

## Martin Dahl Pedersen

Partner (Copenhagen)



Martin Dahl Pedersen specialises in intellectual property law, litigation and arbitration within a commercial law context. Martin has many years' experience in handling the legal issues that may arise in the sports, media and entertainment industries, including in the e-sport industry. He also has solid knowledge of corporate criminal law and internal investigations.

He has for many years been drafting and advising on sponsorship agreements, assisting both sponsors and sponsor seekers. Martin has special expertise in the contractual implications of digital challenges and opportunities within the media and entertainment industry. He seeks to develop and maintain a unique understanding of his clients' industries to ensure that the advice meets the client's specific needs and can be used in the client's business.

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Practice areas  
[Corporate crime,](#)  
[investigations and](#)  
[compliance](#)  
[Dispute Resolution](#)  
[IP](#)  
[Sport, Media and](#)  
[Entertainment](#)

Industries  
[Technology, Media and Tele-](#)  
[communications](#)

In addition to providing advice and negotiating agreements, Martin has also conducted cases before Danish and international courts, arbitration tribunals and commissions, including the European Court of Justice, the international Court of Arbitration for Sport (CAS), and national and international complaints boards for domain names.

Martin has also conducted leading media and copyright cases in which significant principles have been established, i.a. in relation to the use of digital technology in connection with copyright material, source protection, media accountability, the right to one's own image, and the right to privacy.

## High-profile cases

Martin has conducted a number of leading cases involving copyright and media law:

- The Supreme Court case about the "hush-hush source" and the use of Danish MP Morten Helveg Petersen's credit card transactions (2020)
- Eastern High Court criminal case about Danish newspaper Politiken's violation of the publishing ban on a book about the Danish Security and Intelligence Service (2020)
- Supreme Court case about the proper addressee of injunction - publisher or editor (2017)
- Supreme Court case about Police seizure of magazine editors' IT equipment in relation to source protection in the "hush-hush source" case (2015)
- The Infopaq case about copyright on 11 words in newspaper articles before the CJEU (2009) and the Supreme Court (2013)
- The Das Beckwerk case about artistic freedom of speech before the Eastern High Court (2011)
- Supreme Court case about the use of the Danish women's national soccer team on magazine poster (2008).

For years Martin has been representing the players on the Danish men's and women's national soccer teams in negotiations for national team agreements—and recently helped set up the international association of Esports players, the Counter-Strike Professional Players' Association (CSPPA).

# Ratings

Based on client testimonials, acknowledged rating organizations have most recently rated Martin in:

- [Chambers Europe](#), 2024
- [Chambers Global](#), 2024
- [Legal 500](#), Hall of Fame & Leading individuals, 2024

# Background

## Career

- Right of audience before the Danish Supreme Court, 2007
- Kromann Reumert, Partner, 2002-
- Kromann Reumert, 1993-

## Education

- Master of Laws (LL.M.) Trade Regulation, New York University, 1997
- Admitted to practise law 1996
- Master of Laws (*cand. jur.*), University of Copenhagen, 1993

## Languages

- Danish
- English

## Activities

- Board member of the Danish Magazine and Newspaper Publishers' Security Fund
- Member of the Danish Supreme Court Bar Association
- Member of the Danish Arbitration Association
- Member of the Danish Copyright Society
- Member of the Danish Association for Entertainment and Media Law
- Former member of the copyright task force for heritage digitisation set up by the Danish Ministry of Culture
- Former member of the committee amending Part 3 of the Danish Copyright Act (the Part 3 Committee)
- Former member of the board of the Danish Film Institute (appointed by the Danish Minister for Culture)

- Author of articles on copyright, media law, domain names, imitation, publishing law, sports law, and sponsorship agreements
- Teacher of courses and frequent lecturer on copyright, media and press law, publishing law, rights challenges in relation to digital development and sponsorship agreements
- Litigates before the CJEU

## **Publications**

- "Compliance for praktikere" (in English: Compliance for practitioners) (co-author), published by Djøf Forlag, 2021, the chapter on intellectual property law (including trade secrets)
- Domænenavne: En juridisk håndbog (Domain Names: A Legal Handbook) (co-author), 2nd edition, Thomson Reuters 2009
- Retsbeskyttelse af møbeldesign i udvalgte lande (Legal Protection of Furniture Design in Selected Countries) (co-author), The Danish Furniture Association, 2000
- Bogen om ophavsretten (The Book on Copyright)
- Personlighedsret (Personality Law) (co-author), Thomson, 2007