

# Product Imitations and Designs

## Practice area under IP Law

We have extensive experience in advising on product imitations and the protection and enforcement of designs.

We are the preferred choice among Danish and foreign companies for cases regarding imitations of industrial designs, clothing as well as other products and designs.

Cases regarding product imitations are often found in the intersection between several legal fields, including design law, copyrights and marketing rights in particular. It requires a great deal of knowledge and experience to conduct cases about product imitations. We are experts in navigating rules and case law. Our attorneys [Kasper Frahm](#) and [Michala Kragmann](#) have published the book "Case law on product imitations" (2021), comprising a review of the most important decisions from the last 20 years.

We provide advice on everything from the first thoughts of protecting your products/designs to actually enforcing these products and designs. For instance, we can help you secure evidence of the infringement, obtain a preliminary and permanent injunction and/or obtain compensation. We also help a number of clients with stopping counterfeited products in customs.

**Case News**

12.03.2025

Zealand Pharma & Roche Partner to co-develop petrelintide for obesity treatment

**Case News**

03.03.2025

Gubra and AbbVie enter license agreement on amylin analog for obesity

**Case News**

14.11.2023

Zebra's design protected by copyright

**Case News**

23.10.2023

The Eastern High Court upholds Sonion's preliminary injunction against Huawei and Sony

**Case News**

30.11.2022

The Court of Justice of the European Union upholds practices regarding parallel import of medicinal products

**Case News**

22.06.2022

Sonion successful in patent litigation against Huawei and Sony

**Case News**

27.04.2022

Demant A/S intends to divest its Hearing Implants business

**Case News**

27.01.2022

Trade secrets exploited by competitor. Injunction granted, recall ordered and DKK 4 million awarded in damages

## Ratings



2025 The Legal 500

Within Intellectual property, Plesner is a first tier firm.

"Top tier IP team, leading in terms of both size, skill, and accumulated experience. Remains the go-to firm in any IP dispute"

"Plesner is the leading IP firm in Denmark. They represent most of the originators in the life sciences field. Their commitment to client service is unsurpassed. They are friendly and responsive"

"Highly reputable team of patent practitioners, most well known for representing innovator companies in high profile disputes. Their reputation is richly deserved in the Danish patents sphere and they are also great collaborators and easy to work with"

"Super efficient team, very approachable, proactive, and give high-quality advice"



2025 Chambers Global

Plesner is listed in "Band 1" as regards Intellectual Property by Chambers Global and Chambers Europe.

"There is a high level of technical understanding in the whole team, and excellent litigation skills"

"The Plesner team is excellent"

"Plesner provides stellar support from partner level to paralegals"

"The lawyers have vast experience and expertise, and a rare ability to hit the spot with their assessments"

"The team are fast, business-minded and provide usable legal assistance"



2024 + 2025 Managing IP Awards

Denmark Patent Disputes Firm of the Year

Denmark Copyright & Design Firm of the Year



2025 World Trademark Review

Plesner is recommended (Gold Band) in Denmark for enforcement and litigation.

"One of the best IP firms in Denmark, Plesner enjoys a reputation synonymous with excellence"

"The outfit has a proven track record for delivering efficient and flexible services that is tailored to meet clients' specific needs"

"Its practitioners instil confidence through their transparent approach to prosecution and enforcement"



2024 The Legal 500

Within Intellectual property, Plesner is a first tier firm.

"Plesner's IP team has exceptional technical understanding and in combination with their strong patent litigation foundation, they are unique in Denmark"



2024 Chambers Global

Plesner is listed in "Band 1" as regards Intellectual Property.

"The lawyers are very responsive and provide succinct advice"

"The law firm has strong expertise in IP matters. The lawyers are pragmatic and client-focused, with strong commercial acumen"

"Plesner has a very experienced team with an excellent reputation. It is impressive in its handling of patent litigation matters in the life sciences sector"



2023 The Global IP Awards

Plesner named "Trademark Litigation Firm of the Year for Denmark"



2023 The Legal 500

Within Intellectual property, Plesner is a first tier firm.

"Plesner are the leading patent firm in Denmark. They offer a golden service to all their clients. They are a very integrated team. They help each other, are open to discussion and listen carefully, outstanding in cross-border cooperation"

"Plesner is undoubtedly the top team in Denmark for IP, and in particular life sciences patents disputes. They are at the top of their game with excellent work, and dishing out excellent advice. Hugely collaborative and a pleasure to work with"

"The IP team at Plesner really works as a team. The team's involvement of external parties such as patent advisers and the management of the court cases is very professional and efficient"

CHAMBERS  
GLOBAL

2023 Chambers Global

Plesner is listed in "Band 1" as regards Intellectual Property.

"Plesner is the most well-placed law firm for pharmaceutical patent litigation in Denmark. It has a very good understanding of the pharmaceutical industry"

"The team provides top-rated client service and commercial awareness"

"The depth of the team's legal knowledge is impressive"

"The lawyers are very responsive and swift in making sure that they confirm our requests"

"Plesner is one of the best law firms dealing with complex IP matters"

ManagingIP

2023 Managing IP Awards

Denmark Patent Disputes Firm of the Year

Denmark Trademark Firm of the Year - Law Firms

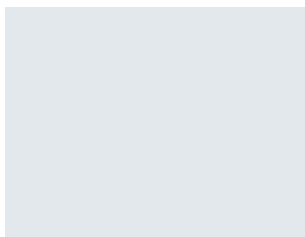
Denmark Copyright & Design Firm of the Year

Europe Patent Litigation Team of the Year

IP STARS

2022 IP Stars

As the only law firm in Denmark, Plesner is ranked in Tier 1 as regards Copyright & Related Rights, Patent Contentious, Trade Mark Contentious and Trade Mark Prosecution - Law Firms.



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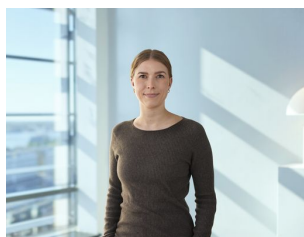
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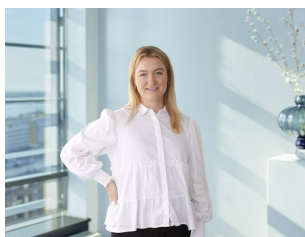
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