

# IP Law

Practice area

Intellectual property stimulates innovation, creating corporate identity and brand identity. Plesner's team is the leading adviser in Denmark when crucial rights are on the line and for finding the best way to navigate marketing through regulatory cross fields.

**SUB AREAS**

Entertainment and Copyright
Trade secrets
IP transactions
Patent Law
Product Imitations and Designs
Trademarks, Business Signs and Domain Names

Innovation is the foundation for competitiveness and socio-economic growth. Intellectual property is an incentive and economic basis for investing in future developments. Balancing exclusive rights, on the one hand, and free competition, on the other hand, is complex. A creator must be rewarded for its contribution to the community. But in a market economy, it is also important to ensure that the creator is not the only one with reasonable access to using new knowledge and technology.

Intellectual property is also a question of communication and recognizability. It can be used to create corporate identity and to prevent others from free-riding on the expectations for the company and its products that it has invested in building.

Complicated rules apply to communication with customers and between competitors, and in order to ensure effective marketing it is important to be able to decode such rules. Because communication is often the prerequisite to success.

This also applies when the product itself is complex, including not least in relation to medicinal products and the rest of the *life science* industry. Companies in these industries further have to comply with additional regulatory requirements and restrictions, and it is crucial to be able to navigate such requirements.

Plesner's IP, Life Science and Marketing Law Team has the privilege of assisting large and medium companies with their most complex advice and disputes. Through long-standing and trusting relations, we have gained comprehensive understanding of our clients' commercial reality. We conduct cases before all of the Danish courts, the Unified Patent Court and the Court of Justice of the European Union, and we assist our clients with the administrative handling of their rights and help them conclude agreements on such rights.

**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



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# 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"

CHAMBERS GLOBAL

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"