

Luzzatto & Luzzatto



ommitted to intellectual property for four generations

Luzzatto & Luzzatto



Luzzatto & Luzzatto actively engages in all aspects of patent work, both for domestic and for foreign clients. Patent drafting, prosecution, opinions and patent and literature searches are the firm's everyday work. L&L's R&D-oriented technical staff deals with different disciplines, with particular emphasis on biotechnology, pharmaceutical and industrial chemistry, electronics, software, computer processes and mechanics, to provide a wide range of technical services and assistance.

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During the years L&L has acquired substantial experience in assisting scientists, inventors, R&D managers and marketing managers, in managing their development programs and in focusing their efforts on commercially valuable and patentable inventions.

This approach to patenting and the personal experience of L&L's partners and associates not only makes it possible for the firm to actually participate in the R&D adventure of client companies from a very early stage, but also to analyze and appreciate the value of other companies' intellectual property. This close involvement in R&D is an invaluable tool for providing opinions and planning how to function in a patent-oriented environment.

L&L has acquired substantial experience in patent litigation, such as oppositions, cancellation proceedings, compulsory license proceedings, infringement actions and the like, in Israel and abroad.




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“O! for a muse of fire, that would ascend the brightest heaven of invention;”
(William Shakespeare, Henry V, chorus 1.1)



The image features a large, light green, stylized letter 'T' on the left side of the page. The vertical stem of the 'T' is positioned to the left of the first paragraph of text, partially overlapping it. The horizontal top bar of the 'T' is positioned above the first line of the paragraph. The overall design is clean and professional.

he accumulated knowledge resulting from the firm's experience is constantly passed on to younger people, as a tool of L&L's constant quest for technical excellence. True to its tradition, the firm blends old world personal attention with state-of-the-art equipment and methods. Many efforts and considerable investments are devoted to acquiring, developing, constantly updating and improving office facilities and methods. Because of its particular requirements the firm develops most of its software in-house, to provide its clients with continuously evolving sophisticated data management and solutions. Modern and diversified equipment contributes to the ability of the firm to provide real-time services combining efficiency with contained costs.

Because of the sophisticated equipment and methods used, only above-average personnel can find their place with the firm. L&L's administrative staff is composed mainly of university graduates, and the rest are carefully selected, top-level employees. It is L&L's belief that maintaining the quality of the technical and administrative staff of the firm is a must, in order to meet the exacting standards of the firm's clients. The firm constantly invites criticism as a major tool for maintaining such standards, and has been certified under the ISO 9001-2000 and BVQI Quality Assurance Standards.

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The original 1869 etched glass door that led into Riccardo Luzzatto's study is still preserved at the L&L head office, as a symbol of a cherished tradition.



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These principles, and a careful attention to details and to individual requirements, are important cornerstones of the firm's endeavor to provide constantly improving and cost-effective services. With its interconnected offices L&L's branches function as an organic body, which combines the best of both worlds.

With its dynamic trademark department L&L provides services and advice in procuring and maintaining trademark rights in Israel and abroad. In an increasingly competitive environment and with the introduction of new products and companies on the Israeli market, L&L is actively involved in trademark disputes which may and do affect the commercial fate of valuable products. It is L&L's belief that a well planned trademark policy results in better sales and less legal expenses. For this reason, the firm puts particular emphasis on trademark searches and conflict prevention, and assists its clients in choosing trademarks which are less susceptible of litigation on the markets of importance.





LIZZATI & LIZZATI
Via... 10...

The Ambassador Company
Patent Division
111 South Main
Princeton, NJ 08540
U.S.A.

Dear Sirs,
Your Ref: 4408
Our Ref: 11308/ph/97

United States Patent

This is to Certify

JOHN LIZZATI
AT
New York, New York
1954, and
assigned to parties
United States
AGENT, Registered

In Test
at the
State of
the City
of
the
the



TRATTATO GENERALE
DELLE
LEGGI SULLA
Manifattura e Commercio Industriali
PUBBLICATE PER
ORDINE DEL SENATO

Office

of the

Patent Office

14,323
Wheroof, I have heretofore
and under the seal of the United
States Office to be heretofore signed in
Washington, this twenty-third
day of February, in the year of Our Lord
one thousand eight hundred and
forty-two, and of
the independence of the United States of America
the hundred and seventh.

Wm. M. G. ...



MANIFATTURA
E COMMERCIO
INDUSTRIALE

MANIFATTURA
E COMMERCIO
INDUSTRIALE

THE HISTORY AND

The year is 1869, the place is Milan, Italy. Riccardo Luzzatto founds the Luzzatto Office, a firm of lawyers that will become well known in later years and will concentrate its interests in a new and exciting field of law: Intellectual and Industrial Property. Since 1923 the firm is headed by Riccardo's son, Enrico, later joined by his elder son, Attilio, and is mainly concerned with intellectual and industrial matters.

Enrico Luzzatto's three-volume treatise, "Trattato Generale delle Privative Industriali", published in 1914, is considered to be the cornerstone of the field of Intellectual and Industrial Property in Italy. Today, in the second century after Riccardo Luzzatto first began his practice, his grandson Edgar and his great-grandson, Kfir (Riccardo), continue the family tradition of commitment to Intellectual and Industrial Property, in their chosen seat in Israel.



Riccardo Luzzatto



Enrico Luzzatto

1869
1914

Luzzatto & Luzzatto

Edgar Luzzatto joined the firm to work with his father Enrico and his brother, for a brief period before World War II. He left Italy for the USA where he served in the United States Army in the years 1941-1946, fighting in the Pacific Ocean theater. He practiced in the USA as a registered patent agent, and after a few years returned to Italy where he worked as a consultant to foreign and local industry. In 1976 he started a practice as a registered patent attorney in Israel, which was to become *Luzzatto & Luzzatto*.

Edgar Luzzatto left the partnership in 2000 and continued as a consultant until 2004.



Edgar Luzzatto

TODAY'S PARTNERS



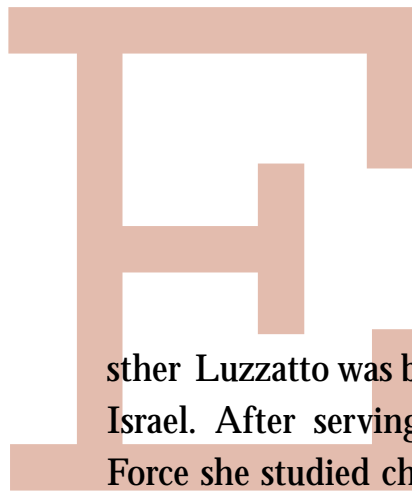
Kfir Luzzatto

K

fir 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 was granted 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

A COMMITMENT TO INTELLECTUAL

Hebrew Press. His book, "The World of Patents", was published in 2002 by Globes Press. He is a member of F.I.C.P.I., A.I.P.P.I., I.N.T.A. and A.I.P.A., but what he is really proud of is his membership in the National Geographic Society.



Esther Luzzatto was born and educated in Israel. After serving in the Israeli Air Force she studied chemistry at the Ben-Gurion University of The Negev, from which she received a PhD in chemistry. Esther Luzzatto's professional career was punctuated by the birth of her four children. After working in the firm as a chemist for ten years she joined as a partner in 1997. Her main interests lie in general chemistry, and in the daily



Esther Luzzatto

PROPERTY SPANNING FOUR GENERATIONS

management of the firm's activities.

Esther constantly combines her work with public service and currently serves as a councillor in her home town. She is also a member of the Negev Economic Forum and of the Negev Hi-Tech Center. She is the V.P. of the Graduates Association of the Ben-Gurion University of the Negev and also finds the time to work with the Friends of The Israel Sinfonietta Orchestra of Beer-Sheva.



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P.O.Box 5352
Beer Sheva 84152
ISRAEL