

Lena Leirfall Berntzen

Senior IT Advisor

E-mail

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Mobile



Maria specialises in intellectual property law and related legal areas, including trademark law, copyright, media and marketing law and technology, and is part of Wiersholm's IPR/technology team. Maria works primarily with advice and dispute resolution related to copyright, trademark law, media and marketing law and technology. She also assists companies in preparing and negotiating various types of commercial contracts, licensing of intellectual property rights and developing strategies for protection and management of intellectual property rights, particularly within technology and media. Maria also advises on matters related to marketing law, such as misleading marketing, product counterfeiting and good business practice. In addition, Maria regularly assists companies in mapping and securing their ownership to intellectual property rights in transaction processes.

Selected projects

Contract automation project for labor law agreements and templates

Industry expertise

Areas of practice

Wiersholm collaborated with Schibsted on a large-scale automation project. The Schibsted group has automated their different employment contracts using Wiersholms Smart Template solution. Schibsted has achieved increased quality and reduced time spent internally from managers and HR on preparing and signing employment contracts. Close cooperation between Wiersholms lawyers and programmers and Schibsted as client has been important to ensure automated contracts still tailored to Schibsteds needs and practices and high standard of compliance.

Wiersholm's knowledge library

Programming and development of Wiersholm's digital knowledge library.

Work experience

Senior IT Advisor , Wiersholm, 2022

Digital Transformation Consultant, Wiersholm, 2021

Project Assistant, Wiersholm, 2016

Legal Secretary, Wessel Advokater AS, 2012

Legal Secretary, Advokatfirmaet Selmer DA, 2000