LIHI KATZENELSON

Partner

+972 3 6087990
lihik@arnontl.com



EXPERTISE

Copyrights and Trademarks | Telecom and Media | Commercial Litigation

BIO

Lihi Katzenelson serves as a partner overseeing the area of brand and trademark protection at the firm. She represents prominent Israeli and international clients globally, offering legal counsel and support in selecting commercial names for marketing and rebranding initiatives.

Lihi specializes in strategic planning and developing professional portfolios for the registration and utilization of trademarks. With years of extensive experience, she provides ongoing commercial consulting and legal assistance to a diverse clientele, which includes production companies, broadcasters, advertising firms, royalty companies, retail businesses, cosmetics companies, startups, banks, and educational institutions. She handles their representation in various intellectual property matters, including copyright and trademark protection in Israel and worldwide. She also collaborates with international colleagues to ensure optimal territorial safeguarding of clients' intellectual property rights.

Lihi is recognized by *The Legal 500* for her expertise in intellectual property and brand protection, particularly noted for her work in trademark strategy, portfolio management, and IP-related litigation.

Furthermore, Lihi possesses unique expertise in managing litigation procedures related to disputes and legal conflicts in the fields of copyright, media, advertising, communication, and trademarks across all judicial courts in Israel.

Before joining Arnon, Tadmor-Levy, Lihi gained valuable experience through internships at the Israel Patent Office and positions at boutique firms specializing in intellectual property. Her comprehensive familiarity at both the procedural public administrative level and the private commercial level underscores her proficiency in navigating the intricacies of the intellectual property system.

Lihi received her LL.B. from Tel Aviv University in 2009, and was admitted to the Israel Bar in 2010. She is a member of INTA (International Trademark Association).

WORLD TRADEMARK REVIEW

"Lihi excels in strategic thinking, aligning trademark strategy with business goals, and her experience in domestic and international trademark law – which she combines with clear communications – is crucial to protecting her clients' brands".

Education

2009 Tel Aviv University | LLB

Admission

2010 Israel

RECOGNITION

RECOMMENDED LAWYER Legal500 EMEA 2026

RECOMMENDED LAWYER Legal500 EMEA 2025

WTR 1000 The World's Leading Trademark Professionals 2025