



A Member of
The *Luzzatto* Group

LUZZATTO & LUZZATTO

Patent Attorneys



Trademark Department

Luzzatto & Luzzatto's Trademark Department comprises a leading group of lawyers who are broadly acknowledged for their IP capabilities. Our professionals possess deep knowledge and experience in developing strategy to secure, protect and enhance the IP value of the firm's clients and to suit their specific business objectives.

Luzzatto & Luzzatto's dynamic Trademarks Department advises clients in obtaining and preserving rights in Israel and abroad. The firm is actively involved in projects that influence the commercial future of valuable products.

The firm strongly believes that a well-planned trademark strategy leads to better sales and lesser legal fees. Hence the firm's policy of pre-filing research to assist its clients to avoid conflicts in choosing trademarks less expected to be exposed to legal proceedings in major markets.

Luzzatto & Luzzatto utilizes cutting edge technological resources and quality control to make sure that client demands are met in a timely and cost-effective way. Our team supports its clients in every stage of their efforts to obtain and manage their IP rights, and provides practical advice to achieve their commercial goals.



Kfir Luzzatto

Dr. Kfir Luzzatto - Managing Partner, Patent Attorney

Dr. Kfir Luzzatto was born and educated in Italy. After serving in the Israeli Army he acquired his technical education in Israel, where he received a PhD in chemical engineering. He received a number of academic awards, including the Landau Award for Research. Kfir Luzzatto has taught university courses on "Patents and Technology" and is the author of numerous technical, scientific and professional articles, including an educational series of articles in the Hebrew press. He is a member of FICPI, AIPPI, INTA and AIPA, but what he is really proud of is his membership in the National Geographic Society.

Kfir is the author of "The World of Patents", published in 2002 in Israel by Globe's Press.



Moshe Bartal

Moshe Bartal, Adv.

Moshe Bartal was born in Italy, raised and educated in Israel. He received his LLB degree in 1973 from the Faculty of Law at the Hebrew University of Jerusalem. Moshe is an active member of the Israel Bar Association and has served as a prosecutor in the district disciplinary court for 13 years.

Over the last 30 years Moshe has acquired extensive professional experience particularly in the field of litigation.

He had previously served for 25 years as the external legal adviser for *Luzzatto & Luzzatto* and joined the firm as in-house Legal Counsel in 2007.



Chaim Jacobs

Chaim Jacobs, Adv.

Chaim Jacobs was born in Birmingham, England. He began his studies in Chemistry at the University of Bath in Somerset, England and went on to qualify and practice as a Solicitor, until he came to Israel in 1979. Chaim is a member of the Law Societies of England and Israel.

Chaim joined *Luzzatto & Luzzatto* in 2008.



Ronen Sasson

Ronen Sasson, Adv.

Ronen Sasson was born in Givatayim and educated in Ramat Gan, Israel.

Ronen acquired a Bachelor's degree in Law (LLB) from Tel-Aviv University and a Master's degree in Law (LLM) from the University of London. He is a member of the Israeli Bar since 1990.

Ronen joined *Luzzatto & Luzzatto* in 2005 with wide experience in intellectual property law. Ronen deals with various aspects of patents and trademarks, including patent and trademark opposition and cancellation proceedings, trademark prosecution and more.



Oren Mandler

Oren Mandler, Adv.

Oren Mandler was born and educated in Haifa, Israel. He studied Law and Economics at The Haifa University in Israel and is a registered lawyer in the Israeli Bar since the year 2000.

After working in the District Attorney's Office in Jerusalem, Oren practiced as a lawyer in various aspects in the private sector.

Oren joined *Luzzatto & Luzzatto* in 2003.

Elisha Shmuel, Adv.

Elisha Shmuel was born and educated in India where he obtained his graduation degree in the Faculty of Commerce and post-graduation degree in the Faculty of Law from the Gujarat University.

He practiced for 15 years as an Advocate of High Court, State of Gujarat in constitutional, civil and consumer laws representing at various times the offices of the Advocate-General for the State, Government Pleader and a world-renowned activist consumer organization. Elisha is a qualified Indian & Israeli lawyer



Elisha Shmuel

Oren Weiner, Adv.

Oren Weiner was born and educated in Haifa, Israel. He holds an LLB degree from the Hebrew University of Jerusalem and an MBA degree (graduated cum laude) from Bar-Ilan University. He is a member of the Israeli Bar since 1998.

Before joining *Luzzatto & Luzzatto* he had practiced commercial and intellectual property laws. Oren has a wide legal experience in intellectual property matters. Oren joined *Luzzatto & Luzzatto* in 2003.



Oren Weiner

Gilad S. Hadari, Adv.

Gilad S. Hadari was born in Haifa and educated in Be'er-Sheva. He graduated with meritorious marks in his law graduate (LLB) from the "Sha'arei-Mishpat College of Legal Studies", Hod-Hasharon and was admitted as lawyer in the Israeli Bar in 2002.

Gilad had practiced law extensively on the civil side for a year and a half before joining *Luzzatto & Luzzatto* in 2004.



Gilad S. Hadari

Dan Segal, Adv.

Dan Segal was born and educated in Raanana, Israel. He acquired a Bachelor's degree in law (LLB) and a Master's degree in Philosophy (MA, magna cum laude) from Tel-Aviv University.

He is a member of the Israeli Bar since 2005.

Dan joined *Luzzatto & Luzzatto* in 2007.



Dan Segal

Amir Palmery, Adv.

Amir Palmery was born and educated in Beer Sheva, Israel. He has acquired a bachelor's degree in law (LLB) from Sussex University in England and a Masters in Business administration (MBA) from Boston University. He is a member of the Israel Bar since 2001.

Amir joined *Luzzatto & Luzzatto* in 2003. In 2005 he joined L&L Services Ltd., a company of *The Luzzatto Group*, in the position of general manager.



Amir Palmery

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