

Jacob Ørskov Rasmussen

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Plesner's Commercial, Defence & International Trade team manages complex projects and issues for national, multi-national, and international companies in various industries and sectors, including manufacturing, sourcing, supplying, selling, and distributing their products, services, and technologies around the world.

PRACTICE AREAS

Automotive
Corporate Criminal Law
Defence and National Security
Digital, Tech & Commercial
Export Control and Trade Sanctions
Franchising and Global Expansion
Mining & Metals

Jacob is head of Plesner's Commercial, Defence & International Trade team. He has been involved in a wide range of projects and matters concerning international trade, trade compliance, international distribution, global franchise expansions, supply chain, warehousing and logistics, manufacturing, sourcing, licensing, and cross-border joint ventures.

He has extensive experience within the field of franchising and licensing, including the drafting and negotiation of franchise agreements and licensing agreements, global franchise expansions, and international franchise expansions into Denmark and the Nordics, as well as the particular EU competition law rules on franchising.

Jacob advises a broad range of large national, multi-national, and international companies within various industries and sectors in both Denmark and internationally. He advises international companies on export control, trade sanctions, and trade compliance programs, and he helps such companies assess and address compliance risks in relation to export control and trade sanctions.

The automotive industry has for many years been one of Jacob's special areas of expertise, and he has in-depth knowledge of this industry. Jacob works for car

factories, factory-owned and private car importers, banks, and financing companies.

Jacob has a Master's degree in Law from the University of Copenhagen. He serves on the International Franchising Committee of the International Bar Association (IBA), and he is also a member of EuroFranchise Lawyers, a group of Europe’s leading franchise lawyers.

The International Distribution Institute has designated Jacob as a country expert regarding franchising in Denmark. He is also a member of the ABA's (American Bar Association) Forum on Franchising.

In addition, Jacob has contributed to a number of international publications on franchising. Jacob is also the author of Karnov Online, in relation to the Commercial Agents Act.

A majority of the matters in which Jacob is involved benefit from a team approach and firm project leadership. He and the team maintain a sharp focus on

comprehending the clients' businesses and integrating this understanding into the legal work they deliver.

Case News 23.10.2026

Covenant Industries to supply Anthem missiles to the Danish Armed Forces

Case News 13.10.2026

Flying Tiger Copenhagen expands into Romania, Bulgaria and Croatia

Case News 02.10.2026

Welltec becomes part of Superior Energy Services

Case News 13.05.2026

Flying Tiger Copenhagen expands into the Western Balkans

Case News 01.05.2026

Plesner advises Netcompany on sponsorship agreement with Netcompany INEOS Cycling Team

Case News 28.01.2026

General Atomics Aeronautical Systems sells eight MQ-9B Unmanned Aircraft Systems to Germany via the NATO Support and Procurement Agency (NSPA)

Case News 12.12.2025

ACS Armoured Car Systems' ENOK AB (Airborne) tactical vehicles to be delivered to the Danish Armed Forces

Case News 23.10.2025

Demant to sell Oticon Medical to Impilo

Case News 26.09.2025

Flying Tiger Copenhagen expands into Thailand

Case News 05.09.2025

Flying Tiger Copenhagen expands into Malaysia

Case News 14.08.2025

General Atomics Aeronautical Systems, Inc. sells four MQ-9B Unmanned Aircraft Systems to Denmark via the NATO Support and Procurement Agency (NSPA)

Case News 06.12.2024

Flying Tiger Copenhagen expands into Australia

Case News 28.11.2024

New international airport in Nuuk opens today

Case News 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

Case News 14.06.2024

Flying Tiger Copenhagen expands into Singapore

Case News

Global workspace brands: Advising on international expansion into Denmark by way of cluster franchise agreement

Case News

World-leading language and cultural training provider: Advising on international expansion into Denmark, Norway, Finland and Sweden

Case News

The largest retailing group in Denmark: Advising on the entering into of a development agreement and a multi-unit license agreement

Case News

The world's largest boating club: Advising on international expansion into Denmark by way of franchise agreements

Case News

Number of global US fast food brands: Advising on international expansion into Denmark

Case News

Major global variety retail brand: Advising on international expansion into the Middle East, East Asia and South Asia

Case News

Major global US toy retail brand: Advising on international expansion into Denmark, Norway and Iceland

Case News

Major global variety retail brand: Advising on strategy, structuring, development and implementation of global expandable franchise model

Case News 05.03.2024

Flying Tiger Copenhagen expands into Turkey

Case News 21.12.2023

Reitan Convenience and Uno-X take back 57 service stations and enter into new franchise agreements with a number of 7-Eleven franchisees

Case News 31.03.2023

Flying Tiger Copenhagen expands into Bahrain, Oman, Kuwait, Qatar, Indonesia and the Philippines

Ratings

2026 **Legal 500**

Jacob Ørskov Rasmussen is recommended as regards Commercial, Corporate and M&A.

2026 **Lexology Index**

Jacob Ørskov Rasmussen is as the only lawyer in Denmark listed as a Global Elite Thought Leader as regards Franchising.

"Jacob Ørskov Rasmussen claims widespread praise as a franchising expert who is a "first choice" among clients for his extensive experience in the drafting and negotiation of franchise and licensing agreements, global franchise expansions and setting up franchises in Denmark"

2020 - 2025 **Legal 500**

Jacob Ørskov Rasmussen is recommended as regards Commercial, Corporate and M&A.

"The Plesner commercial team, led by Jacob Ørskov Rasmussen, includes probably the most attentive lawyers you will ever find. With an impressive business acumen in particular in respect to franchise operation, they act as trusted adviser for the business" (2024)

"Jacob Ørskov Rasmussen has demonstrated an in-depth understanding of our business and continuously tries to incorporate this into the legal work being delivered. He is extremely hands-on and provides you with a highly structured approach. You may rest assured that he will follow-up and ensure that nothing is forgotten" (2024)

2025 **Lexology Index**

Jacob Ørskov Rasmussen is as the only lawyer in Denmark listed as a Global Elite Thought Leader as regards Franchising.

"Jacob Ørskov Rasmussen is a sterling lawyer with vast experience advising domestic and international clients on their franchise expansion into different markets, licensing agreements and competition-related matters"

most recent **WWL**

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