

Ziwen Zhu

Partner

Atlanta

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Ziwen is a trusted advisor with an extensive background in advising international companies investing in the U.S. Her experience helps international clients seamlessly transition into the U.S. market and avoid common pitfalls.

OVERVIEW

Ziwen advises international companies in navigating the complexities of international business expansion to the U.S. With a focus on Foreign Direct Investment (FDI), she develops tailored legal strategies that align with her clients' business objectives. Ziwen's experience with key areas such as regulatory compliance, intellectual property protection, and dispute resolution enables her to identify and help resolve a wide array of potential issues. Ziwen represents clients in a diverse range of industries, including telecommunications, manufacturing, renewable energy, pharmaceuticals, and information technology, providing her with a broad perspective and deep understanding of sector-specific challenges and opportunities.

Ziwen provides comprehensive legal advice to clients establishing U.S. operations through greenfield and brownfield investments from inception to execution. She guides clients structuring and forming U.S. entities, navigating U.S. regulatory compliance frameworks, advising on CFIUS reviews, national security considerations, and industry-specific regulations. Ziwen also advises clients on safeguarding their intellectual property rights, which helps them maintain competitive advantages in their respective industries. She helps clients proactively address potential legal risks in contract drafting and negotiations, and resolves commercial disputes, helping to ensure smooth daily operations.

Ziwen works closely with the firm's litigation and white-collar defense attorneys, particularly in regulatory compliance, commercial litigation, and U.S. government investigations. Her collaborative approach helps clients receive comprehensive legal support across all facets of their business.

REPRESENTATIVE MATTERS

Corporate Transactions

- Advised a Chinese manufacturer in its greenfield investment, asset, and stock acquisition in Oklahoma with a total investment amount exceeding \$30 million.
- Advise Chinese manufacturers in establishing their U.S. subsidiaries and operations in multiple states and draft and negotiate commercial agreements.

- Represented a U.S. wind energy company in acquiring target companies in Colorado and Texas.
- Represented a multinational technology corporation in connection with its corporate restructuring in the U.S.

Government Investigations and Dispute Resolutions

- Counseled clients to obtain approvals from the Committee on Foreign Investment in the U.S. for their investment in the U.S. (CFIUS)
- Counseled clients in responding to U.S. government investigations conducted by the Office of Foreign Assets Control, Office of Export Enforcement, and Department of Justice.
- Counseled a client in companies' internal investigations in connection with criminal prosecution by the Department of Justice.
- Counseled a client on contract disputes before the International Chamber of Commerce and American Arbitration Association.

Intellectual Property Rights

- Represented a U.S.-based gardening company in 337 investigations before the U.S. International Trade Commission protecting its trade secrets, trademark and copyrights.
- Prosecuted and managed trademark portfolios for U.S.-based multinational companies in the U.S., Canada, European Union, UK, China, Japan, Korea, and UAE.
- Negotiated and drafted trademark license agreements.
- Counseled clients in selecting, clearing, and registering trademarks.

AWARDS

- Swiss Ambassador Award (2005)

TOP AREAS OF FOCUS

- CFIUS
- Corporate Governance
- Intellectual Property
- International
- Mergers + Acquisitions

ALL AREAS OF FOCUS

- CFIUS
- Corporate
- Corporate Governance
- Intellectual Property
- International
- Mergers + Acquisitions
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, Georgia State Bar Association
- Co-chair, Community Service Committee, The Georgia Asian Pacific American Bar Association (GAPABA) (2022-present)

PROFESSIONAL EXPERIENCE

- Program officer, Embassy of Switzerland, Beijing, China, 2004-2006

EDUCATION AND CERTIFICATIONS

EDUCATION

- Georgia State University College of Law, J.D., 2010, Pro Bono Service Distinction
- Capital Normal University in Beijing, B.A., 2004

BAR ADMISSIONS

- Georgia

LANGUAGES

- Mandarin Chinese

PUBLICATIONS

- Co-author, "Strategic Planning for Protecting Your Intellectual Property Rights Before Seeking Investment in the US: A Playbook for Foreign Investors," *Troutman Pepper Locke*, December 11, 2025.