

## Saari™ ar Plinner |



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Department. Commercial and International Litigation Department

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Adv. Plinner is a partner in the Commercial and International Litigation Department. He specializes in intellectual property law, and provides legal - strategic counsel to clients in the field.

Adv. Plinner represents clients before Israeli Courts and the Israeli Registrar of Patents, Designs and Trademarks, and advises on acquisition, licensing and other agreements in the fields of trademarks, copyright, patents and designs, in Israel and abroad.

In addition, he handles the registration of trademarks and designs in Israel vis-à-vis the Israel Patent Office and works with foreign local counsel to represent clients before foreign patent authorities in trademark and design registration proceedings outside Israel.

Adv. Plinner is an expert in libel, privacy law, social networks and internet law, as well as the fields of media and entertainment and advertising. In this capacity, he accumulated unique experience in representing movie and TV productions, stage performances, art productions and festivals, artists, collections, museums and galleries.

Adv. Plinner publishes professional articles on intellectual property matters in leading international guides. Among others, in recent years he authored the Israel chapter of Getting The Deal Through: Patents and an article on litigation strategies in Inside The Minds: IP Strategies In The Middle East And Africa. In addition, Adv. Plinner lectures on his fields of expertise in the Tel Aviv University and the "Habetzefer" - Israel's Advertising Agencies Academy, as well as various events and conferences.

Alongside the above, Adv. Plinner is a member of several professional associations in the intellectual property field, including INTA and the Israeli chapters of ALAI and AIPPI.

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