



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

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.

Cases

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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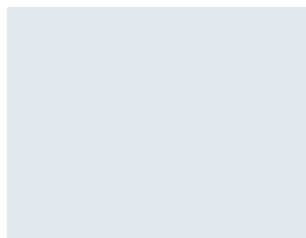
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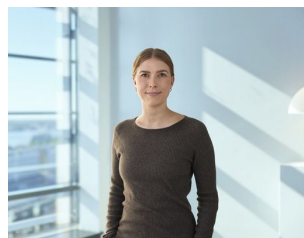
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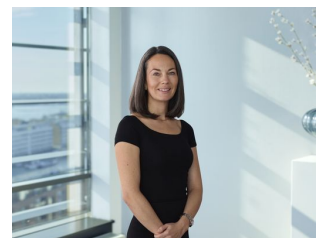
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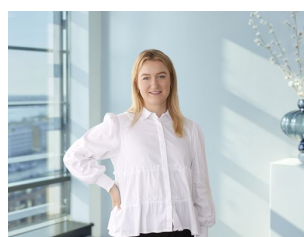
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Ratings



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"



2024 Managing IP Awards

Denmark Patent Disputes Firm of the Year

Denmark Copyright & Design Firm of the Year



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"

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"

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.

2022 **The Legal 500**

Within Intellectual property, Plesner is a first tier firm.

"The IP Team at Plesner are always delivering high quality work in a relaxed trust-based atmosphere. Compared to other law firms in Denmark, they have a unique ability to understand the commercial setting in which their clients act"

"They can translate complex matters into advice that is easily understood and can be used internally to business stakeholders. All employees are highly skilled within their area of expertise and seniority and always act with high integrity and engagement regardless of the size and complexity of the assignment"

"The Plesner team stand out as the largest patent litigation team in Denmark. They are a preferred choice by several pharma brands and by many other patent owners, eg. within the food industry, hearing aids and many other tech areas. They are thorough, open-minded and innovative in their approach. I think they are excellent at what they do"

"Plesner's IP team is a very skilled and at the same time pragmatic team. They are friendly, easy to work and communicate with and never over-complicate things"

2022 **Chambers Global**

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

"The Plesner team has an ever welcoming approach and a very high level of knowledge both of our company and of the IP regulation"





2022 Managing IP Awards

Denmark Patent Contentious Firm of the Year

Denmark Copyright & Design Firm of the Year