

Tobias Kempas

Counsel | Member of the Swedish Bar Association

CV

PRACTICE AREAS

Intellectual Property, Marketing Law, Media Law, Sports, Events, Gaming and Media

BUSINESS SECTORS

AI, Data and Cybersecurity

Tobias is specialized in intellectual property rights and marketing law. He has several years' experience in dispute resolution, commercial agreements and strategic advice e.g. in the areas of trademarks, copyrights, trade secrets and marketing practices. Tobias represents Swedish and foreign companies, both in litigation and out of court, e.g. in matters concerning infringement, validity, advertising measures and intellectual property agreements. He assists clients across a wide range of industries in the drafting, negotiation and conclusion of commercial agreements, e.g. in respect of licensing and transfer of intellectual property rights, coexistence agreements, development and distribution of software, R&D agreements, consultancy agreements, sponsorship agreements and content service agreements. Tobias has also worked as Legal Counsel for one of the world's major telecommunications corporations, focusing on the development, commercialization and enforcement of intellectual property rights, and marketing-related negotiations and disputes. He has written several articles on e.g. copyright and trademark law and is frequently engaged as a lecturer. Tobias is also the author of the book "Artificiell intelligens och immaterialrätt - i Sverige och EU" ("Artificial Intelligence and Intellectual Property Law – in Sweden and the EU"), published by Norstedts Juridik.



DIRECT:

+46 (0)10 614 30 37

MOBILE:

+46 (0)70 714 30 37

E-MAIL:

tobias.kempas@vinge.se

OFFICE:

Stockholm

MENTIONS

'One of the best trademark lawyers in Sweden, Tobias Kempas, stands at the forefront of the local IP scene.' His expertise spans high-profile disputes and big-ticket negotiations. WTR 1000

Education

Uppsala University, LL.M., 2002

Griffith University, Australia, 2000-2001

Växjö University, 1992 and 1997

Experience

Legal Counsel, Telenor Sverige AB, 2008-2014

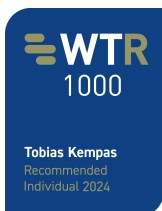
Associate/Attorney-at-law, RydinCarlsten Advokatbyrå, 2002-2008

Pilot, Swedish Armed Forces, 1994-1996

Other qualifications

Memberships

- Swedish Bar Association
 - Swedish Association for the Protection of Intellectual Property (SFIR)
 - Swedish Copyright Association (SFU)
 - International Trademark Association (INTA)
 - International Literary and Artistic Association (ALAI)
 - Association for the Protection of Intellectual Property (AIPPI)
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