

Product Imitations and Designs

Practice area under IP Law

We have extensive experience in advising on product imitations and the protection and enforcement of designs.

We are the preferred choice among Danish and foreign companies for cases regarding imitations of industrial designs, clothing as well as other products and designs.

Cases regarding product imitations are often found in the intersection between several legal fields, including design law, copyrights and marketing rights in particular. It requires a great deal of knowledge and experience to conduct cases about product imitations. We are experts in navigating rules and case law. Our attorneys [Kasper Frahm](#) and [Michala Kragmann](#) have published the book "Case law on product imitations" (2021), comprising a review of the most important decisions from the last 20 years.

We provide advice on everything from the first thoughts of protecting your products/designs to actually enforcing these products and designs. For instance, we can help you secure evidence of the infringement, obtain a preliminary and permanent injunction and/or obtain compensation. We also help a number of clients with stopping counterfeited products in customs.

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

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 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"



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"



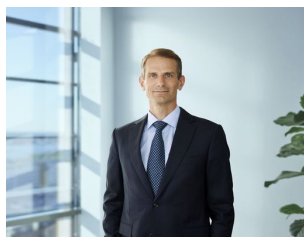
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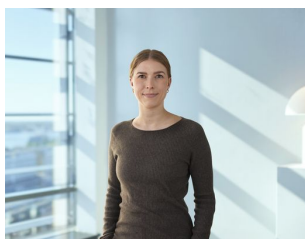
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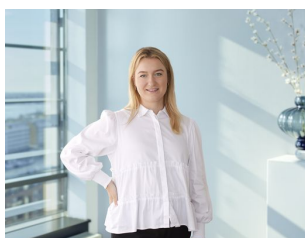
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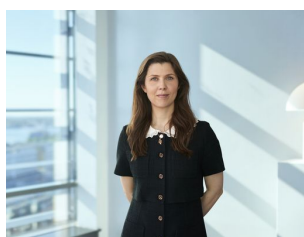
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