



Emil Jurcenoks

Attorney-at-Law (H), Partner

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

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.

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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 04.12.2024

Trustpilot was exempted for liability and had not violated the Marketing Practices Act

Case News 18.07.2024

Morgan Stanley and Carnegie reaches a settlement in the OW Bunker case complex

Case News 12.07.2024

The Eastern High Court rules in favour of EET Group A/S in extensive transfer pricing case

Case News 26.03.2024

Dismissal of claim for avoidance of approx. DKK 100m against Thornico

Case News 08.12.2023

Danish Supreme Court finds for AP Pension in group action concerning change of pension schemes

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 30.06.2023

The Supreme Court finds in favour of the Ministry of Taxation in another "beneficial owner" case

Case News 17.05.2023

Leading Supreme Court judgment: Collaboration on concept did not imply ownership in respect of the "Tromborg business"

Case News 04.05.2023

Danish Supreme Court rules against tax payers in two "beneficial owner" cases regarding interest

Case News 13.04.2023

Danish Eastern High Court rules that Danish courts have jurisdiction in actions against two French companies

Case News 09.03.2023

The Danish Eastern High Court overturns decision from the Danish Competition Council

Case News 09.01.2023

The Danish Supreme Court has given its judgment in the first two Danish "beneficial owner" cases

Case News 30.11.2022

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

Case News 20.09.2022

Danish insurance company Codan Forsikring successful in transfer pricing case before the Danish Eastern High Court

Case News 07.09.2022

Employer was allowed to order a Seventh-day Adventist to work on a Saturday

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



2025 The 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.



most recent Lexology Index

Emil Jurcenoks is listed as a Thought Leader as regards IP - Trade Secrets. Further, he is recommended as a Global Leader as regards IP - Copyright and Telecoms & Media.



2023 - 2024 The 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)