



Zachary (Zac) I. Rosenbaum

Associate

Redwood Shores

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Zac Rosenbaum offers comprehensive legal services to individuals, startups and established corporations dealing with patent, trademark, copyright protection and internet privacy issues and disputes.

With a diverse background in technology, Zac focuses on areas including software technology, virtual and augmented reality, natural language processing, IoT devices, software security, photographic technology and user interfaces.

Zac's extensive experience allows him to adeptly handle complex IP litigation cases, offering strategic legal solutions tailored to the unique needs of his clients. His deep understanding of cutting-edge technologies ensures that clients receive informed and effective representation in protecting their intellectual property.

Zac is an active triathlete and enjoys regularity competing in Ironman, Marathons and Ultra-Marathons.

Areas of Focus

Services

[Intellectual Property](#)

[Intellectual Property](#)

[Litigation](#)

Sectors

[Technology](#)

[Retail & E-Commerce](#)

Experience

- Won a judgment representing an internet e-commerce company in a complex lawsuit involving multiple claims, including false advertising and violations of the Lanham Act.
- Provides counsel to companies on data privacy compliance and issues related to the California Invasion of Privacy Act (CIPA).
- Successfully prosecuted software and IoT patents domestically and in South Korea, China, Japan, Denmark, EU and Australia.

Credentials

Education

- University of California - Davis, J.D.
- San Diego State University, B.S., Mechanical Engineering

Bar Admissions

- California (2022)
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Professional Activities

- Jewish Bar Association of San Francisco, 2019 – present