



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 out because of their ability to offer strategic advice that is special 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



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)

