

CURRICULUM VITAE

Ulla Wennermark
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After deciding in almost 5000 trademark appeal cases as a Member of the Boards of Appeal at EUIPO (the EU Trademark and Design authority), Ulla Wennermark now provides qualified consultation services to trademark professionals as a Member of the Swedish Bar Association via her own law firm, primarily in matters related to EU trademarks and designs. In parallel to her consulting business, Ulla Wennermark is Member of the Danish Board of Appeal for Patents and Trademarks and also a Member of the Norwegian Board of Appeal for Industrial Property Rights (KFIR)

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Education

- 1989-1990:** Intellectual Property Law, University of Copenhagen (Denmark)
- 1985:** Comparative Contract Law, University of Copenhagen (Denmark)
- 1975-1981:** Courses in Business Administration, National Economy, Statistics, University of Gothenburg (Sweden)
- 1975-1979** LL.M., University of Lund (Sweden)
- 1977-1978** European Community Law, University of Copenhagen (Denmark)

Professional experience

- 2016-...** Wennermark Advokatbyrå AB, Sweden (wennermark.eu). Founder and owner.
- 2015-...** Member, Norwegian Board of Appeal for Industrial Property Rights
- 2015-...** Member, Danish Board of Appeal for Patents and Trademarks
- 2011-...** Mediator (CiArb)
- 2009-...** Lecturing EU Trademark law to Master level students at the University of Stockholm, Sweden
- 2005-2015** Member, Boards of Appeal, EUIPO (OHIM), Spain
- 1989-2005** Attorney at Law, Trademark and Design Attorney & Co-head, IPB A/S (now AWA patent), Denmark
- 1986-1988** District Court Law Clerk, Helsingborg tingsrätt (District Court of Helsingborg), Sweden
- 1982-1985** Ass. Legal Counsel, Colgate-Palmolive A/S, Glostrup, Denmark
- 1980-1982** Head Clerk, Näringsfrihetsombudsmannen (the Swedish Monopoly Authority), Stockholm, Sweden

Courses, Accreditations, Commissions of Trust

- 2016:** Attorney at Law, Sweden
- 2010:** WIPO, Workshop for mediators in Intellectual Property disputes
- 2009:** Accreditation Mediator CiArb (Chartered Institute of Arbitrators)
- 2009:** Preparation for accreditation as Mediator, CiArb, Alicante, Spain
- 2008:** Mini-MBA, MCE (Management Center Europe), Alicante, Spain
- 2008:** Advanced Mediation Course, Miryana Nestic, Hellenic Mediation and Arbitration Centre
- 2007-2008:** Member of the Presidium, Boards of Appeal, OHIM

- 2007:** Chairperson, Joint Committee of Appraisals, Promotions and Certifications, OHIM
- 2005:** Attorney at Law, Denmark
- 2003:** Professional representative, Designs, OHIM (now EUIPO), Alicante, Spain
- 2001-2005:** Nordic representative, Community Trademark & design Committee, INTA
- 2001-2005:** Member of the Expert Education Committee, DKPTO, Denmark
- 1998-2005:** Danish representative, Law Committee, ECTA
- 1996-2005:** Member, the EU Trademark Committee, ADIPA
- 1997-2001:** Danish representative, Comparative Advertising Committee, INTA
- 1998-1999:** Secretary, Association of Danish Intellectual Property Attorneys (ADIPA)
- 1995-1996:** Accreditation, Association of Danish Intellectual Property Attorneys (ADIPA)
- 1996:** Professional representative, Trademarks, OHIM (now EUIPO), Alicante, Spain
- 1995:** Associated member PTMG (Pharmaceutical Trade Mark Group)
- 1993:** Member, ECTA

Languages

Swedish – native tongue
Danish, English, Norwegian – negotiation level
French, Spanish, German – legal considerations in the area of IP

Speaker/Panellist/Chairperson

ADIPA (Denmark, 2009, 2012, 2013, 2016)
Brand Eye (Sweden 2008, 2015)
Danish Intellectual Property Office (Denmark, 2003, 2007, 2008, 2009, 2010)
ECTA (Ireland 2008, Italy 2012, Rumania 2013)
EUIPO/OHIM (Denmark 2006, Spain 2008, 2010, 2015)
ERA (Spain 2007)

FICPI (Sweden 2017)

INTA (USA, 2016)

Swedish Bar Association (Spain 2008)

Swedish Intellectual Property Office, Söderhamnsdagarna (Sweden 2008, 2010)

The Day of the IP Rights/ IP-Rettens dag (Denmark, 2015)

The Trademark Day /Varumärkesdagen, IBC, (Sweden 2000, 2009)

VIRK (Sweden, 2011, 2012, 2013, 2016)

Publications

BRANDNEWS

”Översättningar skapar skillnader i EU”, BRANDNEWS No. 3, 2017

“Bevisen kom inte in för sent”, BRANDNEWS No.6, 2016

“Mängder av infallsvinklar i Alicante”, BRANDNEWS No.3, 2016

“EUIPO-domare tillbaka i Sverige”, BRANDNEWS No.2, 2016

“10 goda råd vid argumentation hos OHIM/EUIPO”, BRANDNEWS No. 1, 2016

“Nu är det ‘nya’ EU-varumärket nära”, BRANDNEWS No. 6, 2015

1994-2014 about 70 articles, mostly about the EU Trademark and Design law

ECTA newsletter

Nr. 50/2004 Recent Ruling Bad faith case 2004

Nr. 42/2001 Internet Case Law Denmark (co-authored with Peter Olson, Denmark) 2001

INTA

Danish section in the book ”International Comparative Advertising”

(co-authored with Tania Meedom, Denmark) 1997

Memberships

ECTA (European Community Trademark Association)

PTMG (Pharmaceutical Trade Marks Group)

SFIR (Svenska Föreningen för Immaterialrätt / Swedish Association for IP Law)

Sveriges Advokatsamfund (The Swedish Bar Association)

VIRK (Västsvenska Immaterialrättsklubben)