



**Dr. Ziv Rotenberg**  
Partner

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**Practices**

Intellectual Property

China Desk

Litigation & Dispute Resolution

Technology

Life Sciences

Mergers & Acquisitions

Artificial Intelligence (AI)

Patents

Designs

**About**

**Dr. Ziv Rotenberg is a partner in Gornitzky GNY who leads our intellectual property practice.**

Ziv's practice covers all aspects of contentious and non-contentious intellectual property law, as well as intellectual property strategy.

Prior to joining Gornitzky & Co. Ziv worked in China for several years and headed his own intellectual property consulting firm. While there he also obtained his Ph.D. in international law from China University of Political Science and Law. As a result, Ziv has unique expertise in Chinese intellectual property law..

Prior to his time in China, Ziv worked at two of Israel's leading intellectual property firms and represented domestic and international clients in numerous high-profile intellectual property cases.

Ziv's practice covers all aspects of intellectual property law – both contentious and non-contentious. He advises clients on complex intellectual property issues, including disputes, transactions and intellectual property strategy. Ziv's expertise covers patents law, trademark law, copyright law, trade secrets and IP licensing law – among others. Ziv is recognized by clients for his ability to handle complex cases and transactions, devise creative and practical solutions to complex legal and business issues and quickly grasp the IP aspects of new ground-breaking technologies (such as artificial intelligence).

Ziv has special expertise and extensive experience in handling complex transactions such as industry-academia IP license agreements, IP joint venture agreements, co-development agreements and IP restructuring agreements.

Ziv is also one of three partners who form Gornitzky's AI taskforce and has special expertise and experience in advising businesses on intellectual property and other aspects of artificial intelligence (AI) – including in connection with the game-changing field of generative AI. Ziv advises companies that develop, implement or use AI technologies in their businesses and provides valuable advice on how to mitigate the risks associated with the use of AI in a fast-changing legal and technological landscape.

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## **Education**

LL.B., The Hebrew University of Jerusalem (1998)

M.B.A., Ben Gurion University in the Negev (2002)

PH.D. (international law), China University of Political Science and Law (2018)

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## **Admissions**

Israel Bar Association, 1999

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## **Languages**

Hebrew, English and conversational Chinese