

# Maria Høye Haugstad

Managing Associate  
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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.

*Haugsdal is dedicated, knowledgeable and has full control of the law. She also is a valuable speaking partner and understands the commercial realities.*

**Legal 500, 2024**

## Industry expertise

Media and Entertainment  
Technology and Digitisation

## Areas of practice

Intellectual Property Law  
Contract Law  
Media and Marketing Law  
Litigation and Dispute  
Resolution

## Work experience

Managing Associate, Wiersholm, 2024

Senior Associate, Wiersholm, 2021

Associate, Wiersholm, 2018

## **Education**

Master of Law, University of Oslo, 2017

Partial Studies, Illinois Institute of Technology, 2017