



Denmark

Topic:
Intellectual Property

Achievement:
Resilience through
Intellectual Property

Sector:
Festivals

A story behind the success: Scandic Bar

Scandic Bar ApS, founded by Zander Lauritzen Hansen, produces professional bartender equipment and has become a trusted brand in Europe. Their journey to securing an EU trademark was far from simple, but perseverance and self-education turned challenges into a victory. Today, the “Scandic Bar” brand stands as a mark of quality and credibility.

Challenge

When Zander Hansen applied for his trademark at the beginning of the COVID-19 pandemic, he quickly faced an opposition from a company. Without resources to afford intellectual property (IP) lawyers, Zander and his team had to navigate the complex process themselves. The pandemic compounded difficulties, shutting down their activities and straining resources.

Solution

Instead of giving up, Zander and his girlfriend committed to tackling the case on their own. They educated themselves in IP by following EUIPO (European Union IP Office) online tutorials and training. With persistence, determination, and direct engagement in the process, they successfully defended their application and secured the EU trademark for “Scandic Bar”.

Impact

The registered trademark now strengthens Scandic Bar’s credibility, both in marketing and in negotiations with customers. It assures clients that the brand represents high-quality products and distinguishes it from generic alternatives. Beyond protection, the trademark has become a strategic asset, enhancing reputation and securing the company’s place in the market.

Milestones & Learnings

Founded Scandic Bar ApS with the aim of producing high-quality bartender equipment.
Applied for the EU trademark “Scandic Bar” with a logo inspired by Scandinavian culture.
Faced opposition proceedings during the COVID-19 pandemic, at a time of business closure and limited funds.
Learned IP basics through online training and tutorials and self-study, managing the case independently.

Key Takeaways

- A registered trademark is a business’s face in the market and builds credibility.
- Even small companies can overcome IP challenges through persistence and self-training.
- Securing trademarks strengthens branding strategies and protects long-term business growth.

Find more information about the Scandic Bar [here](#).