



## Celebrating 20+ Years in ITechLaw!

**We're rolling out the red carpet** for our long-time members! As part of the celebration, ITechLaw is conducting interviews of these valued members so that you can learn from their experiences with the association as well as from their careers in IP/IT law around the world.

This month ITechLaw gives special thanks to 20-year member Naomi Assia, head of [Naomi Assia & Co. Law Offices](#). Please enjoy her interview below:

**1. Name, firm, position, number of years in practice, areas of practice:**

I am the head of Naomi Assia & Co. Law Offices, Patent Attorneys and Notary. We are pioneers in computer law practice in Israel with more than 25 years of experience in the fields of Intellectual property, Computer Law, Corporate and Commercial Law. We represent a diverse collection of public and private companies including companies in the technology, software, financial and insurance industries, both in Israel and in international transactions.

**2. Why or how did you become involved in technology law in your practice?**

I was in-house counsel at a public software company and the area fascinated me. In 1987, I wrote a book on computer law in Israel, the first and only one.

**3. What have been some of your greatest challenges in practice? High points?**

Here are some notable challenges I have faced in my practice: Lobbying in the Israeli parliament to include software as a literary work in the Copyright Act, Playing a major role in the legislation of the Computer Act in 1995 and Electronic Signatures Act in 2001, participating in most of the software cases in Israel, and representing the leading software companies in Israel, including multi-national companies, in anti piracy.

**4. When did you join CLA/ITechLaw?**

I joined CLA/ITechLaw in 1988 at the CLA Amsterdam conference.

**5. Why did you join CLA/ITechLaw? Did anyone suggest it to you?**

I read CLA's publications and joined to gain knowledge and networking opportunities.

**6. What has kept you a member of the association for 20 years?**

I have remained a member of the association for 20 years in order to gain more and more knowledge and networking possibilities as well as the opportunity to meet

representatives from around the world and create collaborations with them.

**7. What is your best piece of advice for new associates considering a career in IT/IP law?** My advice to new associates is that the future is very challenging and you must be up to date so ITechLaw is the best place for that.

**8. How can new ITechLaw members make the most of their membership?** I think that new ITechLaw members should participate in the conferences and read the publications to make the most out of their membership.