



Berggren understands the world of startup entrepreneurs

Supermood Oy is a Finnish brand of eco-cosmetics with a product range that includes, among other things, edible cosmetics and therapeutic products, such as pillow sprays. As the company has expanded into foreign markets, it has benefited from the services of its IP partner Berggren Oy. The cooperation has made Supermood's founder Anne Kukkohovi more aware of the importance of trademark protection.

As the Finnish market for eco-cosmetics is limited in size, international expansion became a necessary step quite early on in the story of Supermood. Berggren has provided Supermood with concrete advice on how to proceed with the process of internationalization.

“Supermood’s move into the international markets received some media attention early on. Berggren got in touch with us to ask whether our IP affairs were taken care of,” Kukkohovi recalls.

The brand was registered along with the company name

“When I was starting Supermood, my focus was on the big picture and my vision for the company. Of course, the reality is that much of your time is spent in meetings and negotiations as well as keeping your eye on where your resources are being spent. Berggren has helped us a lot with the IP side of things,” Kukkohovi explains.

Supermood and Berggren discussed what to do about the company’s name. According to Kukkohovi, the name is relatively common. For better protection, the decision was made to register the cosmetics brand along with the name Supermood.

“Berggren has an excellent understanding of the world of startup entrepreneurs, and they specialize in intellectual property rights,” Kukkohovi says.

Increased understanding of the importance of trademark protection

Kukkohovi says the cooperation with Berggren has been very smooth. She has found it easy to ask Berggren for more information when something has been unclear.

“The best thing that has come out of this partnership is that we now have a better understanding of how serious an issue trademark protection is. It was not high on our list of priorities when we were starting the company, but now we recognize the potential pitfalls in the process,” Kukkohovi concludes.