|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Mikael SegercrantzPartner, HelsinkiCorporate Investigations & Compliance, Digitalization & TMT, Dispute Resolution, Intellectual Property, Marketing & Consumer

|  |  |
| --- | --- |
|  | +358 20 506 6585 |
|  | +358 40 769 8290 |
|  | mikael.segercrantz@roschier.com |

 |  |

Mikael Segercrantz is a Helsinki-based Partner and Head of Roschier’s Marketing & Consumer practice. His practice focuses on intellectual property, regulatory matters and marketing & consumer law, including litigation. He has extensive experience in IP litigation in Finland and before the Court of Justice of the European Union, both as first and second chair. The proceedings have related to patent, trademark, copyright, design as well as other IP rights and involved questions such as preliminary injunctions, infringing acts and invalidity claims. Mikael has represented national and foreign companies in unfair competition lawsuits before the Market Court and self-regulatory boards of the industry as well as in administrative proceedings.

Mikael regularly advises clients, including international large brand owners, in various types of regulatory and marketing law questions, such as marketing campaigns, product classification, pricing and labeling issues, with a particular focus on the pharmaceutical, medical device, food and cosmetic industries. He has also handled and coordinated a number of product recall campaigns in Finland and the Baltic States.

Mikael’s experience includes working for Nokia Corporation as a visiting lawyer. He is President of the Finnish Association for Industrial Property Rights (STY). He is also the main contact for Finland in the Global Advertising Lawyers Alliance (GALA), an international network of independent law firms specialized in advertising and marketing law.

Mikael frequently writes and lectures on topics relating to IPR, trademark and patent litigation, marketing & advertising as well as pharmaceutical regulatory issues.

Recognitions

Mikael is recognized as one of the leading experts in the country in intellectual property, including trademarks and patents, as well as in life sciences regulatory by international legal directories such as Chambers Europe, Chambers Global, IAM Patent 1000, Managing IP (IP Stars), Lexology Index (formerly Who’s Who Legal), WTR 1000 and WIPR.

Mikael is also the exclusive winner of the 2025, 2024, 2022 and 2021 Client Choice awards for Life Sciences in Finland. He has also been named the Best Lawyers’ 2015 Intellectual Property Law “Lawyer of the Year” in Finland.

This is what clients say about Mikael:

“Extremely responsive – he never takes more than a few hours to return an email”

– The Client Choice Life Sciences Award for Finland 2025

“One of the best European attorneys I’ve worked with”

– The Client Choice Life Sciences Award for Finland 2025

“Combines experience with depth of knowledge to provide clear advice”

– The Client Choice Life Sciences Award for Finland 2025

“He has good knowledge of both our businesses and the market in general.”

– Chambers Global 2025, Intellectual Property

“Mikael Segercrantz is fantastic.”

– Chambers Global 2025, Intellectual Property

“Mikael Segercrantz is brilliant. He is strategic and very responsible, while also being excellent with clients. He is able to explain complicated legal scenarios.”

– Chambers Global 2024, Intellectual Property

“He is a brilliant, client-focused lawyer who is solid and safe. He is a great, trusted adviser in all situations.”

– Chambers Global 2024, Intellectual Property

“Mikael is one of the best IP litigators that I have worked with in my career and is at the top of his game in Finland.”

– The Client Choice Life Sciences Award for Finland 2024

“Mikael Segercrantz has both breadth and depth of knowledge in both IP law and the science that is intertwined.”

– The Client Choice Life Sciences Award for Finland 2024

“Mikael understands the client’s business and is dedicated to client service.”

– The Client Choice Life Sciences Award for Finland 2024

“Mikael is extremely responsive. Never takes more than a few hours to return an email.”

– The Client Choice Life Sciences Award for Finland 2024

“Mikael Segercrantz is excellent and methodical, and on his feet. Cool, calm, collected and impressively dignified even in stressful situations.”

– The Client Choice Life Sciences Award for Finland 2024

“He delivers difficult answers in an easy and understandable way.”

– Chambers Global 2023, Intellectual Property

“He understands what we do, is very responsive and is open to working with us on things to get to the right answer.”

– Chambers Global 2023, Intellectual Property

“His written work is very good – it is persuasive and convincing.”

– Chambers Global 2023, Intellectual Property

“Mikael Segercrantz is a highly engaged, extremely creative and strategic genius.”

– IAM Patent 1000 2023

Work highlights

Mikael Segercrantz’s experience includes advising:

A global pharmaceutical company in proceedings related to regulatory data protection rights before the Finnish Supreme Administrative court and Court of Justice of the European Union;

Several innovative pharma companies in IP litigation proceedings before Finnish civil courts;

Clients in regulatory appeals against the Pharmaceutical Pricing Board’s decisions on the reimbursement status and pricing of products;

Trademark holders in opposition proceedings before the Board of Appeal of the National Board of Patents and Registration;

A number of brand owners with enforcement of their well-known trademarks;

Several brand owners and advertising agencies with review and clearance of marketing campaigns;

Foreign manufacturers in relation to product recall campaigns in Finland.

Career

Roschier (1997-), Senior advisor 2008-2010, Partner since 2010

Nokia Networks /Espoo, Visiting Lawyer (2001)

Memberships

Member of the Finnish Bar Association

Member of the International Trademark Association (INTA)

Member of the Finnish Association for Industrial Property Rights (STY)

Member of the Finnish Sports Law Association

Member of the Finnish Marketing Association (MARK)

Member of AIPPI

Member of the European Patent Lawyers Association (EPLAW)

Professional appointments

Finnish Association for Industrial Property Rights (STY), Member of the Board (2019-), Vice President (2020-2021), President (2022-)

Finnish Marketing Association (MARK), Lawyer Circle, Board member (2007-2018)

Publications

Finnish Chapter in “**International Advertising Law”,** Second Edition, editors  Paul Jordan and Andrew Butcher, co-authored with Johanna Flythström and Verna Syrjänen, Globe Law and Business Ltd, 2020

Finnish chapter in **“Global Patent Litigation – How and Where to Win”**, editors Michael C. Elmer and C. Gregory Gramenopoulos, co-contributors Rainer Hilli and Johanna Flythström, Bloomberg Law 2014, 2019 and 2021

**“Ambush Marketing – What Is It and What Can Be Done to Prevent It?”**, co-authored with Johanna Flythström, Bookwell, 2016

Finnish chapter in **“The International Comparative Legal Guide to: Pharmaceutical Advertising”**, co-author Johanna Lilja, Global Legal Group 2008-2009, 2011, 2013-2020

**“Advertising Law: A Global Legal Perspective”**, Finnish chapter, co-authored with Johanna Flythström and Suvi Laes, Global Advertising Lawyers Alliance, 2015

**“Ambush Marketing: A Global Legal Perspective”**, Finnish chapter, co-authored with Johanna Flythström, Global Advertising Lawyers Alliance, 2014

Finnish chapter in **“Trade Mark Litigation – Jurisdictional comparisons”**, editors Thierry Calame and Massimo Sterpi, co-authors Rainer Hilli and Johanna Lilja, The European Lawyer 2008 and 2013

Finnish chapter in **“Distribution & Marketing of Drugs”**, editors Eric Stupp, Markus Schott and Alison Dennis, co-authors Johanna Lilja and Elina Saxlin-Hautamäki, The European Lawyer 2013

**“Helsinki Court of Appeals prohibits the screening and distribution of the motion picture ”Man Exposed”**, co-authored with Tapio Rantala, Journal of Intellectual Property Law & Practice (Oxford University Press), 2007

Education

University of Helsinki, LL.M. (1997)

Languages

English, Finnish, Swedish