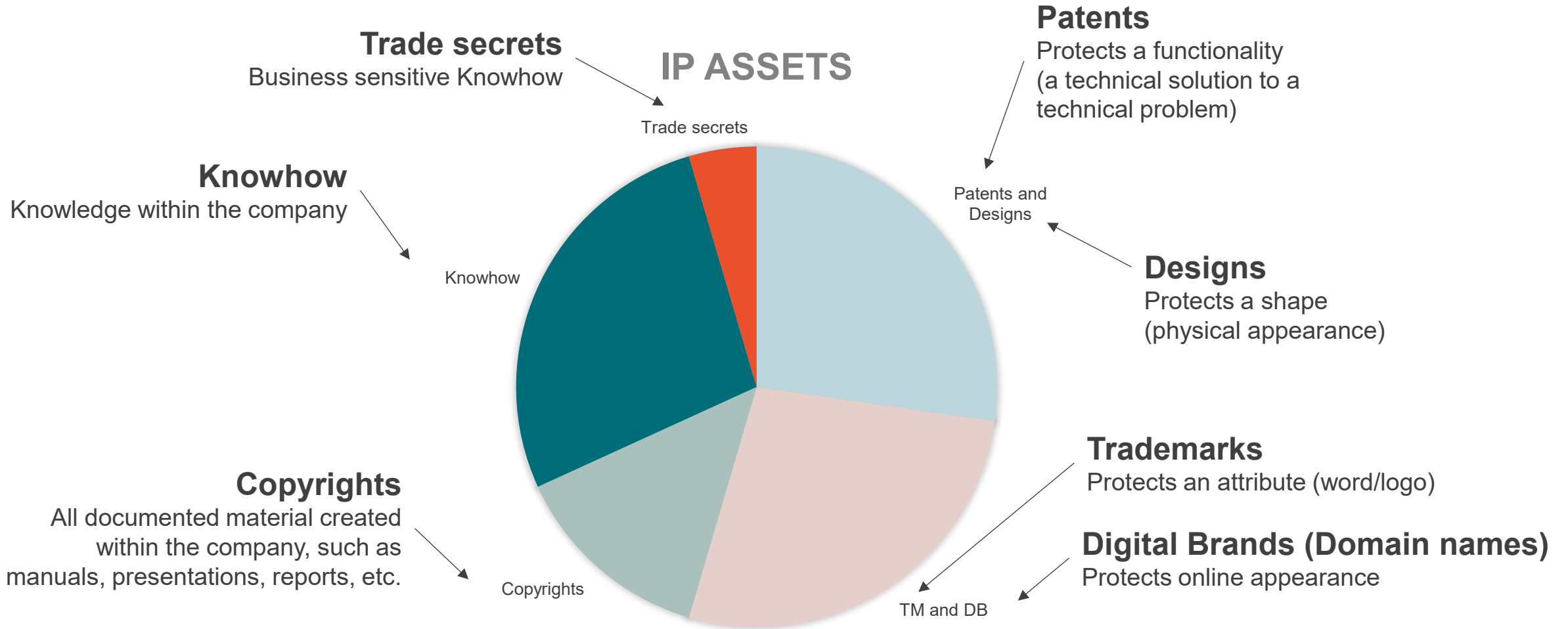
- Registered IP Rights
 - Patents
 - Trademarks
 - Designs
 - Domain Names
- Unregistered IP Rights
 - Copyrights (Software code)
 - Unregistered EU Designs
 - Trade secrets
 - Know-how

All IP Assets need to be taken into account when estimating the value from a business perspective



IP Portfolio

Business aspects related to IP Assets





Some words about Trademarks and Digital Brands

Company name – is registering the name of the company enough to get protection from unauthorized use of your name as a brand?

The answer is NO!

Protect your brand by:

- Trademarks in selected jurisdictions
- Domain names



Workshop topics

The purpose of the workshop is to increase your knowledge of how to improve your IP situation based on:

- Your business strategy
- Your technology area
- Your ambitions
- Your short & long term goal

Workshop 1 – Trademark/Digital Brands

List five actions that should be included on a checklist when starting a company!

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Trademarks/Digital Brands

Checklist when starting a company

- 1. Find a "name"** (trademark/house mark) that allows you to; a) **register it both as a trademark** and b) where you can **register the name as/in domain names** and c) (preferably also) in **social media accounts**. Are relevant domain names and social media account free to register or not?
- 2. Clearance Search** – Make sure that you have the right to use and the possibility to register the trademark/domain name that you have selected.
3. Consider that **company names are only given legal protection in very few countries** in the world, if not also registered as trademarks.
- 4. Will you be able to "expand" your trademark** to new markets/countries and new products or will other trademarks block you from that?
5. There is a **risk of using "product names"** (since they are in fact often trademarks) for marketing products or services and you can infringe upon others' rights. What can be done to mitigate that risk?
- 6. Involve legal expertise early** when considering new names/trademarks in order to assess if the "name" is distinctive enough to be registered and if there are older trademarks that would block you.
- 7. Monitor your trademark** (to find similar trademarks and possible infringements).



10 minutes Break

Workshop 2 – Patent/Design

List five actions that should be included on a checklist when starting a company!

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Patent/Design

Checklist when starting a company

- 1. Freedom-To-Operate (FTO)** – To ensure that you have the legal right to put your product on the market.
- 2. Harvest potential IP Assets** – Identify and document technical solutions and/or designs that are unique for your product.
- 3. Assess relevance of potential IP Assets** – Focus primarily on IP Assets that have a direct impact on your product and secondarily on IP Assets that may have an impact on your competitor's products
- 4. File patent/design applications on relevant potential IP Assets** – Assess patentability of relevant potential IP Assets (provided infringement can be detected)
- 5. Geographical coverage** – Patents/Designs are normally national rights, and you need to select which jurisdictions you want to protect based on: potential market, manufacturing site, transferring hubs (Hongkong), competitors markets/manufacturing site, etc.

Workshop 3 – Knowhow/Trade Secret/Copyright

List five actions that should be included on a checklist when starting a company!

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Knowhow/Trade Secrets/Copyright

Checklist when starting a company

- 1. Data storage** – Create a location for storing unregistered IP Assets generated within the company. You may need to be able to prove that you have had access to information contained within your unregistered IP Assets
- 2. Perimeter protection (fire wall)** – Your confidential data is very valuable, and it is essential that you maintain control over it.
- 3. Identify and protect Trade Secrets** – Knowhow that have a direct impact on the business if it is available to third party should be classified as Trade Secrets (and are normally that from a legal point of view). Access Control needs to be implemented to comply with legal requirements.
- 4. Awareness of processes** – Establish and implement processes to handle each type of unregistered IP Assets
- 5. Be aware that many "things" may be copyright protected** (photos, drawings, even short texts, films, music etc) and cannot be used without consent.

Strategic aspects

What is needed to establish a competitive advantage?

Actions that are needed to create a suitable position

1. Follow market trends by obtaining input from
 - Customers
 - Conferences
 - Fairs
 - Sales organization
2. Create IP Assets with a business impact
 - Selection of jurisdiction for IP Assets (e.g. selection of national phase after PCT)
 - Grooming of IP portfolio to release funds for creation of new IP Assets
3. Understand the competitive landscape
 - Freedom-to-operate analysis
 - Monitoring services

Patents are negative rights which means that third party rights may block the use of an invention. Monitoring services is therefore a necessity to assess potential risks and mitigate them before impacting the business.



Q&A



Special Offer

Let Zacco perform an IP review of your company's IP situation and deliver an IP report containing recommendations based on your unique position.

Cost: 10 000 SEK

Get a refund of **5 000 SEK** if Zacco receive an order for IP related work before

June 30, 2026

Code: EnerGo 2026

Thank you

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