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GORNITZKY
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Gornitzky & Co. are happy to welcome Dr. Ziv Rotenberg, who will lead our new Intellectual Property practice, and will also be joining our China desk.

Prior to joining Gornitzky & Co. Ziv was the founder and managing director of Group8 Consultants, a Hong Kong-based intellectual property strategy consulting firm. Prior to that, Ziv was a senior associate in two of Israel's leading intellectual property firms. Ziv also resided in Beijing, China for several years, where he obtained a Ph.D. in international law from China University of Political Science and Law.

Ziv has extensive experience in all aspects of intellectual property law, strategy and business. He has represented and advised a broad variety of clients in complex intellectual property disputes and transactions, in Israel and in other countries, assisted companies in the formulation and implementation of intellectual property strategies and participated in complex deals involving intellectual property assets. He has worked with startups, MNCs, investors, universities and research institutions. Ziv has also advised numerous companies on strategies for conducting business and dealing with intellectual property issues in China and has also served as a special advisor to the State of Israel - Ministry of Economy and Industry on intellectual property in China. He has also mentored Chinese and foreign entrepreneurs and startups in Tsinghua University x-lab and Chinaccelerator and has often been invited to speak in different forums on innovation, intellectual property and business.

- The new intellectual property practice at Gornitzky & Co. will focus on all aspects of intellectual property law - both contentious and non-contentious. The new practice will undertake litigation, transactional work and strategy consulting in the field of intellectual property. Unlike other intellectual property practices and true to the spirit of Gornitzky & Co., the new practice will take a business-oriented strategic approach designed not only to meet clients' legal needs but also to support them in obtaining strategic business goals.
- The new China Desk at Gornitzky & Co. will build on years of experience working with and in China to deliver real-world value and high-quality professional services and legal advice to Israeli companies seeking to do business in China or with Chinese companies. Through Ziv's unique knowledge of intellectual property law and practice in China and our network of connections in China, we will be able to help our clients tackle some of the most significant challenges of doing business in or with China.

We believe that the addition of Ziv's intellectual property and China expertise will greatly enhance Gornitzky & Co.'s ability to serve clients as a "premium one-stop-shop" and continue to be the premier address in Israel for high-quality legal expertise.

For further information please contact:



Dr. Ziv Rotenberg, Partner

✉ zivr@gornitzky.com