

Peter Burö (M.Sc. Electronics and Computer Engineering) Former Volvo, SKF Joins KIPA as European Patent Attorney



[Helsingborg, Sweden 2019-03-11] Peter Burö, an experienced and well known *patent attorney* in the IP (Intellectual Property) community has joined KIPA (*Krahbichler Intellectual Property Advisors*). His role is to handle new multinational clients for applications and strategic IP advice..

With 30 years of experience in advising on all aspects of Intellectual Property, both in private patent practice and industry, including intellectual asset management Peter knows the IP business inside out.

Having previously worked inhouse with IP asset management for firms such as Volvo and SKF, Peter Burö is eager to take on new clients IP portfolios. Peter's main technical specialties lie in signal processing and software patents. Thus if you need an expert on software patents Peter is the one you want to reach out to.

Peter's impressive list of fields with extensive working experience also include; optronics, mechatronics, printing technologies, communication technology and their protocols, additive manufacturing, natural language translation, control systems, electro-mechanical systems, and user interfaces.

Peter began his IP career as an examiner at the European Patent Office (EPO) before he went on to work in private practice at Albihs in Gothenburg. After that he became a partner at Cegumark, now known as Zacco.

When he later joined Volvo's patent department Peter was assigned responsibility for IP at Renault Trucks in Lyon, as well as creating an IP function in the US.

In recent years Peter worked for SKF B.V where he created and headed a full-service patent department in the Netherlands. He also created an IP function in China as well as a full-service patent department in India. He educated investors and management about IP. Peter also created a licensing structure, worked with Intellectual Asset management, IP strategies, and taught engineers and management on these topics.

Having shown a true passion for IP Peter was made a board member of LES (Licensing Executive Society) in 2015 as well as treasurer of LES Benelux since 2016. Peter is also a frequent lecturer on IP topics.

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KIPA (Krahbichler Intellectual Property Advisors) is a European IP boutique working with global clients. KIPA was founded in 2006, specialized in medical technology (medtech), but today handles any IP cases including trademarks and designs. KIPA is experienced with handling prosecution, litigations, and frequently involved in oppositions.

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