

Zeev Pearl

Managing Partner,

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BIOGRAPHY

Zeev Pearl is a founder and the Managing Partner of the firm. For more than 25 years Zeev has been advising clients on a broad range of intellectual property issues, such as IP portfolio development, licensing and adverse licensing, litigation, and commercial transactions. Zeev's clients include major international and Israel based corporations from diverse industries ranging from electronics to pharmaceuticals. His current focus has been representing clients in the fields of Information and Communication Technology (ICT), Energy, Medical Technology and Pharmaceuticals.

Zeev's multifaceted practice includes the representation of global companies protecting and enforcing their intellectual property and scouting for technologies in Israel, the representation of numerous Israel and Israel-related companies, from NASDAQ traded public companies to promising technology start-ups, as their primary IP counsel with respect to their intellectual property matters worldwide, and the representation of US-based and international clients before the USPTO.

After completing his B.Sc. and M.Sc., including a thesis involving the application of analytical chemistry to archeology, Zeev worked on his Ph.D. thesis in physical chemistry involving the application of Magnetic Resonance Imaging to

ADMITTED

U.S. Patent & Trademark Office
Israel Bar Association
Israel Patent Office

EDUCATION

Tel Aviv University School of Law, LL.B, 1992

Weizmann Institute of Science, M.Sc. Chemistry, 1989

Hebrew University in Jerusalem, B.Sc. Chemistry and Geology, 1986

LANGUAGES

English & Hebrew

PROFESSIONAL MEMBERSHIP

INTA - International Trademark Association

LES - Licensing Executives Society

AIPPI - International Association for the Protection of Intellectual Property

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visualization of fluid mixing processes while completing his law degree. At the time he decided to focus his future practice on intellectual property and worked as an in-house IP counsel at Scitex Corporation, then one of Israel's leading multinational companies. At Scitex, Zeev mastered a range of technologies in the fields of image and information processing and was involved in building and realizing the company's long term patent, licensing and litigation strategies.

Zeev has been recommended for several years in leading legal guides:

"Zeev Pearl is very well versed in Israeli IP matters, including litigation as well as portfolio development issues. One source says: "He is sharp and innovative in his legal solutions to our cross-border matters. He personally cares and strives to see us succeed." *Chambers & Partners Global 2018*

"Zeev Pearl has 'impressive knowledge of patent law' and has also handled trade mark prosecution and enforcement for clients such as Gett and Telit Wireless Communication." *Legal 500 2018*

"Managing partner Zeev Pearl is the "standout" practitioner. In the last decade he has filed and prosecuted hundreds of patents and overcome numerous Section 101 USC Title 25 rejections managing NICE Systems' worldwide portfolio. His

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diverse client roster also includes Dexcel, the country's largest private pharmaceutical company, and Diehl Defence. "He's really attentive to details and has a singularly creative and strategic way of thinking. His background, skills and experience represent the perfect combination of IP expertise on the one hand and business-mindedness on the other hand." *IAM1000 2018*

New to the *IAM Patent 1000* litigation and transactions firm tables this year, Pearl Cohen has a plethora of technical talent with considerable bandwidth (including more than 40 PhDs) and a truly global footprint. "Pearl Cohen is a tech-oriented firm... its approach balances highly impressive practitioners with a creative, holistic, thorough and inspiration-driven outlook; it also has a keen sense for collaborating with world-class scientists and advisers to complete the full scope of its legal work." On the litigation side, Yossi Markovich enjoys an outstanding market reputation, with one peer describing him as "a great friend, rival and a true gentleman". Serving this year as chair of the Israel Bar Association IP committee and the American-Israel Chamber of Commerce, Markovich has a talent for IP dispute resolution and complex litigation. He has been instrumental in filing oppositions this year on behalf of German arms giant Diehl, Israel's largest private pharmaceutical company Dexcel and in an intricate patent ownership dispute on behalf of

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the Hebrew University's technology transfer department. Masterminding Pearl Cohen's strategic operation is its eponymous managing partner **Zeev Pearl**, whose wide range of practices – licensing, litigation support and portfolio development – encapsulate the breadth his firm has to offer prospective clients. "His understanding of patent law is unprecedented. We rely on his strategic leadership, extraordinary expertise in the IP world and his impeccable team execution to represent us." Also integral to Pearl Cohen's gold-plated transactional reputation is Yael Baratz, whose all-around expertise in licensing for technology transfers has helped OPKO Health Inc, among others. Pearl Cohen is a firm on the rise, with big ambitions for the Israeli patent market.