



# Karin Cederlund

Advokat/Attorney-at-law, Partner

Sandart&Partners Advokatbyrå KB  
P O Box 7131  
SE-103 87 Stockholm, Sweden  
Visiting address: Norrlandsgatan 20  
Tel: +46 8 440 68 00  
[www.sandart.se](http://www.sandart.se)

Mobile: +46 702 706 780  
[karin.cederlund@sandart.se](mailto:karin.cederlund@sandart.se)

Karin Cederlund specialises in matters concerning intellectual property and advertisement law. Karin has extensive experience from litigation within intellectual property and advertisement law and has represented clients before national courts and authorities as well as before the Court of Justice in the European Union. She has significant experience from the commercialization of intellectual property rights, including providing strategic advice to clients and drafting and negotiating contracts within this field. She is often involved in matters involving both intellectual property and competition law issues and also advises on IT procurement and e-commerce matters. Clients are inter alia in the fields of media and entertainment, life science, design, fashion, e-commerce and in industries that are strictly regulated such as the food-, alcohol- and tobacco industries.

Since several years, Karin is a member of the board of the Swedish Association for the Protection of Intellectual Property. She is also a member of the board of the Institute of Intellectual Property and Marketing Law at the Stockholm University. Karin was appointed an expert in the Swedish legislative committee on copyright, which suggested a new Swedish Copyright Act.

Karin has published several articles, inter alia the chapter on Swedish copyright law in the international publication *Copyright Throughout the World* (ed. von Lewinsky). She is a frequent lecturer, e.g. at the Stockholm University. Besides her law degree, Karin has an MBA from the Stockholm School of Economics.

Chambers & Partners have ranked Karin in band one in the intellectual property field. They describe Karin as “an expert on copyright issues and a seasoned litigator” and have also said that “peers and clients appreciate Karin’s extensive experience and accessibility”. Furthermore, Karin has been ranked as an outstanding practitioner in the trademark field in the *Guide to the World’s Leading Business Women in Business law* and in the *World Trademark Review*.

### Curriculum vitae

1992	MBA, Stockholm School of Economics
1992	LL.M, Stockholm University (EC Business Law)
1992-1993	Law clerk, Södra Roslags District Court
1993-1994	Assistant to the professors, and lecturer, Stockholm School of Economics
1994-2000	Associate, Mannheimer Swartling Advokatbyrå
1995-2000	Secretary, the Swedish Association for the Protection of Intellectual Property (SFIR)
1998	Member, Swedish Bar Association (advokat)
2000-	Member of the board, the Swedish Association for the Protection of Intellectual Property (SFIR)
2001-2006	Partner, Mannheimer Swartling Advokatbyrå
2006-	Partner, Sandart & Partners Advokatbyrå
2012-	Member of the board, the Institute of Intellectual Property and Marketing Law, Stockholm University (IFIM)

### Memberships

Member of the Swedish Bar Association

Member of Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI)

Member of Swedish Association for the Protection of Intellectual Property (SFIR)

Member of International Trademark Association (INTA)

Member of Association Littéraire et Artistique Internationale (ALAI)

Member of Licensing Executives Society (LES)

Member of The Swedish Copyright Association (SFU)

Member of International Association of Entertainment Lawyers (IAEL)

Member of the Swedish Association for Advertisement law

### Publications

Marknadsundersökningar som bevismedel i varumärkesrättsliga mål och ärenden, the Institute of Intellectual Property Law and Marketing Law at Stockholm University, 1992 (about market survey evidence in trade mark cases)

Tips om uppgiftslagen, Brandnews, no. 11, 1998

Några överväganden vid varumärkesförvärv, Finanstidningen, 21 oktober, 1999 (about the acquisition of trade mark rights)

Bad Faith in European Trade Mark Law and Practice, European Intellectual Property Review, p. 397, Issue 9, 2003

Non-traditional trademarks: Unauthorized but permitted use, in Trade Marks at the Limit,

ed. by prof. Jeremy Phillips, 2006

Varför är det tillåtet att framställa Alfons Åberg som en skurk, men otillåtet att avbryta filmer för TV-reklam?, appendix to Svenska Dagbladet, 2006 (about droit moral in satires and commercial breaks in television)

Verkshöjd från topp till tå – Om immaterialrättsligt skydd för mode, in Till Minnet av Södra Roslags tingsrätt, 2007 (about intellectual property rights and fashion)

Bubbel eller champagne - om immateriella rättigheter i jämförande reklam, i Festskrift till Marianne Levin, 2008 (about intellectual property rights in comparative advertisement)

“Swedish Copyright Law” in Copyright throughout the World, Thomson/West, ed. von Lewinsky, 2009