FIRON

M. FIRON & CO. ADVOCATES

INTELLECTUAL PROPERTY (IP)

The modern IP regime is evolving in direct relationship with the pace of development and evolution of the Internet and the resulting emerging technologies. IP is a dominant factor in almost any commercial and non-commercial enterprise.

M. Firon & Co. was among the first to identify the rising trend according to which a Big Law Firm should also provide its clients with a full suite of high-level IP services, which historically been the preserve of boutique law firms. Today, the firm's department is led by partners who are considered amongst Israel's most prominent IP attorneys, and the department itself has become an integral and meaningful part of the firm, offering its specialized advice to the firm's various departments.

The firm specializes in all modern IP aspects representing its clients both in Israel and abroad. The firm's services span the entire IP spectrum, from drafting and registering patents, designs, and trademarks, through IP litigation and to the commercialization of IP rights. As one of Israel's largest and most distinguished full-service law firms, our IP clients benefit from a very wide range of complementary and otherwise related services to address their needs, under one roof.

The firm has extensive experience representing IP-driven multinational corporations with multi-billion-dollar IP budgets, with proven success and unprecedented achievements which include winning many precedent setting rulings in the Supreme Court and leading breakthrough innovations in the field of Internet law.

The firm's reputation also extends overseas. M. Firon & Co.'s lawyers have played a key role in designing IP law worldwide and serve as active members on eminent Government and international committees entrusted with shaping the IP legislation. The firm's partners have authored well-known books and articles in the field (including a leading reference/text book on copyrights). The firm is a member of prestigious international intellectual property organizations.

COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Drafting and registering patents in Israel and across the globe;
- Registering designs and trademarks in Israel and across the globe;
- IP Litigation;
- IP Commercialization;
- Representing copyright and authors' organizations;
- Licensing agreements;
- IP matters (including IP due diligence) in M&As (including for large public companies), public offerings and capital raising deals in Israel and across the globe.

MEMBERSHIP IN INTERNATIONAL ORGANIZATIONS:

- INTA - International Trademark Association;
- ALAI – International Literary and Artistic Association;
- ISMA – International Social Media Association.

BUILT ON TRADITION.

DRIVEN BY INNOVATION.

"The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation."

THE LEGAL 500

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