



Tsuyoshi (Yoshi) Ikeda

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With 2 years at the Japan Fair Trade Commission (JFTC), where he was responsible for nearly 20 on-site inspections (dawn raids), review of cases of the IP and IT Task Force, preparations for implementation of the leniency program, and major hearing procedure involving violations of the Act against Unjustifiable Premiums and Misleading Representations (then under JFTC jurisdiction), Mr. Ikeda has significant practical front line knowledge and experience. Yoshi has extensive experience handling complex cases involving, among others, the Antimonopoly Act, the Act against Unjustifiable Premiums and Misleading Representations, Subcontract Act, and bribery regulation laws, and is the only Japanese officer of the International Bar Association's (IBA) Antitrust Committee. In addition, he has been selected as one of Japan's leading antitrust lawyers by Chambers, Who's Who Legal and other international organizations that assess and identify the world's leading legal practitioners.

- 2002 Graduated from Kyoto University (LL.B.)
- 2005 - 07 Worked at the Japan Fair Trade Commission, Investigation Bureau
- 2009 Registered as attorney in New York and California



Takaaki (Taka) Someya

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Mr. Someya has extensive experience and expertise in the consumer affairs field, having worked in the Representation Division at Japan's Consumer Affairs Agency where he had primary responsibility for drafting amendments to the Act against Unjustifiable Premiums and Misleading Representations to introduce a surcharge system and drafting governmental regulations and guidelines related to the surcharge system. He uses this experience at the Consumer Affairs Agency to advise about handling investigations by the Consumer Affairs Agency and crisis management, marketing strategies including advertising and campaigns, as well as lobbying for changes in legislation. Based on his experience as an in-house counsel at a major IT company, he has significant hands-on experience and cutting-edge knowledge about the development, delivery, and operations of new business areas, such as online gaming and data-related businesses.

- 2009 Graduated from Senshu University Law School
- 2012 - 14 Worked as in-house counsel at Kakaku.com, Inc., Legal Department.
- 2014 - 16 Worked at the Consumer Affairs Agency

IKEDA & SOMEYA

COMPETITION AND CONSUMER LAW ATTORNEYS

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Aya Yasui

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Ms. Yasui has long been involved in general corporate matters, including international transactions, at a major U.S. law firm and a top-tier Japanese full-service law firm, where her practice focused on consultation about matters involving antitrust laws and personal information protection and privacy issues. Based on her experience as a secondee to a major foreign company and at a company listed on the first section of the Tokyo Stock Exchange together with her language skills, Ms. Yasui advises clients about practical challenges that companies face and legal risks in cutting-edge fields based on foreign regulatory trends and she also provides support for internal corporate training.

- 1996 | Graduated from Sophia University (LL.B.)
- 2010 | Graduated from Columbia Law School (LL.M.)
- 2017 - 19 | Worked at Mitsubishi Motors Corporation, Legal Division



Yuri Kawasaki

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Ms. Kawasaki has worked in the Representation Division of Japan's Consumer Affairs Agency where she was involved as a leader of the Investigation Group in investigations and enforcement of matters related to alleged violations of the Act against Unjustifiable Premiums and Misleading Representations. In addition, prior to assuming her position at the Consumer Affairs Agency, Ms. Kawasaki gained significant experience as a public prosecutor handling numerous investigations and criminal proceedings. Ms. Kawasaki also takes pride in offering in-depth advice on crisis management in business.

- 2008 | Graduation from Chuo University Law School
- 2009 - 11 | Worked as Public Prosecutor, Tokyo District Public Prosecutors Office
- 2011 - 13 | Worked as Public Prosecutor, Fukui District Public Prosecutors Office
- 2015 - 16 | Worked at the Consumer Affairs Agency

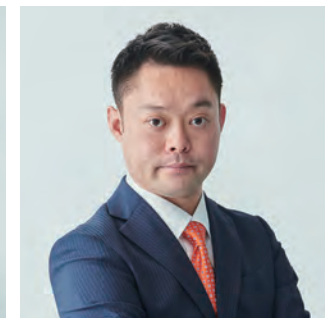


Koki Tanaka

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As an in-house attorney for a major Japanese pharmaceutical company, Mr. Tanaka has been involved in all aspects of corporate legal matters, including drafting of various contracts, preventive legal work (preparation of internal rules and provision of education and training, legal consultation, etc.) concerning antitrust laws, Subcontract Act, bribery control laws, personal information protection laws, and trade secret protection, and handling of disputes (especially labor disputes). In addition, when seconded to a major law firm, he had primary responsibility for numerous cases for non-pharmaceutical clients. Mr. Tanaka's expertise allows him to not only handle pharmaceutical and healthcare matters, but also a wide range of other corporate legal matters in a flexible manner.

- 2009 | Graduated from Kyoto University Law School
- 2012 - 20 | Worked at Mitsubishi Tanabe Pharma Corporation



Yusaku Shimizu

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Mr. Shimizu has worked in the legal departments of IT venture companies and a major entertainment company and has been involved in a wide range of corporate legal matters, including e-commerce businesses, platform businesses, and entertainment businesses as well as labor law matters and shareholder meetings. With this experience, Mr. Shimizu is capable of providing specific, practical and problem-solving advice that takes into account business perspectives and corporate legal practices, rather than merely advising from a legal perspective.

- 2008 | Graduated from Keio University (LL.B.)
- 2017 - 18 | Worked at Square Enix Co., Ltd., Legal & Intellectual Property Division
- 2018 | Worked at Mercari, Inc., Legal Group



Confronting unprecedented and complex challenges proactively with creative thinking and flexibility

An Antitrust and Consumer Law Firm With a New Approach for a New Era

In anticipation of the commencement of the Reiwa era, Ikeda & Someya was founded on October 1, 2018 as a law firm specializing in antitrust law, consumer law and related fields.

With our firm's two managing partners having work experience at the Japan Fair Trade Commission (Mr. Ikeda) and at Japan's Consumer Affairs Agency (Mr. Someya), they have used their respective work experience at regulatory agencies to lead the way as lawyers in cutting-edge legal practices in antitrust law and consumer laws.

Since our firm's founding, we have augmented our team primarily with lawyers with government experience and actual corporate legal experience. On May 7, 2020, we relocated our office to Yurakucho ITOCiA in front of Yurakucho Station, with the aim of establishing an efficient system to allowing us to meet all of our clients' antitrust law and consumer law related needs and to expand even further.

Antitrust laws and consumer laws are an important part of corporate compliance. However, one often hears that the interpretation and application of these laws are difficult to grasp and that there are too many gray areas in their legal interpretation.

We, Ikeda & Someya, with our experience and perspective from the governmental administrative side, maximize the use of our knowledge and experience cultivated to date, and make full use of the antitrust laws and consumer laws as tools to be useful to our clients and provide the best services possible.

SERVICES

We understand that merely responding to clients about legality and illegality based on our expertise may be insufficient for our clients to address their challenges. For this reason, one of Ikeda & Someya's fundamental principles is being "solution oriented", proposing realistic solutions to real problem solving and supporting our clients in achieving them.

At Ikeda & Someya, in addition to general legal consultation and handling various matters, we offer a variety of packaged services and proactively provide services such as conducting in-house seminars and training and serving as outside directors. Depending on the nature of the matter, in addition to a time-charge basis and a retainer fee system, we are willing to establish a flexible fee structure. Please feel free to contact us for more information.

Package Services

- Package for responding to amended laws (antitrust laws, pharmaceutical and medical device laws, etc.)
- Package for management system for labeling and advertisements. (including IPO support)
- Package for business combination for third-party stakeholders
- Package for claims and complaints for victims under the antitrust laws

Other Services

- In-house training (in-person/online)
- Support for legislative changes (lobbying)
- Membership on internal investigation committees
- Second opinions
- Outside directorships

OFFICE INFORMATION

Yurakucho ITOCiA Office Tower 14th floor,
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ACCESS

Yurakucho Sta. ▶ JR Yamanote Line and Keihin Tohoku Line [Central Exit] 1 minute walk
▶ Tokyo Metro Yurakucho Line [D7b Exit] 1 minute walk

Ginza Sta. ▶ Tokyo Metro Ginza Line, Marunouchi Line, and Hibiya Line [C9 Exit] 2 minutes walk (direct underground connection)

Tokyo Sta. ▶ About 6 minutes by taxi



HIGHLIGHTS

Although we cannot disclose specific matters due to confidentiality obligations, we would like to introduce certain other activities of Ikeda & Someya.

- 2018**
- OCTOBER** | Office opened in Sabo Kaikan Annex in Hirakawa-cho, Chiyoda-ku, Tokyo.
 - NOVEMBER** | Ikeda & Someya's inaugural seminar and reception held with a keynote lecture by Professor Tadashi Shiraishi of the University of Tokyo (approximately 300 attendees).
 - DECEMBER** | Tsuyoshi (Yoshi) Ikeda appointed a member of a study group on business alliances by the Competition Policy Research Center (CPRC) of the Japan Fair Trade Commission (the study group report was published in July 2019).

- 2019**
- FEBRUARY** | Ikeda & Someya's inaugural seminar held in Osaka (approximately 100 attendees) and Nagoya (approximately 50 attendees) with a keynote lecture by Professor Daisuke Korenaga at Tokyo Metropolitan University (current position).
 - JUNE** | A seminar co-hosted by Ikeda & Someya, the Association of Corporate Legal Departments, Axinn Veltrop & Harkrider LLP (U.S.), and Reysen Competition Advice & Advocacy (Europe) with a keynote lecture by Mr. Shuichi Sugahisa, the then-current Director General of the Economic Affairs Bureau of the Japan Fair Trade Commission.
 - OCTOBER** | Our firm was featured in the "Office Exploration" section of "Attorney's Magazine".

- 2020**
- JANUARY** | Ikeda & Someya designated as "Recommended" competition law firm in Japan in its "GCR 100" ranking by The Global Competition Review, an international competition law journal.
 - MAY** | Office relocated to Yurakucho ITOCiA for business expansion.

PRACTICE AREAS

Antitrust and Competition Law

- Response to on-site inspections (dawn raids) and investigation procedure by the Japan Fair Trade Commission
- Antitrust and competition law advice
- Response to antitrust law violations by other companies
- Subcontract Act
- Intellectual property rights and antitrust law
- Antitrust law compliance
- Merger reviews and business alliances / joint venture
- Dealing with issues related to foreign competition laws

Consumer Law

- Act against Unjustifiable Premiums and Misleading Representations / Other labeling regulations
- Personal information / Privacy
- Whistleblower system
- Terms of use / Terms of agreement
- Pharmaceutical and medical device law
- Consumer safety / PL (Product Liability)
- Consumer payments / FinTech
- Act on Specified Commercial Transactions
- Consumer Contract Act
- Consumer litigation / Handling of claims from consumer groups

Other Related Practices and Industries

- General corporate
- International affairs
- SDGs / Business and human rights
- Bribery regulations (including the Political Funds Control Act)
- Act Concerning Special Measures for Correcting Practices Impeding Consumption Tax Pass-on, etc.
- Trade law / International Economic Law
- Main industries of expertise: Healthcare, gaming, finance, telecommunications, etc.