Hogan Lovells Horitsu Jimusho Gaikokuho Kyodo Jigyo, Tokyo
Intellectual Property (IP)

"Lovells has a longstanding reputation for excellence in matters across all of its offices, and the Tokyo office holds this up with aplomb."

Asia Pacific Legal 500

"the firm's strong IP litigation expertise is backed up by an extensive global network ensuring client benefit from multi-jurisdictional capabilities in the contentious and non-contentious spheres."

Chambers Global

A key strength of Hogan Lovells' Tokyo office is our Intellectual Property (IP) team, which is one of the largest IP teams of any firm in Japan. Furthermore, we are the only law office in Japan which has a team of IP lawyers, based in Japan, whose combined qualifications cover Japan, United States, Europe and other parts of the Asia/Oceania region.

Hogan Lovells' Tokyo IP team

- Team of 36 people
  - 7 Japanese qualified attorneys (all with business level English language abilities)
  - 11 foreign qualified attorneys (nearly all of whom have business level Japanese language abilities)
  - 10 trademark specialised managers / paralegals
  - 1 translator
  - 9 team assistants
- Ranked by independent publishers as a top tier IP practice amongst foreign firms in Japan

Key IP strengths

1. We cover the world
   - Japanese domestic IP legal advice
   - International IP legal advice (especially Europe, USA and Asia)
   - One stop service for multi-jurisdictional IP matters (Hogan Lovells has over 450 IP lawyers in many different jurisdictions and also uses a large network of law firms in other jurisdictions)
2. We cover all types of IP rights
   - Trademarks
   - Patents
   - Designs
   - Copyright
   - Trade secrets
   - Unfair competition
   - Contentious and non-contentious

3. We cover the four main work areas for IP
   (a) Registration and portfolio management (trademarks, designs and domain names throughout the world, and US patents)
      - Carrying out clearance searches;
      - Providing registrability and use advice;
      - Preparing and filing applications;
      - Negotiating with third parties who have prior rights to acquire those rights or obtain letters of consent or co-existence agreements;
      - Representing clients in cancellation and opposition procedures;
      - Providing watching services;
      - Auditing IP portfolios to identify enforceable rights and rectify areas that need strengthening;
      - Providing advanced IT and internet related software and tools to assist clients in managing their portfolios.

   (b) Commercialisation:
      - Negotiating and drafting various IP related agreements (eg licence agreements and R&D agreements);
      - Conducting IP due diligences in M&A transactions; negotiating and drafting IP related clauses in those M&A transactions

   (c) Enforcement:
      - Working with clients and investigation companies to identify infringers and the flow of infringing goods;
      - Giving opinions on pre-enforcement issues (validity and infringement opinions);
      - Developing enforcement strategies;
      - Negotiating with infringers to reach amicable settlements;
      - Representing clients in enforcement procedures including:
        - administrative actions (including custom seizures and ITC actions);
        - criminal actions; and
        - civil actions.

   (d) Defensive strategies:
      - Advising clients on infringement risks and methods of reducing those risks;
      - Representing clients in negotiations with right holders.
      - Representing defendants in infringement actions.
      - Giving validity and infringement opinions
IP Tokyo - Team Members

Lloyd Parker
Managing Partner

Areas of practice
- Trademarks and brands
- Designs
- Copyright
- Intellectual property disputes
- Intellectual property transactions

Lloyd Parker is the Managing Partner of the Tokyo office and has worked in our Tokyo Intellectual Property (IP) practice since 2001.

He has worked as an IP lawyer since 1988. His primary focus is on trademarks and designs. He also has experience in patents, trade secrets and copyright. Lloyd regularly works with our offices in Asia, Europe and the United States and with other law firms in other countries to provide multi-jurisdictional IP advice (contentious and non-contentious) to clients. Lloyd’s work has included advice covering over 100 jurisdictions.

Lloyd is a Visiting Professor at Tokyo University of Science’s Masters of Intellectual Property course.

Lloyd has been associated with Japan for over 35 years, and has lived in Japan for over 15 years. He studied Japanese in Japan for two years - one year at Doshisha University and one at Kyoto University of Foreign Studies - and is fluent in Japanese.

Lloyd is a registered foreign attorney in Japan. He is also admitted as a solicitor in England & Wales and Australia.

Lloyd is ranked as a leading individual for IP in Japan in a number of third party publications.

- Leading individual in IP in Chambers Asia 2007 - 2011
- Lloyd Parker is “the absolute best there is in Tokyo” Lloyd Parker remains” the pre-eminent figure in the market. He is particularly well known for his strategic expertise in organising cross-border matters”
- Leading individual in IP in Chambers Global 2005-2011
- Lloyd Parker is “always diligent and responsive. His warm personality, positive attitude and fantastic ability to communicate in Japanese really sets him apart from the crowd.”
- Lloyd Parker “always puts himself in our shoes by cutting out unnecessary work and thereby reducing costs”
- Leading individual in IP in Legal 500 Asia Pacific 2003 - 2011

Career highlights
- Advising one of Japan’s largest electrical goods manufacturers on their global trade mark portfolio covering over 100 jurisdictions; Community Design portfolio, and trademark and design enforcement in Europe and Asia
- Advising a leading Japanese company on acquisitions of intellectual property in Europe, USA and Asia; patent litigation in numerous European countries, and arbitrations in England
- Creating and implementing an international brand protection strategy for a leading Japanese company resulting in the seizure of over 250 million infringing goods worldwide
Eichiro Kubota is a Partner in the Tokyo Office and works in our Intellectual Property (IP) practice.


He specialises in litigation/counselling in the areas of patent law and all other areas of IP.


Since qualifying, Eichiro’s practice has centred on IP litigation, particularly patent litigation, and related matters such as advising on infringement and invalidity. He has a wide range of experience in other IP-related areas such as licensing, and he has developed some expertise in non-core areas including general commercial transactions and dispute resolution, bankruptcy, and general technology-related legal issues.

Eichiro speaks English and Japanese, and is a member of AIPPI, APAA, LES and the Japan Trademark Association. He prepared the Japanese section of the publication Intellectual Property in the Global Market Place (John Wiley & Sons, 1999), and he has been published widely in Japanese on matters including patents for business models, copyright in buildings, and trademarks in the internet age.

Bibliography:

- "Intellectual Property in the Global Marketplace" (Contributor 1999, John Wiley & Sons)
- "Guide to Business Model Patents" (2000, X-media)
- “Patent Disputes in the Real World” (July to December editions, 2002, Nikkei Biotechnology & Business)
- “The trend of Patent Infringement Lawsuits” (co-author 2002, JIII)
- “Trademarks and Tradenames in the Net Age” (2006, X-media)
Philippe Riesen has over 25 years of patent litigation and other intellectual property experience. Philippe's technical experience covers a wide range of technologies, including chemicals and biochemicals, biotechnology, polymers, plastics, medical devices, optics, and mechanical devices. His legal practice includes the acquisition, prosecution, and enforcement of U.S. and international intellectual property rights. Philippe has been recognized as "a leading name for IP litigation" by Asia Pacific Legal 500.

Philippe has particular experience in the pharmaceutical field. He previously served as General U.S. Counsel at Takeda Pharmaceutical Company, Ltd., a leading multinational pharmaceutical company in Japan. Prior to his industry work, Philippe developed extensive experience in all aspects of complex litigation while practicing law for eight years at a large New York intellectual property specialty firm, and for two years at a general litigation firm in Seattle, Washington.

Philippe is a registered foreign attorney in Japan. He is also a member of the New York, Washington and Wisconsin Bars, as well as registered to practice before the U.S. Patent Office.

Philippe is a frequent lecturer at public and in-house seminars in Japan.

Topics on which he has lectured include:

- "Attorney-Client Privilege, Opinion Letters, Waivers and Conflicts"
- "35 U.S.C. 271(g)-Process Patents Amendment Act and Its Application To Research Tools"
- "35 U.S.C. 102(b) – Public Use bar And The Experimental Use Exception"
- "Technology Transfer – Considerations in University Sponsored Research in Universities in the United States"
- "Pharmaceutical Patent Extension Strategies and ANDA Litigation Strategies"
- "U.S. Patent Licensing Strategies and Enforcement of Post-Patent Expiration Royalties"
- "DNA Functional Claiming, Biological Deposits and the Enzo Cases"
- "Indirect Infringement and Patent Exhaustion"
- "Patent Protection For Medical Treatment/Activities"
- "International IP Practice – Common Sense in U.S. Practice"; and "Strategically Drafting Patent Applications For Litigation."

Bibliography:

Takayuki Yasaku is a U.S. attorney based in the Tokyo office and has over 10 years of experience in patent litigation, licensing, counseling opinion and prosecution, in a wide variety of technologies including semiconductor circuits and devices, consumer electronics, telecommunications and materials.

After he obtained his master's degree in engineering (pure and applied physics) from Waseda University, Graduate School, in 1997, he spent seven years working in the intellectual property department of Toshiba Corp. His main tasks included licensing negotiation, litigation, and prosecution of patents relating to semiconductor technologies. He passed the Japanese patent attorney examination in 1997. After graduating from New York Univ. school of law, in 2005, he worked in a prominent, global IP law firm in Virginia for two years. He passed the U.S. patent bar in 2006 (Limited Recognition pursuant to 37 CFR §11.9(b), invalid after he returned to Japan). After he joined the Los Angeles office of legacy Hogan & Hartson (now Hogan Lovells) in 2007 and worked there for two years, he returned to Japan and joined our Tokyo office in September 2009.

Takayuki is a member of the New York Bar and he is also admitted to the Japan Patent Bar.

Yusuke Inui is a senior associate in our Tokyo office.

After graduating from Tokyo University's law school, Yusuke registered as a lawyer in 2003 and joined Kubota Patent and Law Office. In 2006, he was registered as a patent attorney. He joined Hogan Lovells in 2008. From 2007 to 2008, He studied at the New York University School of Law and achieved an LL.M. degree. He was admitted to practice in New York in 2009, and worked in Hogan Lovells' New York office until June 2009.

Since being admitted as a lawyer, Yusuke has specialised in Intellectual Property, predominantly patent litigation.

He is a member of AIPPI, and he speaks English and Japanese. He was a lecturer about "Administrative procedure act and Suit against trial decision" in Japanese Customs Training Institute. (2010 and 2011)

Bibliography:

- "Parameter Invention" (September edition, 2006 A.I.P.P.I., English Journal of the Japanese Group)
- "Trademarks and Trade names in the Net Age" (2006, X-media) (in Japanese)
Mizue Kakiuchi
Senior Associate

Areas of practice
- Trademarks and brands
- Intellectual property disputes
- Intellectual property transactions
- Patents
- Copyright
- Designs

Mizue Kakiuchi is a senior associate in our Tokyo office.

After graduating from Waseda University's law school, Mizue registered as a lawyer in 2000 and joined Kubota Patent and Law Office, registering as a patent attorney in 2002. She joined Hogan Lovells in 2008. She specialises in IP (trademarks, patent, designs, copyright, unfair competition), and also handles general corporate and commercial matters. She currently studies in US.


Bibliography:
“Torts from Recent Case Studies” (co-author 2003, Shin-Nhon Hoki) (in Japanese)

Nicolas Hirt
Associate

Areas of practice
- Trademarks and brands
- Designs

Nicolas Hirt has a Masters Degree in Law from a leading university in France. He is registered as a European Trade Mark Attorney. He has over 10 years experience in the registration and portfolio management of trade marks and designs around the world, with a particular emphasis on Community Trade Marks, national trade marks in Europe, Community Designs and national designs in Europe. He also has a large amount of experience in domain name registration and dispute work.

Nicolas is French and originally worked at the leading patent firm in France for a number of years. He speaks a number of European languages.

Nicolas also has a high level of Japanese language ability, having studied at Kyot o University, worked at a Japanese patent firm in Tokyo and worked in our Tokyo office for over six years.
Yosuke Takenaka is a Japanese patent and trademark attorney, and a U.S. attorney. He has worked in our intellectual property practice since 2011. His primary focus is on trademarks and unfair competition. He also has experience in domain name disputes, designs, patents, and copyright. He has handled a wide variety of IP cases in more than 100 countries, including Japan, and the U.S.

Yosuke graduated from Faculty of Law of St. Paul University in Tokyo in 1996. He worked for one of the top IP law firms in Tokyo for 10 years. He graduated from Duke University School of Law (LL.M.) in 2010, and was a visiting scholar at Duke Law School in 2010 and 2011.

He speaks English and Japanese.

Kana Enomoto is an Associate in our Tokyo office.

Kana graduated from the Université Paris II – Panthéon Assas (France) where she obtained a Master degree in French and German law. She also holds an LL.M from the Humboldt Universität Berlin (Germany). She specialized in Intellectual Property by graduating from the CEIPI (Centre d’Etudes Internationales de la Propriété Intellectuelle, Strasbourg) and qualified as a French and European Trademark Attorney in 2005. After having worked a number of years in a firm specialized in Intellectual Property in Paris, she spent over 7 years working as an in-house European trademark counsel for Pfizer GmbH. Her main responsibilities included the management of Pfizer’s European pharmaceutical, consumer health and animal health trademark portfolios. She joined Hogan Lovells in April 2012.

Her experience includes EU-wide trademark searches, oppositions, cancellation/invalidation actions, brand protection, management and enforcement strategies, trademark agreements and due diligences.

She speaks French, German and English and has a good understanding of Japanese and Brazilian Portuguese.
Hua Jiang is a Chinese Trademark Representative in our Tokyo office.

He previously worked for CCPIT Patent and Trademark Law Office in Beijing for 10 years, where he was engaged in trademark law related services. At CCPIT, he dealt mainly with Japanese corporate clients. He joined Hogan Lovells in 2011.

Jiang has a great deal of experience and expertise in China regarding brand strategy, trademark prosecution, enforcement and protection, trademark dispute resolution, protection of well-known marks and office actions. His work also covers other IP areas including copyright, unfair competition prevention law and domain names.

He speaks Chinese, Japanese and English.

Masahito Imai is an associate in our Tokyo office.


From October 2010 to September 2011, he studied at the Munich Intellectual Property Law center and earned an LLM. degree. In March 2011, Masahito worked at the Office of Harmonization for the Internal Market as an intern. After working at Hogan Lovells International Dusseldorf Office between October 2011 and September 2012, he returned to Tokyo office.

Masahito specialises in intellectual property cases (patent, trade mark, design, copyright, unfair competition) and handles general commercial matters such as lawsuits related to transactional trades and drafting agreements.

He speaks English and Japanese, and is a member of A.I.P.P.'s and the Tokyo Bar Association's IP group.

Bibliography:
- “A case where a restriction on maximum production and sales volume in a license agreement was regarded as not violating Antitrust Law, hence not invalid” (PATENT September 2008)
- “Review of Recent Patent Infringement Cases in Japan” (PATENT March 2011) (co-authored)
Hirotaka Noguchi is an associate in our Tokyo office.

After graduating from the Faculty of Mechanical Engineering of Waseda University's School of Engineering in 1999, Hirotaka spent three years working as an engineer for Makita, a well-known Japanese power tool manufacturer. This experience included the opportunity to work on inventions that were subsequently patented - providing him with invaluable hands-on insight into the patent process from an engineer's perspective.

In 2007, Hirotaka was registered as a lawyer, and joined Kubota Patent and Law Office. He joined Hogan Lovells in 2008. He specialises in IP - predominantly patents - and he has some involvement in general corporate and commercial matters.

He speaks English and Japanese.

Kiyoko Nakaoka is an associate in our Tokyo office.

After graduating from Tokyo Science University in 1994, she spent ten years working as a patent engineer for Hitachi, Ltd. Her main tasks included prosecution of patent applications relating to electronic devices including digital cameras, Televisions, and IC cards, negotiation of licensing semiconductor patents, and preparation of patent litigations. She passed the patent attorney examination in 1997. She graduated with a Juris Doctor degree from Waseda Law School in 2007. After one year legal training, she was registered as a lawyer in 2008, and joined Hogan Lovells in 2009. She specialises in intellectual property, media and technology.

She speaks English and Japanese and is a member of AIPPI.

Kiyoko is a Visiting Professor at Tokyo University of Science's Masters of Intellectual Property course, and an academic advisor of Waseda Law school.
Tomoe Takahashi is an associate in our Tokyo Office.

Tomoe graduated from Victoria University (New Zealand) in 2007 with an honours degree in law. Tomoe was admitted as a Barrister & Solicitor of the High Court of New Zealand in 2008 and worked as a solicitor in one of the top Intellectual Property law firms in the Oceania region for more than two years. Tomoe joined Hogan Lovells in April 2010.

Tomoe specialises in multi-jurisdictional intellectual property enforcement and portfolio management. Tomoe’s day to day work includes enforcing clients’ intellectual property rights and advising clients on anti-counterfeiting measures around the world, filing and prosecuting trademark applications, conducting trademark clearance searches, and advising on trademark availability and eligibility for registration. Tomoe also advises clients on copyright and unfair competition law.

Iku Kumagai is an associate in our Tokyo office.

After graduating from University of Kyoto, Faculty of Science in 2002, Iku spent three and a half years studying in the field of molecular and cellular biology at University of Kyoto, Graduate School of Biostudies. Through this study, she not only earned a master’s degree in Life Sciences, but also learned professional knowledge and experimental methodology in the area. She graduated with a Juris Doctor degree from University of Tokyo, Graduate School for Law and Politics in 2009. After one year of legal training, she was registered as a lawyer in 2010 and joined Hogan Lovells in 2011.

She specialises in intellectual property, media and technology.

She speaks English and Japanese.
Toshio Tsuzuki is an IP Manager in our Tokyo office.

Toshio joined Kubota Patent and Law Office in 2000 and moved to Hogan Lovells in January 2008. He is currently undertaking studies and exams to qualify as a patent attorney.

His main duties cover a wide range of trademark work including clearance searches, drafting and reviewing various documents for filing trademark applications, oppositions, cancellation actions and other office actions. He does similar work for designs. In respect of patent work, he carries out prior art searches.

Aki Koshizuka is a Trademark Manager in our Tokyo office.

Aki previously worked as a section chief of overseas trademark searches and prosecutions at Thomson Reuters, Professional. At Hogan Lovells, she is specialized in multi-jurisdictional intellectual property enforcement and management.

She has experience of trademark searches in over 40 countries. As for trademark prosecutions, she has experience in over 130 countries and mainly handles office actions, oppositions, cancellation/invalidation actions, appeals and negotiations. She has also experience in anti-counterfeit solutions in various countries.

She graduated as valedictorian from Sophia University and studied in the UK, Spain, as well as at Cornell University in the US.

Aki is currently working in our Alicante office and studying to become a European Trademark Attorney.
Mariko Tsujita is a paralegal in our Tokyo office.

Mariko was previously engaged in patent and trademark portfolio services as Manager at Dennemeyer & Co. (Tokyo Office) and especially had a wide range of experience in trademark renewals and other related tasks. She graduated from the Faculty of Law at Gakushuin University and studied at the University of St. Andrews in UK. At Hogan Lovells, she focuses on trademark portfolio services for our Japanese clients.

Ayako Nakano is a Trademark Clerk in our Tokyo office.

Ayako joined our Tokyo office in 2011. She focuses on trademark prosecution and enforcement work.

Ayako has studied in the United States and also extensively in the United Kingdom. In the United Kingdom, she has completed a Graduate Diploma in Law and a Masters of law focusing on intellectual property law.
Tomoko Suzuki is a trademark clerk in our Tokyo office.

Tomoko joined Hogan Lovells in January 2011. She graduated from a college in Seattle, Washington and after working as an assistant in the Legal Department of adidas Japan K.K., she worked in a patent and trademark office in Tokyo for four years. Her main tasks at the patent and trademark office were administrative works relating to patent/trademark applications, correspondence with overseas agents, and translation of patent applications. At Hogan Lovells, she focuses on overseas trademark searches, application filings and translations of documents.

Agnes Haidegger graduated from Tokyo University’s law school. Before that she received her doctor of law and political sciences in Hungary and also spent 2 years at the University of Zurich researching alternative dispute resolution (ADR) methods.

Agnes joined Hogan Lovells Tokyo office in September 2011. Before that she worked at Tokyo based international patent firms for over 3 years. She specialises in trademark portfolio management, including: searches, applications, office actions, oppositions, registrations and cancellations in a number of countries around the world but with a particular focus on Asia. Agnes also has experience in prosecuting designs.

Agnes is fluent in English, Japanese and German, besides her mother tongue Hungarian.
Momoka Suzuki is a Trademark Clerk in our Tokyo office.

Momoka graduated from Sophia University in 2002.

Momoka joined Hogan Lovells Tokyo office in 2012. She focuses on all aspects of trademark prosecution work. Before that she worked at Nakamura & Partners for 7 years. She has a range of experience covering over 100 countries regarding trademark matters including: searches; applications; oppositions; registrations; cancellations and renewals.

Hitomi Noji is a Trademark Assistant in our Tokyo office.

Hitomi graduated from Jissen Women's University in 2005 with a degree in linguistics.

Hitomi joined Hogan Lovells Tokyo office in May 2012. Before that she worked at Nakamura & Partners specializing in trademark matters such as maintaining records and renewals covering over 70 countries. She also has experience in domestic trademark applications for foreign clients. She joined Hogan Lovells Tokyo office in 2012 and continues to focus on trademark prosecution matters.
**Rika Yamazaki**
Trademark Clerk

**Areas of practice**
- Trademarks and brands

Rika Yamazaki is a Trademark Assistant in our Tokyo office.

After graduating from the Faculty of Law at Kyoto University, Rika went to the University of California at Berkeley – Law School (Boalt Hall) and obtained an LLM. degree in 2011. During her time as a student she gained experience as a paralegal at three law firms in China.

Rika joined Hogan Lovells Tokyo office in August 2012.

She speaks English, Japanese and Chinese (Mandarin).

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**Reiko Fukuyama**
Trademark Clerk

**Areas of practice**
- Trademarks and brands

Reiko Fukuyama is a Trademark Assistant in our Tokyo office.

Reiko graduated from a college in New York with a degree in Liberal Arts.

Reiko joined Hogan Lovells Tokyo office in August 2012. Before that she worked at Cleary Gottlieb Steen & Hamilton LLP in New York as a corporate paralegal for over 3 years. She focuses on trademark prosecution matters.

She is fluent in English and Japanese.
Hogan Lovells has offices in:

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*Hogan Lovells" or the “firm” is an international legal practice that includes Hogan Lovells International LLP, Hogan Lovells US LLP and their affiliated businesses.

The word "partner" is used to describe a partner or member of Hogan Lovells International LLP, Hogan Lovells US LLP or any of their affiliated entities or any employee or consultant with equivalent standing. Certain individuals, who are designated as partners, but who are not members of Hogan Lovells International LLP, do not hold qualifications equivalent to members.

For more information about Hogan Lovells, the partners and their qualifications, see www.hoganlovells.com.

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*Associated offices