

Anette Moll Berg

Partner



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Anette Moll Berg advises especially on intellectual property rights, focusing on trademarks and designs as well as on marketing law and commercial contracts.

Anette has a right of audience before the Danish Supreme Court and is recognised by The Legal 500.

She caters for clients particularly within retail, fashion and design, but also for clients in other sectors such as the industrial and technology sectors, the life science sector and the food industry. Anette primarily advises clients working in design, fashion, arts and crafts, etc. on issues of trademark and copyright law.

Her clients include Danish luxury lighting design company Louis Poulsen and she is its regular trademark advisor, handling trademarks, designs and copyright interests as well as advising on IP infringements etc.

Anette assists clients in the selection and design of trademarks, in registration strategies relating to trademarks and designs as well as in the use and enforcement of rights. Anette also provides advice on issues of marketing and consumer

law. Finally, Anette assists in drafting and negotiating commercial contracts.

Anette lectures in IP and marketing law and has authored a chapter on design law in Danish Intellectual Property Law I (published in Danish only), Gads Forlag and DIFI, 2019.

Qualifications

Education	Admitted to the Danish Bar	1991
	Master of Law, University of Copenhagen	1988
Admission	Right of audience before the Danish Supreme Court	2018

Experience

Recent highlights

- Anette conducted legal proceedings between two competing trade organisations. The proceedings concerned marketing of insurance products, including misleading and discrediting marketing as well as comparative marketing.
- Anette regularly advises a Danish energy company on marketing, including in a matter on marketing of carbon compensation before the Danish Consumer Ombudsman.
- Anette conducted legal proceedings on product imitation, in which her client was successful and was awarded compensation for imitation of a football goal.
- Anette is the regular IP advisor to Danish luxury lighting design company Louis Poulsen A/S, handling its trademarks, designs and copyright interests as well as advising on IP infringements etc.

Career highlights

Partner, DLA Piper Denmark, since 2023

Director, DLA Piper Denmark, 2020-2023

Attorney, DLA Piper Denmark, 2017-2020

Attorney, LETT (DLA Piper Denmark), 2015-2017

Attorney, Johan Schlüter Law Firm, 2002-2015

Attorney, IC Companys (IC Group), 2000-2002

Attorney, Horten, 1991-2000

Assistant Attorney, Horten, 1988-1991

Other positions

Anette lectures from time to time in IP and marketing law both at clients' premises and in-house at DLA Piper.

Rankings

Legal 500

Anette is recognized by The Legal 500 within 'Intellectual Property'.



"Anette Moll Berg has a sound understanding of the commercial and technical aspects of trademarks."

"Anette Moll Berg has deep insight, which makes the advice and input very useful and efficient from a commercial perspective."

"Anette Moll Berg is always ready to give sound and practical advice in relation to trade mark and copyright issues."

"The IP Team is very knowledgeable and gives good and practicable advice."

"The team is very strong on both Danish and global IP matters, and has a great network."

"The team is very solution-oriented and we are always presented with good and specific advice which is useful for our business."

"Very efficient and commercially sound advice from the whole team."

"Anette Moll Berg is solution-oriented and has a good commercial understanding."

Insights

Author of the chapter on design law in **Danish Intellectual Property Law I** (published in Danish only), Gads Forlag and DIFI, **2019**.

Services



Global Investment Funds



Intellectual Property and Technology



Media, Sport, and Entertainment



Trademark, designs and Copyright



Marketing and consumer law



Intellectual Property and Technology



Disputes in the Business Sector



Life Sciences

Sectors



Life Sciences



Consumer Goods and Retail