WASELIUS

Åsa Krook

Partner

Joined Firm: 2020

Languages: English, Swedish, Finnish

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Practice Areas

Intellectual Property; Corporate and Commercial; Marketing

Åsa advises in the field of contentious and non-contentious intellectual property law, marketing law and commercial contracts. She has extensive experience in strategic IP management, complex franchising, licensing and distribution arrangements and she frequently advises major international clients on trademark, design, anti-counterfeiting, trade secret and unfair business practice related questions and disputes as well as in M&A related IP matters.

Recognitions

- Recommended as leading lawyer in the field of Intellectual Property by both Chambers Europe and Chambers Global
- Recommended in Intellectual Property by The Legal 500
- Ranked as leading Franchise lawyer by Lexology Index (formerly Who's Who Legal) 2025
- Ranked as Leading Trademark Professional (GOLD) by WTR 1000, 2014-2026
- Named Global Elite Thought Leader in IP-Trademarks by Lexology Index (formerly Who's Who Legal) 2023-2024
- Global Leader in Finland by World Trademark Review 2021
- Member of Top 250 Women in IP 2019/20 and 2020/21 and 2025
- Trademark star by IP Stars (Managing IP)
- Recommended IP expert in the IAM Patent 1000
- Highly recommended in Intellectual property by Leaders League 2022-2026
- Recommended in the field of Intellectual Property by Best Lawyers®
- Exclusive winner of ILO's Client Choice Awards 2016 General Corporate Category for Finland

Career and qualifications

Waselius Attorneys, Partner 2020-; Borenius Attorneys (Partner 2014-2020, Specialist Partner 2011-2013, Senior Advisor, 2010–2011, Senior Associate 2006–2010); Forum Partners Attorneys, Attorney at Law (2004–2006), KPMG, Legal Counsel (2001–2004), Canon Europa, Amsterdam, Legal Counsel (1998–2000), Rakennus Oy Lemminkäinen, Legal Counsel (1997), District Court of Parainen, court traineeship (1995–1996), Keijo Heinonen Attorneys, Lawyer (1994–1995)

Education: University of Helsinki, LL.M. 1994; Amsterdam University, LL.M. 1998

Selected experience

- Successfully represented NaturaMed against the Finnish Consumer Ombudsman in the Market Court in a significant marketing law

case
• Successfully represented a German company and its Finnish subsidiary in the automotive industry in a trademark and auxiliary trade name dispute in the Market Court
• Advised since more than 15 years a global leader in wine and spirits in their legal needs in Finland within the field of contentious and non-contentious IP, regulatory, unfair competition and contractual matters
• Acted as counsel for a multinational manufacturer of a well-known sneakers brand in the combating of look-alikes on the Finnish market and design right infringement cases
• Represented successfully the European market leader in bone cement and its Nordic branch in the Market Court in a complex dispute regarding unfair trade practices and unlawful use of trade secrets
• Advised a major Finnish dairy company in the sale of its starter culture ingredients business, including ingredients rights, patents, know-how, trademarks and licensing
• Advised a listed Finnish company in the grocery chain in the negotiations of several master franchise agreements for the Finnish and Russian markets
• Assisted international franchise chains in various sectors in their establishment and activities on the Finnish market
• Advises global brand owners with internationally well-known brands in various sectors including food and beverages, luxury goods and hygiene industries in trademark portfolio management, trademark strategies, contentious IP matters and commercial contracts

Member

Finnish Bar Association; Finnish Association for Industrial Property Rights (STY) (Member of the Board 2009-2018, Vice Chairman 2015-2018); Finnish Anti-counterfeiting Group (Member of the Board 2009-2013), INTA (International Trademark Association); AIPPI (International Association for the Protection of Intellectual Property); Finnish Cité Internationale des Arts Foundation (Chairman of the Board 2019-).
Åsa was a member of the working group that revised the old Finnish Trademark Act. The new Trademark Act (544/2019) and related laws came into force on 1 May 2019.