

November 29, 2012

## **Gornitzky acts for Geni.com in connection with its acquisition by MyHeritage.com.**

### **News**

**Gornitzky & Co. acted as Israeli counsel to Geni Inc., an online application for researching and building family trees based in California, in connection with its acquisition by its Israel-based rival, MyHeritage Ltd.**

Gornitzky advised Geni in connection with the Israeli facets of the deal, including recommendations regarding the structure of the transaction.

Geni was represented by Chaim Friedland (Partner) and Yisrael Spero.

### **Key Contacts**



**Chaim Friedland**  
Partner