

THE TRADEMARK DAY - THURSDAY 22 JANUARY 2026

08:30 REGISTRATION AND COFFEE

09:00 WELCOME REMARKS BY THE MODERATORS

Karin Crafoord, Managing Partner, Head of Legal and Trademark Department, Groth & Co
Carl Wendt, Deputy Head of Legal and Trademark Department, European Trademark and Design Attorney, Groth & Co

09:10 OPENING KEYNOTE

Anna Jardfelt, Director General, Swedish Intellectual Property Office PRV

09:30 HOW AN UNEXPECTED COLLABORATION BECAME A CATALYST FOR THE ENERGY TRANSITION – AND CHANGED THE WAY WE COMMUNICATE

Helena Delborn, Communications Strategist, Skellefteå Kraft
Lotta Lindkvist, Marketing Communication Manager, OKQ8

10:10 SAMHALL'S BRAND JOURNEY – OUR WORK WITH POSITIONING AND SOCIAL SUSTAINABILITY

Sabina Rasiwala Hägglund, HR & Communications Director, Samhall

10:40 PRESENTATION OF PARTNERS

10:50 COFFEE BREAK AND NETWORKING

11:20 BUILDING A PREMIUM BRAND WITHOUT A BUDGET

Persheng De Geer, Founder, CEO & Designer, By Banoo
Perdica Babaheidari, Co-founder, CMO & Head of Wholesale, By Banoo

11:50 THE SIGNUM™ AWARD
- The Nordic Region's Most Prestigious Brand Award

Jan Rosén, Professor of Civil Law, Stockholm University, and Chair of the Jury

Michael Persson Gripkow, Jury Secretary

For more information please visit www.signumpriset.se

12:10 INTERVIEW WITH THE WINNER OF THE SIGNUM AWARD

12:20 LUNCH AND NETWORKING

13:20 SOFT POWER IN HARD TIMES – SWEDEN’S BRAND IS BUILT ON TRUST

Anna Rudels, Deputy Director General, Swedish Institute

13:50 THE POLICE’S PATH FORWARD AND THE ROLE OF COMMUNICATION IN CRIME PREVENTION FOR A SAFE AND SECURE SWEDEN

Malin Forkman, Head of National Channels, Communications Department, Swedish Police Authority

14:20 FROM SWEDISH SUCCESS TO GLOBAL SUPERSTAR – THE JOURNEY OF BUBS’ SUCCESSFUL INTERNATIONAL EXPANSION

Niclas Arnelin, Director – International Expansion, Orkla Snacks

14:50 COFFEE BREAK AND NETWORKING

15:20-16:20 CHOOSE BETWEEN **POOL A OR **B****

POOL A – LEGAL

15:20 CASES AND PRACTICE IN BRAND LAW

Magnus Henning, Attorney at Law, Groth & Co

15:50 CASES AND PRACTICE IN BRAND LAW IN NORWAY

Håkon Tysnes Kaasin, Attorney-at-law & Senior Partner, Bryn Aarflot

POOL B – BRAND

15:20 HOW TO BUILD A STRONG BRAND WITH CREATIVE FREEDOM AND A COURAGEOUS CULTURE – AND AVOID LETTING ANXIETY STIFLE BUSINESS VALUE

Patrik Söder, Chief Marketing Officer, SBAB

15:50 HOW WE GOT “ARTISTS” TO ENGAGE WITH THE LITTER ISSUE AND SPREAD HOPE FOR THE FUTURE – AMBASSADORS FOR KEEP SWEDEN TIDY WHO WANT TO BE ROLE MODELS

*Lisa Possne Frisell, Head of Communications, Håll Sverige Rent
Lisa Stålstierna, Founder & CEO, Steelstar Agency*

REASSEMBLY

16:20 PANEL DISCUSSION

INSIGHTS FROM PREVIOUS WINNERS OF THE SIGNUM™ AWARD

Panel discussion led by **Michael Persson Gripkow**

16:40 CLOSING KEYNOTE

THE POWER OF BRANDING IN TIMES OF CHANGE – INSIGHTS FROM THE FRONTLINE OF BRAND BUILDING AND TRANSFORMATION

Per Carleö, former Marketing Director at Volvo Cars and the mind behind Volvo's acclaimed Zlatan campaign. He has also served as Brand Director at Telia. Today, Per works as an independent brand advisor, consultant, and board member. In this session, he will share his experiences on brand building and transformation.

17:20 SUMMARY AND CLOSING OF VARUMÄRKESDAGEN®

17:30-18:00 NETWORKING MINGLE

18:10 CONFERENCE DINNER AT RESTAURANT HASSELBACKEN

To be booked separately

Founder and Organizer:



Groth & Co

Established 1869

Groth & Co has been creating and optimizing intellectual property since 1869 which makes us Scandinavia's oldest company in the industry. Back then we were a patent agency. Today we are a modern IP law firm offering personal advice in all areas. We have experts in patents, trademarks, designs, domain names, copyright, process & litigation, watching and name creation. By continuously developing new services, we strive to strengthen our clients' positions.

Partner:

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The European
Naming Agency

Gold Sponsor:



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The Trademark Day – **Varumärkesdagen[®]** – is a major Nordic meeting place for everyone in the trademark community. New trends, new perspectives as well as legal aspects and its interaction are presented. These aspects are prerequisites for value creation of brands. The Trademark Day is an annual event and was founded by Groth & Co in 1991.

OPTIONS & PRICELIST

	1 st Attendee	2-3 attendees*	4+ attendees*
Conference**)	7.990 SEK	5.990 SEK	3.990 SEK
Dinner	975 SEK	975 SEK	975 SEK

EARLY BIRD! Register before December 1st and save SEK 1,000 on the first attendee and SEK 500 on the second attendee.

*) When attendee register additional persons at the same time, they will receive the lower price.

***) At the conference, the afternoon's "pools", lunch and coffee are included.