

Trademarks, Business Signs and Domain Names

Practice area under IP Law

We protect and enforce the rights to some of the most valuable brands.

Our advice covers all the facets of cases regarding trademarks, domains and other commercial signs (company names, local signs, and the like). Our advice is proactive and we take our clients' commercial needs into consideration. We have worked with some of the largest companies in Denmark for many years and have a trusting relationship with these, as we help them protect and enforce their trademarks. We also continuously help foreign clients with the protection of some of the most well-known brands in the world.

We have many dedicated partners, attorneys, trademark attorneys and paralegals who can help you with the following issues:

- Identification of and strategic sparring on what you need to protect as a trademark or register as a domain
- Filing trademark applications around the world
- Commercialisation and/or use of trademarks (draft and review of licensing agreements)
- Disputes regarding trademarks, domains and other commercial signs
- Portfolio work, including optimization of your trademark portfolio, trademark renewals, etc.
- Buying and selling trademarks, domains and other commercial signs

We have represented our clients in a wide range of cases before the administrative trademark offices and courts in Denmark and the EU.

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 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 Managing IP Awards

Denmark Patent Disputes Firm of the Year

Denmark Copyright & Design Firm of the Year



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"



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"



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



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.



2022 The Legal 500

Within Intellectual property, Plesner is a first tier firm.

"The IP Team at Plesner are always delivering high quality work in a relaxed trust-based atmosphere. Compared to other law firms in Denmark, they have a unique ability to understand the commercial setting in which their clients act"

"They can translate complex matters into advice that is easily understood and can be used internally to business stakeholders. All employees are highly skilled within their area of expertise and seniority and always act with high integrity and engagement regardless of the size and complexity of the assignment"

"The Plesner team stand out as the largest patent litigation team in Denmark. They are a preferred choice by several pharma brands and by many other patent owners, eg. within the food industry, hearing aids and many other tech areas. They are thorough, open-minded and innovative in their approach. I think they are excellent at what they do"

"Plesner's IP team is a very skilled and at the same time pragmatic team. They are friendly, easy to work and communicate with and never over-complicate things"



2022 Chambers Global

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

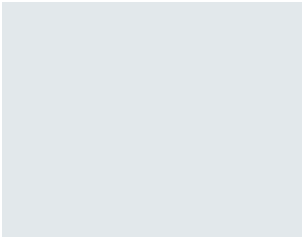
"The Plesner team has an ever welcoming approach and a very high level of knowledge both of our company and of the IP regulation"



2022 Managing IP Awards

Denmark Patent Contentious Firm of the Year

Denmark Copyright & Design Firm of the Year



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