



Tsuyoshi (Yoshi) Ikeda

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Yoshi served as an investigator of the Japan Fair Trade Commission (JFTC) where he participated in around 20 dawn raids; prepared the implementation of the leniency system; and investigated a case involving standard essential patents. With his success in the most cutting-edge cases of cartel, merger review, and other types of antitrust/competition cases, Yoshi has been recognized as one of the most prominent antitrust/competition law practitioners in Japan by lawyer ranking institutes such as Who's Who Legal.

Education

2002 Kyoto University (LL.B.)
2008 University of California, Berkeley
School of Law (LL.M.)

Professional Background

2003- Oh-Ebashi LPC & Partners
(Osaka Office)
2005- Investigator, Japan Fair Trade
Commission (JFTC)
2008- Visiting Attorney, Kirkland & Ellis LLP
(Chicago Office)
2009- Mori Hamada & Matsumoto
2009 Admitted in New York and California
2017- Officer, the Antitrust Committee, the
International Bar Association (IBA)
2018- Founding Partner, Ikeda & Someya

IKEDA & SOMEYA
COMPETITION AND CONSUMER LAW ATTORNEYS

www.ikedasomeya.com

Education

2007 Senshu University (LL.B.)
2009 Senshu University (J.D.)
(Special Scholarship Student)

Professional Background

2010- Imamura Memorial Law Office
2012- Legal Department, Kakaku.com, Inc.
2014- Deputy Division Chief, Consumer
Affairs Agency (CAA)
2016- Uchida & Samejima Law Firm
2018- Board Member, Japan In-House
Lawyers Association (JILA)
2018- Founding Partner, Ikeda & Someya

Takaaki (Taka) Someya

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Taka worked for the Consumer Affairs Agency (CAA) where he was in charge of amendment to the false advertisement regulations. With this unique experience, Taka has vast knowledge of consumer administration as well as consumer law enforcement. As a private practitioner, Taka has been assisting clients in government investigations; marketing strategies; lobbying activities. Working at major IT companies in Japan, Taka also has extensive experience in advising new business developments, including but not limited to, online gaming and big data business.



OFFICE INFORMATION

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ACCESS

Nagatacho Sta.

Yurakucho Line
Hanzomon Line
Namboku Line

Exit #4
1 min

Akasaka-mitsuke Sta.

Marunouchi Line
Ginza Line

Exit D
8 min

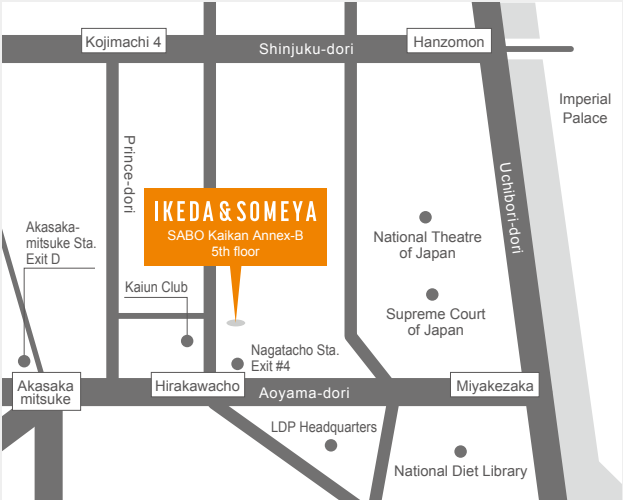
Tokyo Sta.

Approx.
15 min by taxi

TAXI

connected

IKEDA & SOMEYA





The Brand-new Boutique Law Firm in Japan with Unparalleled Expertise in Antitrust/Competition and Consumer Law

We are delighted to inform you that we have just opened a brand-new boutique law firm “Ikeda & Someya” in Tokyo, Japan. We opened October 2018, just before the new Imperial era in Japan begins in May 2019 with the inauguration of the new Emperor. As a venture starting at the dawn of the new era, we hope to usher in a new era of legal practice in Japan.

Our firm specializes in antitrust/competition and consumer law and their neighboring areas. Our two founding partners, Tsuyoshi (Yoshi) Ikeda and Takaaki (Taka) Someya, are ex-officials in the Japan Fair Trade Commission (JFTC) and the Consumer Affairs Agency (CAA) respectively. We are unique in being two of the very few Japanese attorneys who have working experience in these agencies, and we are proud of being leading private practitioners in Japan, taking full advantage of our government experience in the area of antitrust/competition and consumer law.

Nowadays, the Japanese authorities are more active in enforcing antitrust/competition and consumer law than ever. Companies operating businesses in Japan are compelled to upgrade their strategy, as compliance is required these areas. We are thrilled to offer our unparalleled skills and experience to your company.



Our Strength

As a Spin-off

Having worked for big law firms, both of our founding partners are highly experienced in handling the most cutting-edge and complicated cases. For instance, unlike many of our competitors in boutique firms, we have worked on many merger review cases. Yoshi, has worked on more than 10 complicated merger review cases (namely, 2nd phase review and equivalent cases). We, as a boutique law firm, offer the highest-level legal service in a more flexible and cost-effective way.

As Ex-officials

As we do not have a so-called “revolving door,” it is not common for Japanese lawyers to have the experience of working for a government office. Our firm is uniquely positioned in that both of the founding partners have worked for an enforcement authority. The fact that our comments have been quoted in Nikkei, Japan’s most well-known business newspaper, more than 20 times to date, clearly demonstrates the recognition that the business community has bestowed upon us.

PRACTICES

Antitrust/Competition Law

Recognized by Who’s Who Legal and other renowned ranking institutes, our founding partner, Yoshi Ikeda, has been one of the most prominent practitioners in Japan for antitrust/competition practice. His unparalleled capability covers broad range of antitrust/competition issues, including cartel, merger, dominance and vertical restraint. We have a long-standing strong relationship with many law firms both domestically and internationally, which enables us to work on antitrust/competition cases regardless of the size. We are proud to have the capacity to offer full-range of antitrust/competition related services, including, but not limited to, the following categories.

Services offered include...

- Assistance for government investigation
- Antitrust/competition law consultant/advice
- Advise and assistance for potential antitrust violation of another company (Filing a complaint/civil litigation)
- Antitrust & IP
- Antitrust/competition law compliance
- Merger filing; Merger review cases
- International antitrust law issues
- Subcontract Act

Consumer Law

We define “consumer law” as all laws and regulations, which a company doing consumer business has to deal with. Companies doing consumer business in Japan have to identify all applicable laws and regulations, and take appropriate measures to comply with them. Legal compliance presents many challenges for companies doing consumer business. As an ex-official of the Consumer Affairs Agency, Taka Someya has abundant capacity of handling the most difficult consumer law issues in Japan. Together with Yoshi Ikeda, who also has extraordinary experience of defending clients in many false advertisement cases, your company will be well-served by our collective experience and expertise.

Services offered include...

- False advertisement ; Unjust sweepstakes
- Personal data; Privacy
- Internal report system
- Consumer Contract Act
- Consumer safety issues; Product liability
- Consumer payment issues; FinTech
- Regulations on special types of consumer business
- Terms of use; Standard provisions
- Consumer litigation; Dispute against consumer groups

Other Practice Areas

In addition to the unparalleled capability of antitrust/competition and consumer law cases, we are proud to offer our strong capability in the related and neighboring areas. In particular, Yoshi, who is admitted to multiple states in the US in addition to the Japanese bar, has a well-established track records working on international cases with language capabilities. He has wealth of experience of not only outbound work (i.e. support of Japanese companies in international legal issues) but also inbound work (i.e. support of non-Japanese companies in Japanese legal issues). As an independent boutique law firm, we can offer flexible service in a cost-efficient way without fear of conflict of interest. We are confident that we can be your law firm of choice for various matters in addition to antitrust/competition and consumer matters.

Services offered include...

- General corporate matters (including contract issues)
- International/cross boarder legal issues
- Anti-bribery; Anti-corruption
- International trade law
- Rulemaking assistance (lobbying activities)
- Health care regulations
- Gaming laws