



# 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 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

Case News 30.11.2022

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

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



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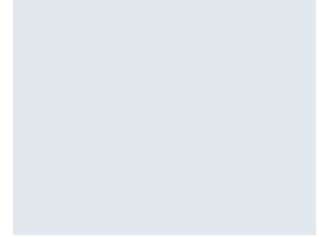
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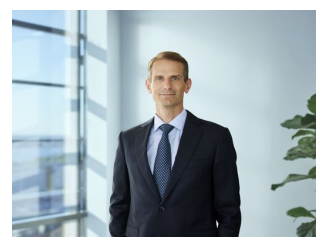
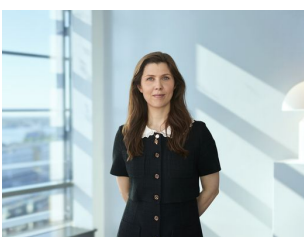
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## Ratings



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"

## CHAMBERS GLOBAL

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"

## Managing IP

2024 + 2025 Managing IP Awards

Denmark Patent Disputes Firm of the Year

Denmark Copyright & Design Firm of the Year

## WTR

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"

## The LEGAL 500

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"

## THE GLOBAL IP AWARDS

2023 The Global IP Awards

Plesner named "Trademark Litigation Firm of the Year for Denmark"

## The LEGAL 500

2023 The Legal 500

Within Intellectual property, Plesner is a first tier firm.

"Plesner are the leading patent firm in Denmark. They offer a golden service to all their clients. They are a very integrated team. They help each other, are open to discussion and listen carefully, outstanding in cross-border cooperation"

"Plesner is undoubtedly the top team in Denmark for IP, and in particular life sciences patents disputes. They are at the top of their game with excellent work, and dishing out excellent advice. Hugely collaborative and a pleasure to work with"

"The IP team at Plesner really works as a team. The team's involvement of external parties such as patent advisers and the management of the court cases is very professional and efficient"

## CHAMBERS GLOBAL

2023 Chambers Global

Plesner is listed in "Band 1" as regards Intellectual Property.

"Plesner is the most well-placed law firm for pharmaceutical patent litigation in Denmark. It has a very good understanding of the pharmaceutical industry"

"The team provides top-rated client service and commercial awareness"

"The depth of the team's legal knowledge is impressive"

"The lawyers are very responsive and swift in making sure that they confirm our requests"

"Plesner is one of the best law firms dealing with complex IP matters"



2023 Managing IP Awards

Denmark Patent Disputes Firm of the Year

Denmark Trademark Firm of the Year - Law Firms

Denmark Copyright & Design Firm of the Year

Europe Patent Litigation Team of the Year



2022 IP Stars

As the only law firm in Denmark, Plesner is ranked in Tier 1 as regards Copyright & Related Rights, Patent Contentious, Trade Mark Contentious and Trade Mark Prosecution - Law Firms.