

# Covington's Israel Initiative

Drawing on the deep expertise of our regulatory, corporate, litigation, and investigations lawyers and advisors, we have the exceptional ability to help Israeli clients achieve their critical business goals and navigate their most complex legal problems, deals, and disputes.

## Overview

Using a multidisciplinary approach, Covington's Israel Initiative provides legal, regulatory, and policy advice to Israeli individuals and companies—from multinationals to medium- and small-sized businesses, including unicorns and startup ventures—to help them achieve their business goals across the globe.

Our experience and understanding of the Israeli business environment, coupled with the relationships we have developed on the ground in Israel, enable us to provide timely, practical, and effective advice on Israel-related matters for all of our clients.

### Geographic Reach and Global Resources

With offices in the U.S., Europe, Middle East, Africa, and Asia, and a network of expert local partners, we use our extensive insights into the workings of governments around the world to provide practical business advice. Covington's professionals include more than 120 former government regulators, enforcers, diplomats, lawmakers, and professionals with a breadth of experience advising companies around the world. Notably, our Dubai colleagues are exceptionally well-positioned to help Israeli companies seize opportunities presented by the Abraham Accords.

Our Israel Initiative is supported by skilled advisors on the ground in Israel and by in-house, Hebrew-speaking teams that leverage the full breadth of Covington's international expertise. We also regularly collaborate with Israeli law firms and other consultancies to provide integrated and strategic approaches to time-sensitive legal and policy-driven challenges and opportunities.

### Comprehensive Approach to Matters

The Covington team handles a broad range of Israel-related matters by working seamlessly across our firm's practices, initiatives, industry groups and offices to advance our clients' business priorities and provide substantive and comprehensive services tailored to our clients' specific needs.

19 times named to  
*The American Lawyer's*  
"A-List"

Ranked among the leading corporate  
practices by *Chambers*, *Corporate*  
*Board Member*, and *Legal 500*

Recognized as a leading food, drug and  
device regulatory firm by *Chambers*,  
*Legal 500*, *Law360*, and *LMG Life*  
*Sciences*



## Industries

### Experience Across an Array of Industries

Our team provides strategic advice that is fundamental to the success of our clients who span industries including:

- Aerospace, Defense, and National Security
- Artificial Intelligence
- Blockchain/ICOs/Cryptocurrency
- Digital Health
- Food Tech
- Financial Services
- Internet of Things (IoT)
- Infrastructure and Transportation
- Life Sciences
- Media, Internet, and Technology
- Pharmaceuticals and Medical Devices
- Smart Mobility (e.g., UAVs)

# Capabilities and Services



## Corporate

Our Corporate practice covers a broad range of transactional and advisory work on behalf of Israeli public and private companies, as well as emerging companies and venture capital funds. Our team has extensive expertise advising on private equity, mergers and acquisitions, and securities and capital markets transactions, including on initial public offerings and follow-on equity offerings for issuers in a number of industries, including, for example, in the life sciences, technology, and financial services sectors.



## Intellectual Property Strategy and Patent Litigation

With a cross-disciplinary approach, our team provides IP advisory services, including IP civil litigation and PTAB litigation, for growing and established companies in a range of industries including technology and fintech. In addition to creating valuable IP protection strategies for existing portfolios, we support clients in their efforts to build their IP. Our capabilities also extend to technology transactions and licensing, among others.



## Regulatory and Public Policy

Our market leading Regulatory and Public Policy practice groups help Israeli clients seize opportunities and navigate complex legal and policy problems. We have longstanding experience in dealing with the types of complex problems that involve both legal and governmental institutions, including, for example:

- Regulatory approvals
- Government contracts
- Federal investigations

Our multinational Public Policy and Global Problem Solving teams consist of over 120 former diplomats and policymakers in the United States, the Middle East, Europe, Latin America, Africa, and Asia. We combine our broad legislative and regulatory strategy experience with a keen understanding of how to effectively advocate for our clients' policy interests and key business priorities.



## Food, Drug, and Device

Covington's global Food, Drug, and Device practice advises clients from startup ventures to multinational corporations in the food and dietary supplement, pharmaceutical, medical device, digital health, biotechnology, veterinary, and cosmetics industries. We counsel our clients on matters spanning all aspects of product development, safety, labeling, and promotion, as well as regulatory requirements and strategies for the entire product lifecycle. We routinely handle issues involving combination products and advise pharmaceutical and biotechnology companies on medical device requirements relevant to their products and strategic partnerships. Our lawyers are also expert thought leaders in cutting-edge food technologies such as cell-cultured meat. Leveraging the insights of our former senior officials at the U.S. FDA and other regulatory agencies and our deep understanding of the Israeli life sciences sector, Covington is uniquely well-situated to help our Israeli clients bring their innovations to the global market effectively and efficiently.



## International Trade

As companies develop their global footprint, the relevance of international trade and investment law expands. Covington offers a full range of international trade services to Israel's leading companies, advising across an array of industries on various trade controls, including export controls, economic sanctions, and anti-boycott laws and regulations, as well as on U.S. and global trade law, policy, and disputes. Our Foreign Direct Investment (FDI) Initiative routinely collaborates with our preeminent CFIUS practice to handle matters involving the Committee on Foreign Investment in the United States (CFIUS), identifying and helping clients navigate global investment regulatory barriers at an early stage and also providing long-term strategic advice to repeat investors.



## White Collar Defense, Litigation, and Investigations

Covington litigators handle novel, complex, and high-stakes disputes, including bet-the-company antitrust, class action, and insurance recovery for our Israeli clients. Our ability to staff litigation matters with multidisciplinary teams that also leverage the firm's regulatory insight allows us to develop case themes early on, and focus our discovery efforts on the key issues at hand. We always put our clients in the best position to win—whether through a verdict, a dispositive motion, or a negotiated resolution.

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# Representative Matters

## Corporate

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Assist an **Israeli digital health company** with corporate support for upcoming Series A funding round, as well as health care regulatory and reimbursement issues.

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Representing an **Israeli genetics software company** in connection with advice relating to their software sales, marketing agreements, and terms of service.

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Represented **MeaTech 3D Ltd.**, a food technology company developing an industrial cultured meat production process with integrated 3D printing technology, in its IPO of American Depositary Shares on Nasdaq.

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Advised **NeuroSense Therapeutics** in its U.S. IPO and the establishment of an at-the-market offering program. The proceeds of these offerings allow NeuroSense to continue its clinical development program targeting therapeutics for patients suffering from ALS and other neurodegenerative diseases. Covington also acts as ongoing SEC reporting counsel to the Company.

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## Intellectual Property Strategy and Patent Litigation

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Representation of **Elbit Systems** in numerous IP litigation matters, including *Thales Visionix v. United States* (concerning helmet mounted display systems used in the F-35 Joint Strike Fighter), *Elbit Systems Land and C4I Ltd. v. Hughes Network Systems, LLC* (concerning satellite communications technology, secured \$30M for Elbit after successful trial verdict and affirmance on appeal), and *3rd Eye Surveillance, LLC v. United States* (concerning video surveillance technology).

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Advise a **biotechnology company** on trademark clearance and registration of a drug name in the United States, European Union, United Kingdom, and in Israel.

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## Food, Drug, and Device

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Advise **DouxMatok** on U.S. and European regulatory requirements for approvals and marketing.

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Assisted **OrSense**, a medical device company that develops and commercializes non-invasive technologies for monitoring various blood parameters, with the 510(k) clearance for the company's pulse oximeter, in addition to providing ongoing regulatory advice.

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Provide ongoing regulatory advice to **ReWalk**, an innovative medical device company with operations based in Israel.

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Represented **Steba Biotech** before the U.S. FDA in connection with a combination drug-device product being developed for oncology indications through partnership with the Weizmann Institute of Science.

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Represented **Teva Pharmaceuticals** in negotiations pertaining to the deployment of IBM's Watson Health Cloud.

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Advise **Israeli digital health companies** on the U.S. FDA regulatory status of their software products.

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## International Trade

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Represent an **American industrial conglomerate** in connection with compliance obligations relating to the re-export of a product received from Israel.

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Provide CFIUS and International Traffic in Arms Regulations (ITAR) advice to an **Israeli semiconductor company**.

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Provide an **Israel-based technology company** with trade control analysis of their product.

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Advised an **Israeli semiconductor company** on export controls in connection with pursuit of a license to export certain products to Huawei.

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Our lawyers and advisors deliver commercially minded advice, combining a deep industry understanding of our clients' industries—including many of Israel's major sectors—with sophisticated and integrated legal knowledge.



# Representative Matters

## Regulatory and Public Policy

Advised an **Israeli artificial intelligence software company** on government contracts compliance matters in connection with a potential whistleblower allegation by a former employee.

Counseled an **Israeli cybersecurity and information communications company** on U.S. defense contracting, including through Foreign Military Funding (FMF).

Guided a **leading Israeli public company** in securing a major U.S. government contract and remaining in compliance with its related U.S. federal procurement obligations.

Provide legal analysis under U.S. and UK trade law for a **major Israeli university** regarding a number of high dollar contributions from a foundation.

## White Collar Litigation and Investigations

Advised and represented **Israeli executives and corporations** with white collar and administrative investigations related to their business in Israel and in developing regions, and defended against allegations of bribery and corruption, insider trading, fraud, trade sanctions violations, and anti-boycott compliance failures.

Advised and represented **individual Israelis** in connection with investigations by the U.S. Department of Justice, the Securities and Exchange Commission (SEC), and other U.S. regulators and enforcement agencies. Those investigations have included allegations concerning issues such as securities fraud, the improper importation of pharmaceuticals, and other criminal and regulatory violations.

## Our Team



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