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 23.02.2026

Danish court upholds Bristol-Myers Squibb's apixaban patent in validity proceedings

Case News 19.02.2026

Landmark decision on parallel import and repackaging of medicinal products

Case News 09.01.2026

Landmark decision from the Supreme Court in preliminary injunction proceedings on patents

Case News 23.10.2025

Demant to sell Oticon Medical to Impilo

Case News 07.10.2025

The Danish Maritime and Commercial High Court grants Bristol-Myers Squibb a preliminary injunction against Teva

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

Ratings

2026 **Managing IP Awards**

Denmark Patent Disputes Firm of the Year

Europe Cross-Border Patent Litigation Team of the Year for the work on Takeda

2026 **The Legal 500**

Within Intellectual property, Plesner is a first tier firm.

"We have used the team for a trade mark dispute. They were excellent at making us feel that we were in good hands, gave us direct and honest assessments of our chances and delivered to perfection"

"Denmark's largest and arguably most respected patent law practice. Generally very thorough approach that investigates all angles before choosing the best route forward, even on a very detailed level"

"Plesner are THE leading IP firm in Denmark. For important patent work, I would not look elsewhere. They have bags of experience and the best clients and yet remain hungry. Awesome"

"Broad experience, high dependability, good sense also for the business"

2026 **Chambers Global**

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

"The team have a lot of experience in the pharmaceutical IP area and also the regulatory systems in Denmark"

"The lawyers are easygoing, offering immediate access and a business mindset"

"The team possesses very profound expertise and experience"

2026 **World Trademark Review**

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

"Plesner is widely recognised as one of Denmark's leading firms for trademark matters. With its practitioners at the top of their respective fields, the outfit delivers legal reviews that clients can trust completely"

2025 - 2026 **IP Stars**

Plesner is listed as a Tier 1 firm as regards Copyright & related rights, Patent disputes, Trade mark disputes and Trade mark prosecution – law firms.

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"



Emil Jurcenoks
Attorney-at-Law (H), Partner

Mobile +45 30 86 92 15
Direct +45 36 94 15 07
Email eju@plesner.com



Kasper Frahm
Attorney-at-Law (H), Partner,LL.M.

Mobile +45 29 99 30 39
Direct +45 36 94 13 31
Email kfr@plesner.com



Mikkel Vittrup
Attorney-at-Law (H), Partner

Mobile +45 29 99 30 74
Direct +45 36 94 13 92
Email mvi@plesner.com



Sture Rygaard
Attorney-at-Law (H), Partner

Mobile +45 29 99 30 43
Direct +45 36 94 11 18
Email sry@plesner.com



Emma Marie Søgaard
Attorney-at-Law

Mobile +45 61 60 24 90
Direct +45 36 94 12 07
Email eso@plesner.com



Eva Wittrup Sodemann
Attorney-at-Law,Manager

Mobile +45 29 81 91 32
Direct +45 36 94 22 58
Email ewso@plesner.com



Jakob Dolmer
Attorney-at-Law,Manager

Mobile +45 21 89 92 79
Direct +45 36 94 21 69
Email jado@plesner.com



Julia Josefine Rebild
Attorney-at-Law

Mobile +45 60 68 44 22
Direct +45 36 94 25 04
Email jujd@plesner.com



Julie Sneholt
Attorney-at-Law

Mobile +45 23 49 98 55
Direct +45 36 94 21 08
Email jush@plesner.com



Kathrine Sondrup
Attorney-at-Law

Mobile +45 23 74 64 47
Direct +45 36 94 12 97
Email kaso@plesner.com



Kia Hansen
Attorney-at-Law,Manager

Mobile +45 42 31 77 55
Direct +45 36 94 24 82
Email kiha@plesner.com



Mads Møller Nielsen
Attorney-at-Law

Mobile +45 21 94 44 30
Direct +45 36 94 25 25
Email matn@plesner.com



Maria Kaas-Petersen



Michala Cyron



Nikolai Seltoft



Oliver Hyche Lyngholm

Attorney-at-Law

Mobile +45 21 94 04 70
Direct +45 36 94 22 66
Email mkpe@plesner.com

Attorney-at-Law,Director

Mobile +45 30 20 34 18
Direct +45 36 94 14 28
Email mkn@plesner.com

Attorney-at-Law (L), Director,LL.M.,HD(IB),Esq.

Mobile +45 21 94 72 32
Direct +45 36 94 15 57
Email nise@plesner.com

Attorney-at-Law

Mobile +45 20 60 30 05
Direct +45 36 94 22 74
Email olhl@plesner.com



Peter-Ulrik Plesner
Of Counsel

Mobile +45 21 76 00 20
Direct +45 36 94 13 79
Email pup@plesner.com



Rasmus Lei Korsgaard
Attorney-at-Law,Director

Mobile +45 29 81 52 39
Direct +45 36 94 22 38
Email rako@plesner.com



Sofie Beiter Arreskov
Attorney-at-Law,Director

Mobile +45 29 24 80 28
Direct +45 36 94 14 24
Email sba@plesner.com