

Emil Jurcenoks

Attorney-at-Law (H),Partner

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Plesner's Litigation and IP team handles some of the largest and most complex disputes and litigation matters, representing both Danish and foreign clients.

PRACTICE AREAS

Corporate Criminal Law
IP Law
Litigation
Marketing Law and Consumer Law

Emil is a partner in Plesner's Litigation and IP team. He has been involved in a wide range of disputes and litigation matters, including regulatory litigation, litigation regarding preliminary injunctions, IP litigation, and litigation concerning marketing and consumer law.

Emil is also the head of Plesner's Marketing and Consumer Law team, which provides advice in all areas of marketing and consumer law, including compliance advice and disputes between businesses and the public authorities. Furthermore, Emil has extensive experience with copyright, as well as media and entertainment law matters.

Emil has a Master's degree in Law from the University of Copenhagen. He is admitted to the Supreme Court.

Emil also has unique experience from his time as an assistant judge from 2012 to 2015 in the Danish Supreme Court and the Maritime and Commercial High Court (the first instance IP court in Denmark).

Most matters that Emil is involved in require a team approach and the involvement of different types of expertise. Clients frequently seek him and the team out because of their ability to offer strategic advice that is specialized to each client's needs, clear advice and communication, and commercial understanding.

Selected cases

- Successfully defended the operator of a search engine against copyright and trademark claims
- Successfully defended an insulation manufacturer against misleading marketing claims
- Successfully defended a rating platform against claims based on intermediary liability
- Successfully represented client in case concerning violation of good marketing practices
- Represented a client in a criminal case concerning use of area statements

- Represented car manufacturer in first criminal case against a company concerning use of influencers
- Successfully represented bank against claims for payment under a guarantee
- Successfully represented developer against claims from 27 buyers of apartments
- Represented client in preliminary injunction matter on relabeling of pharmaceuticals
- Successfully defended client in case on patent infringement of trawl door
- Successfully represented client in case on breach of non-competition clause
- Successfully defended tabloid against claims on injury to reputation

Ratings

2026 **IAM and WTR**

Emil Jurcenoks is listed as a Recommended Individual in the Copyright 1000 guide by IAM and WTR.

2026 **iam 1000**

Emil Jurcenoks is a Recommended Individual as regards Trade Secrets.

"Broader IP and regulatory capability is complemented by Emil Jurcenoks, who is particularly active in disputes involving the intersection of IP rights and commercial regulation. His work supports the firm's handling of complex matters where patent, marketing and trade secrets issues converge"

2026 **Legal 500**

Emil Jurcenoks is recommended and listed as a Leading Partner as regards Media and Entertainment. Further, he is recommended as regards Dispute Resolution.

most recent **Lexology Index**

Emil Jurcenoks is listed as a Thought Leader as regards IP - Trade Secrets. In addition, he is Highly Recommended as regards Telecoms & Media and regards IP - Copyright. Further, he is Recommended as regards Artificial Intelligence - Contentious.

2025 - 2026 **IP Stars**

Emil Jurcenoks is listed as an IP Star.

2026 **Lexology Index: Client Choice**

Emil Jurcenoks is recognised as one of the world's leading practitioners as regards IP - Copyright.

2025 **Legal 500**

Emil Jurcenoks is recommended and listed as a Leading Partner as regards Media and Entertainment. Further, he is recommended as regards Intellectual Property and Dispute Resolution.

2025 **iam 1000**

Emil Jurcenoks is a Recommended Individual as regards Trade Secrets.

"Jurcenoks draws on his time as an assistant judge at the Supreme Court and the Commercial High Court to provide top-tier, all-encompassing protection and enforcement"

"On the trade secrets side, Rygaard and Jurcenoks are names to note"

2023 - 2024 **Legal 500**

Emil Jurcenoks is recommended and listed as a leading individual as regards Media and Entertainment.

"Emil Jurcenoks in particular is very impressive" (2023)