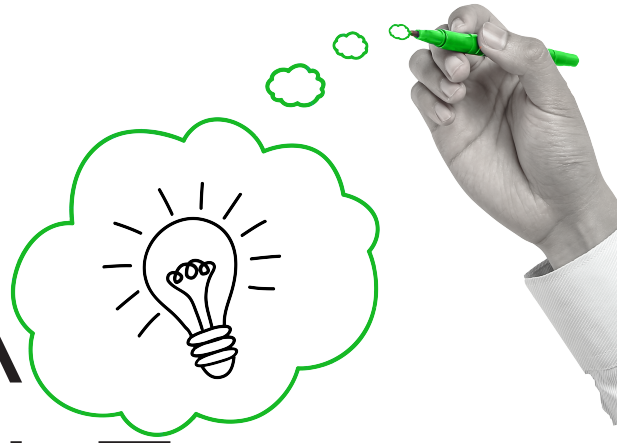


YOUR IDEA IS VALUABLE **KEEP IT SAFE!**



Intellectual property rights to ideas and inventions are important assets for a company, and when going from research to business, it is important to secure the value of your intellectual property rights.

You have an innovative idea or invention and may be looking to turn it into a business. Before approaching potential investors, we recommend that you secure your intellectual property rights in regard to:

- Designs
- Patents
- Utility models
- Trademarks
- Copyrights
- Company and domain names

The system for the protection of intellectual property rights is well-developed in Denmark and the EU. Inventions, designs, and trademarks can be protected against competition by registration. Though there is no specific law governing licensing, Denmark is a signatory to most international conventions regarding intellectual property rights.

Thus, if your idea has global potential, a Danish registration will be favorable when pursuing registration cross-border.

DEDICATED TO SECURING YOUR FUTURE **BUSINESS**



At NJORD Law Firm, we dedicate ourselves to securing your future business, and we can help you select, protect, commercialize and defend the intellectual property rights to your idea or invention. We have a strong business sense and extensive experience in working across knowledge fields and cross-border.

For the past 20 years, NJORD Law Firm's IP team has represented a wide range of clients – from individuals within the knowledge industry and minor companies in the set-up phase to major national and global groups of companies with world-famous brands.

Currently, we serve some half of the world's TOP100 brands, and in 2015, NJORD Law Firm was among the largest filers of trademarks in Denmark.

In addition, a large number of foreign native partners and associates give us access to a wide range of jurisdictions – e.g. Sweden, Norway, Germany, the US, and England. If relevant, we coordinate with our strong international network of the most competent IP experts to ensure the local compliance of your business.

THIS MEANS YOU ONLY HAVE TO SEEK EXPERT INTERNATIONAL IPR ADVICE IN **ONE PLACE.**