David Hitz

Partner, Attorney at Law, MLaw, LL.M

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He protects his clients' intellectual property, enforces their rights consistently, and drafts their contracts. He thinks entrepreneurially, acts with foresight, and finds pragmatic solutions.

David Hitz is an expert in intellectual property law, advising clients on strategic protection, commercial utilization, and enforcement of their rights. His core areas of expertise include trademark and copyright law, IP-related contracts, and IP litigation.

He drafts and negotiates license and software agreements, advises companies on their IP strategy, and represents clients in complex judicial and extrajudicial disputes. Furthermore, he provides counsel on Swissness, geographical indications, and protected designations of origin and supports M&A transactions, focusing on the valuation, transfer, and protection of intellectual property rights.

Another key focus lies at the intersection of artificial intelligence and intellectual property law: David Hitz advises on the application of generative AI, copyright issues, and the use of protected content in technology-driven business models. Additionally, he has experience in general contract law and labor law matters related to intellectual property.

He is recommended by The Legal 500 EMEA 2026 as a Key Lawyer in the area of Intellectual Property. As a regular speaker at national and international professional events, he engages with current developments in intellectual property law and the legal challenges posed by new technologies.

Expertise

Intellectual Property Law, Technology Law, Digitalisation, and Communication

Company & Corporate Law / M&A

Startup & Venture Capital Desk

Life Sciences, Healthcare, Pharmaceuticals, and Biotechnology

Dispute Resolution and Litigation

Board of Directors

- Member of the Board of Trustees of the H. and E. Hitz-Martin Foundation

Career

- Since November 2026
  Partner at Kellerhals Carrard, Zurich
- 2022
  Secondment at Lindt & Sprüngli
- 2019–2026
  Associate at Lenz & Staehelin, Zurich
- 2016–2017
  Legal Trainee at Lenz & Staehelin, Zurich
- 2016
  Judicial Trainee at the Civil Court of Basel-Stadt

Memberships

- Zurich Bar Association (ZAV)
- Swiss Bar Association (SAV/FSA)
- Institute for Intellectual Property Rights (INGRES)
- International Association of Young Lawyers (AIJA)
- International Trademark Association (INTA)
- Licensing Executives Society (LES)

Education

- 2023
  LL.M. at Singapore Management University
- 2018
  Bar Admission in the Canton of Basel-Stadt
- 2014–2016
  Master of Law, University of Basel
- 2010–2014
  Bachelor of Law, University of Basel

Languages

German, English