

Israel Connect

Legal Insight for Success in the US Market

WINTER 2016

We are excited to present you with the second issue of *Israel Connect* — our quarterly newsletter focused on forging new connections and strengthening existing bonds between Israeli businesses and the US market. In our second issue, we explore an array of topics covering areas ranging from antitrust compliance in the face of technological advances to the zeitgeist of Mintz Levin, i.e., what differentiates us as a firm, and differentiates our Israel Practice, from the legal pack.

We hope you enjoy this issue of *Israel Connect*, and we look forward to the prospect of offering you greater opportunities to “Connect” throughout the upcoming year. We are here to respond to your needs. For assistance, please contact [Karen Sealine](#) in Tel Aviv at 972.54.4706614.

שנה אזרחית טובה / Happy New Year

Heidi, Adam, and Merav



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Client Spotlight

Meet Our Team

Mintz Levin includes more than 500 attorneys serving clients worldwide. We have more than 15 years of experience working in Israel and serve more than 200 Israeli clients. Highly ranked and recognized by *Chambers Global*, our Israel Practice includes a multidisciplinary group of lawyers — including US-based Israeli attorneys — who know your political and business culture as well as Israel's legal and regulatory landscape.

Practice Leaders



[Heidi Lawson](#)

Chair, International Practice

Heidi is an internationally recognized author and speaker specializing in risk management — particularly risk prior to and during an investigation, litigation, or transaction — as well as insurance matters and investigations. She has been listed in *New York Super Lawyers* for three consecutive years and is regularly quoted in publications including the *Wall Street Journal*, *Financial Times*, and *Business Insurance*.

[Read more.](#)



[Adam Sisitsky](#)

Euclides Technologies

We are so excited to feature **Euclides Technologies** as the spotlight company for this month's newsletter. Euclides Technologies is a leading workforce management system integrator, offering tailor-made service optimization solutions. Established in 2006, Euclides has a proven track-record of successfully creating and implementing complex software solutions for over 100 service organizations across a wide variety of service industries. Euclides perfects service products to their customers' business requirements. Their knowledge as well as outstanding design and integration abilities enable them to create unique implementations that build total communication among all elements of workforce management. Headquartered in Cambridge, Massachusetts and with offices in Brazil, London, Israel, and Bulgaria, Euclides operates in all corners of the world to serve clients across continents.



We are advising Euclides on financing and general corporate matters.

[Learn more](#)

Congratulations

Michal Halperin

Congratulation to Michal Halperin, one of our own Mintz Levin alumni, who was appointed to be the next head of the Israel Antitrust Authority.



Michal is a former legal advisor to Mintz Levin in Boston and served as deputy head and legal advisor to Israel's Antitrust Authority. Currently she is a partner at Meitar Liqornik Geva Leshem Tal, where she heads the Antitrust and Competition Group.

[Read more](#)

Zimperium

Zimperium is an enterprise mobile security system offering organizations complete mobile security against cyberattacks around the clock. With teams in more than eight countries, the company has built an award-winning solution to protect mobile devices from cyberattacks before they happen.

Founded in 2010, Zimperium is headquartered in San Francisco and has offices in Dallas and Tel Aviv. The management team includes CEO, Shridhar Mittal and founder, chairman and CTO, Zuk Avraham. Zimperium is backed by major investors including Samsung, Telstra and



Chair, Israel Practice

Adam focuses on business and securities litigation, internal investigations, and US government enforcement actions. He represents clients in SEC investigations and enforcement proceedings as well as in civil litigation. Adam routinely counsels public and private companies and others in matters involving compliance issues, including matters arising under the US Foreign Corrupt Practices Act (FCPA). [Read more.](#)

Editor



Merav Gershtenman, 212.692.6806
Associate, Corporate & Securities

Merav represents issuers and underwriters in capital market transactions, including IPOs, follow-on offerings, PIPEs, and At-the-Market offerings. Merav also concentrates her practice on providing, on an ongoing basis, counsel to public companies with respect to compliance and disclosure obligations under the securities laws, corporate governance matters, listing and compliance with various trading markets, including NYSE, NASDAQ, and OTC markets. [Read more.](#)

Industry Contacts

Energy



Tom Burton

Sierra Ventures and has raised approximately \$20 million in funding to date.

Zimperium is making big waves in the enterprise mobile security industry. Over the past six years, Zimperium has disrupted the mobile ecosystem by discovering multiple mobile vulnerabilities, including the highly publicized, Stagefright vulnerability last July. Stagefright impacts nearly every Android user and has dramatically shifted the way the Android community has approached security, including an acceleration of patches released by Google and network carriers. Zimperium's mission is to completely secure hyper-connected businesses against the next generation of advanced mobile attacks.

Zimperium's Vice President of Research, **Joshua Drake**, was recently named among the **top 6 influential security thinkers** by *SC Magazine*.

We are advising Zimperium on US immigration and visa matters.

[Learn more](#)

Featured Articles

[Is Your App Antitrust Compatible?](#)

As developers and technology gurus continue to develop Apps for just about everything, companies that use Apps to market products to American consumers must be careful to comply with US antitrust laws and regulations designed to prohibit anticompetitive behavior. In this article, Mintz Levin Member Dionne Lomax looks at how "tying" — the conditioning of a sale of one product on a buyer's agreement to buy another — can raise antitrust issues for companies using Apps to market insurance products, and considers what App providers should do to avoid violating US antitrust laws and incurring significant penalties.

[Read more](#)



[Bob Bodian, on Building Differentiation from the Center](#)

For the September 9, 2015 online edition of *Forbes*, writer David Parnell spoke with Mintz Levin Managing Member Bob Bodian to get his take on what makes the firm tick. Their discussion touched on everything from our practice strengths in 21st industries — life sciences, health care, communications, technology, and energy technology — to the firm's openness to alternative fee arrangements, strong project management capabilities, and collaborative, solution-based approach to client service.



Chair, Energy Technology Practice

Tom founded and chairs the firm's Energy Technology Practice, which has completed more than 350 transactions totaling over \$7 billion. He is ranked by *Best Lawyers in America* in the Corporate Law section and recognized by *The Legal 500 United States* as "rising to the fore" in energy technology for Venture Capital and Emerging Companies. [Read more.](#)

Intellectual Property – Life Sciences & Medical Device



Bill Geary

Member

Bill is an experienced patent and trademark attorney with a particular background in medical technology, polymers and advanced materials, and chemicals. He is recognized in *Chambers USA* (Massachusetts — Intellectual Property) and was recognized for 10 consecutive years in *Massachusetts Super Lawyers*. For the past two years, he has also been named an IP Star by *Managing Intellectual Property*.

[Read more.](#)



Adam Samansky

Member

Adam's practice focuses on IP litigation. His core practice includes patent and trade secret litigation involving complex technologies in the pharmaceutical, medical, high-tech, and defense industries. Adam has tried cases before

[Read more](#)

Apply Early For Visas!

The US Embassy in Tel Aviv continues to advise visa applicants with scientific and technology backgrounds to apply well before anticipated travel to the United States.

[Read more](#)



multiple US District Courts, briefed and argued cases before the US Court of Appeals for the Federal Circuit, and briefed bet-the-company issues before the US Supreme Court. [Read more.](#)

Health Care



Susan Berson

Managing Member, DC office

Susan has advised some of the largest government health programs and negotiated some of the largest pharmacy service agreements in the United States. She has been listed in *Chambers USA* for three consecutive years and is recognized by *The Legal 500 United States*. Susan is also a recipient of the International Law Office and Lexology's Client Choice Award for Healthcare & Life Sciences.

[Read more.](#)

From Our Blogs

Mintz Levin's attorneys blog on a broad range of legal issues affecting Israeli and international businesses. In this issue, we feature posts from our *Health Law & Policy Matters* and *Securities Matters* blogs.

FDA Legal and Regulatory — 2015 Year in Review

Looking back on 2015, it's apparent that this was another very busy year for the US Food and Drug Administration (FDA), whose oversight responsibilities are estimated to touch 25% of American consumers' spending on various regulated products. This post highlights some of the FDA's significant actions in 2015 and provides thoughts about what 2016 may bring for FDA-regulated entities.



[Read more](#)

What Questions Executives Should Be Asking About Their D&O Insurance Under the New DOJ Policies

In September, the US Justice Department issued new policies that place individual executives at the center of their prosecution efforts and encourage companies to cooperate in building cases against those individuals. In this post, authors Heidi Lawson and Jacquelyn Burke discuss D&O insurance solutions and the kind of coverage you need to have.



[Read more](#)

Upcoming Events – Come See Us!

Corporate



Ran Zioni

International Member

Ran represents companies in mergers and acquisitions, venture capital, and private equity financing transactions as well as in technology licensing and outsourcing transactions. In addition to his work with Israeli companies, Ran advises US clients on matters involving Israeli law and on issues relevant to US participants in Israel's venture capital and high-tech industries. [Read more.](#)

Ambassador Dennis B. Ross: Innovative Foreign Policy for Changing Times

Date and Time

February 23, 2016

9:00 – 11:30 am

Location

The MIT Media Lab, Cambridge, Massachusetts

Mintz Levin and the MIT Sloan Office of International Programs are very pleased to present a conversation with Ambassador Dennis B. Ross, who has advised Presidents Barack Obama, Bill Clinton, George H. W. Bush, and Ronald Reagan on US policy and negotiations in the Middle East.

[Click here for event details and to register.](#)

[Click here to learn more about Ambassador Ross.](#)

Israel's Institutional Investment Conference — Deal Breakers: Identifying, Balancing and Mitigating Investment Risk in a Dynamic International Enforcement Climate

Date and Time

March 8, 2016

09:10 – 09:50

Location

Hilton, Tel Aviv

Mintz Levin is pleased to be hosting a panel at the conference. The panel of distinguished practitioners will discuss the current enforcement and regulatory climate and related insurance coverage issues and their effects on international investment activity and deal valuation. The panel will also give practical tips on what red flags or issues to look for and questions to ask when investing in companies outside Israel.

Panelists:

Heidi Lawson, *Member*, Mintz Levin, New York, NY USA

Adam L. Sisitsky, *Member*, Mintz Levin, Boston, MA USA

Chris Brennan, *Partner*, Addleshaw Goddard, London, UK

Ariel Berman, *Zonal Manager Financial Institutions EMEA – AIG*, London, UK

» [Learn more about our panelists here.](#)

Corporate / Immigration



Doug Hauer

Member

Doug is a Member in the firm's Corporate & Securities Practice and Immigration Practice. On the corporate side, he focuses on private offerings and related securities work. Doug serves as counsel to developers and businesses seeking capital through the EB-5 investor visa program. He also counsels lenders, private equity firms, and EB-5 Regional Centers on all aspects of EB-5 financing. In the immigration law space, Doug represents corporate, institutional, and individual clients in routine and complex immigration matters. He has in-depth experience advising companies on the immigration consequences of corporate restructuring. He also advises businesses on the legal aspects of establishing new offices and operations in the US. [Read more.](#)

Employment



Mitch Danzig

Member

Mitch has extensive experience in employment law and in intellectual property litigation and complex commercial litigation. He has also served as a member of the firm's Policy Committee. His work has focused on litigation in the areas of trade secrets, complex commercial litigation, employee mobility, wrongful termination, discrimination, harassment, contracts, defamation, wage and hour, and unfair

[Click here for additional event details.](#)

[Click here to register.](#)

If you would like to meet any of our presenters, please [contact Karen Sealine.](#)

Webinars

Biologics/Biosimilars Webinar Series: **BPCIA Patent Litigation**

Date and Time

February 25, 2016

3:00 pm - 4:00 pm EST

In this third installment of our biologics/biosimilars series, we'll discuss BPCIA Patent Litigation, including an update on particular cases and the litigation process under the BPCIA.

This is an online event.

[Click here for event details and to register.](#)

Biologics/Biosimilars Webinar Series: **Transactions and Patent Portfolios**

Date and Time

March 17, 2016

3:00 pm - 4:00 pm EST

In this fourth installment of our biologics/biosimilars series, we'll discuss transactions and patent portfolios in the biologics/biosimilars space. We'll review acquisition and disposition, antitrust issues, and portfolio development and commercialization for innovators and biosimilars.

This is an online event.

[Click here for event details and to register.](#)

competition. As part of his counseling practice, Mitch has performed management training for employers and rendered employment advice on employment-related issues, including those associated with hiring employees, terminating employees, workplace investigations, discrimination, protection of trade secrets, leaves of absence, reductions-in-force, and compliance with wage and hour laws, among others.

[Read more.](#)

Local Contact



[Karen Sealine](#), 972.54.4706614

**Biologics/Biosimilars Webinar Series:
Post-Market Legal and Regulatory Issues**

Date and Time

April 7, 2016

3:00 pm - 4:00 pm EST

In this final installment of our biologics/biosimilars series, we'll discuss post-market legal and regulatory issues facing researchers, manufacturers, and distributors of biologics-based diagnostics and therapeutics. We'll look at health care implications, reimbursement, state substitution laws, and product liability.

This is an online event.

[Click here for event details and to register.](#)

Boston | London | Los Angeles | New York | San Diego | San Francisco | Stamford | Washington

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