Ziwen Zhu

Partner

Atlanta

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Ziwen is a trusted strategic advisor who helps international companies navigate the complexities of investing and operating in the United States. Her deep experience helps clients seamlessly transition into the U.S. market while avoiding regulatory and operational pitfalls.

OVERVIEW

Ziwen acts as a trusted, outside general counsel-level advisor to international companies expanding into the United States. Clients in the technology, manufacturing, energy, and e-commerce sectors rely on her as their first call when navigating regulatory challenges, government scrutiny, operational issues, or strategic decisions about U.S. expansion.

Ziwen guides clients through every phase of U.S. investment — from structuring entities and managing CFIUS reviews to safeguarding their intellectual property rights. She proactively addresses potential legal risks in contract drafting and negotiations, resolves disputes, and ensures compliance across export control, privacy, employment, and industry-specific regulations.

Ziwen has represented multinational technology and telecommunications companies in government investigations and high-profile litigations, including sensitive national security reviews and other matters under heightened regulatory scrutiny. She also advises energy storage, EV supply-chain companies, and other foreign investors managing complex U.S. compliance requirements. As a native Mandarin speaker, Ziwen bridges cultural and legal differences that often complicate cross-border transactions by combining clear communication with culturally aware, actionable advice.

Ziwen's business-focused counsel — integrated with support across Troutman's international, corporate governance, IP, M&A, technology, employment, and litigation practices — allows her clients to focus on growth while she manages their overlapping legal risks. Whether establishing a greenfield manufacturing facility, acquiring a U.S. company, responding to a government investigation, or resolving day-to-day operational issues, foreign companies trust Ziwen to help them invest successfully in the United States.

REPRESENTATIVE MATTERS

Corporate Transactions

- Advised a Chinese manufacturer in its greenfield investment, asset, and stock acquisition in Oklahoma with a

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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

- Ambassador Award by Ambassador of Switzerland to China (2005)

TOP AREAS OF FOCUS

- Corporate Governance
- Health Care + Life Sciences
- Health Care + Life Sciences Intellectual Property
- Intellectual Property
- International
- Mergers + Acquisitions

ALL AREAS OF FOCUS

- Corporate
- Corporate Governance
- Health Care + Life Sciences
- Health Care + Life Sciences Intellectual Property
- 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
- Beijing Capital Normal University, B.A., 2004

BAR ADMISSIONS

- Georgia

LANGUAGES

- Mandarin Chinese

SPEAKING ENGAGEMENTS

- Speaker, "How to Register Under Three Business Paths — Sales and Warehousing, Restaurant or Retail Operations, and Manufacturing Facilities: Entity Type, State of Formation, and Implications for L-1, Other Work Visas, and Business Visas," 3rd Hunan Trade and Investment Promotion Global Strategic Partnership Conference, October 21, 2026.
- Speaker, "Business Development and Practical Responses in the U.S. Construction Market," Overseas Construction Association of Japan, Inc., May 19, 2026.

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.