

Laura Sejr

Attorney



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| Location | Aarhus |
| Phone | +45 33 34 07 31 |
| Language | English |
| Email | laura.sejr@dk.dlapiper.com |

Laura Sejr deals with IP law, marketing law, consumer law and general commercial law.

Laura provides advice on all IP rights, including in particular copyright, imitation, design rights, trademark rights and other naming rights, including domain names.

Laura is extensively experienced in disputes relating to the enforcement of IP rights (including injunction proceedings and proceedings on the preservation of evidence) as well as in disputes in connection with the safeguarding of trade secrets.

Moreover, Laura assists in drafting, reviewing and negotiating IP-related commercial contracts.

In addition, Laura provides advice on compliance with the Danish Marketing Practices Act as well as on issues of commercial law in general, and has, within this area, extensive experience in dispute resolution and has conducted a number of lawsuits and arbitration proceedings.

Qualifications

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| Education | Admitted to the Danish Bar | 2024 |
| | Master of Law, Aarhus University | 2021 |
| | Studies, Université Jean Moulin (Lyon III), France, LLM | 2020 |

Experience

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| Career highlights | Attorney, DLA Piper Denmark, since 2024 |
| | Assistant Attorney, DLA Piper Denmark, 2021-2024 |
| | Trainee, DLA Piper Denmark, 2019-2021 |
| | Law Student, DLA Piper Denmark, 2019 |

Services



Protecting Business Assets



Global Investment Funds



Life Sciences



Intellectual Property and Technology



Media, Sport, and Entertainment



Trademark, designs and Copyright



Marketing and consumer law



Litigation, Arbitration and Investigations



Disputes in the Business Sector

Sectors



Hospitality and Leisure



Media, Sport and Entertainment



Industrials



Life Sciences



Technology



Consumer Goods and Retail