

## ATTORNEYS

**Founding Partner**  
**Tsuyoshi Ikeda**  
(Yoshi)

050-1745-4777  
tsuyoshi.ikeda@ikedasomeya.com



2002 Graduated from Kyoto University (LL.B.)  
2005 - 07 Worked at Japan Fair Trade Commission, Investigation Bureau  
2008 Graduated from University of California Berkeley Law School  
2008 - 09 Worked at Kirkland & Ellis LLP (Chicago)  
2009 Registered as attorney in New York and California

**Founding Partner**  
**Takaaki Someya**  
(Taka)

050-1745-4001  
takaaki.someya@ikedasomeya.com



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

**LPC Partner**  
**Yuri Kawasaki**

050-1745-6006  
yuri.kawasaki@ikedasomeya.com



2008 Graduated from School of Law, Chuo University  
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

**Aya Yasu**

050-1745-6886  
aya.yasu@ikedasomeya.com



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

**Chiharu Habukawa**

050-1745-5055  
chiharu.habukawa@ikedasomeya.com



2006 Graduated from School of Law, Kyoto University  
2014 - 18 Worked at Consumer Affairs Agency, Representation Division  
2018 - 19 Worked at Ministry of Economy, Trade and Industry, Economic and Industrial Policy Bureau, Intellectual Property Policy Office  
2019 - 21 Worked at Japan Fair Trade Commission, Investigation Bureau

**Hiiro Hosokawa**

050-1745-7423  
hiiro.hosokawa@ikedasomeya.com



2013 Graduated from School of Law, University of Tokyo  
2015 - 22 Worked at Yabuki Law Offices

**Satoshi Imamura**

050-1745-7435  
satoshi.imamura@ikedasomeya.com



2013 Graduated from Osaka University Law School  
2016 - 17 Osaka University, Intellectual Property Center, Specially appointed research/fellow (2017 Specially appointed assistant professor)  
2017 - 20 Worked at Ministry of Internal Affairs and Communications, Telecommunications Bureau, Telecommunications Business Department, Second Telecommunications Consumer Policy Division

**Head of Osaka Office**  
**Muneharu Yamamoto**

050-1753-5050  
muneharu.yamamoto@ikedasomeya.com



2014 Graduated from School of Law, Kyoto University  
2015 - 22 Worked at Nagashima Ohno & Tsumematsu  
2022 Graduated from UCLA School of Law

**Yuki Koshita**

050-1745-4977  
yuki.koshita@ikedasomeya.com



2018 Graduated from School of Law, University of Tokyo  
2019 - 20 Worked at Tokyo International Law Office

**Hiroko Fukushima**

050-1745-7435  
hiroko.fukushima@ikedasomeya.com



2002 - 03 Worked at K.K. Kyodo News, Editorial Office  
2005 - 07 Worked for the Ministry of Foreign Affairs Economic Cooperation Bureau (at that time), Embassy of Japan in Morocco  
2008 - 09 Worked at Kyodo Public Relations Co., Ltd  
2009 - 12 Worked for the Ministry of Foreign Affairs General Foreign Policy Bureau  
2016 Graduated from University of Tokyo, Graduate Schools for Law and Politics

**Makuya Tanaka**

050-1745-7511  
makuya.tanaka@ikedasomeya.com



2019 Graduated from Waseda Law School, Waseda University  
2020 - 23 Worked at Tokyo Hatchobori Law Office

**Saera Ito**

050-1745-2323  
saera.ito@ikedasomeya.com



2013 Graduated from School of Law, Hitotsubashi University  
2015 - 21 Worked at Japan Fair Trade Commission, General Secretariat  
2018 - 20 Worked at Ministry of Economy, Trade and Industry

**Shin-ichiro Hayashi**

050-1753-5775  
shinichiro.hayashi@ikedasomeya.com



2016 Graduated from School of Law, Chuo University  
2017 - 21 Worked at Japan Fair Trade Commission, General Secretariat (served in the Coordination Division, the Investigation Bureau, and the Economic Research Office)

**Myongwon Lee**

050-1753-5555  
myongwon.lee@ikedasomeya.com



2016 Graduated from Department of Law, Faculty of Law, Keio University  
2020 Graduated from Keio University Law School

**Special Counsel**  
**Tsuneo Matsumoto**

050-1745-4747  
tsuneo.matsumoto@ikedasomeya.com



1991 Worked as Professor, at Faculty of Law, Hitotsubashi University  
2009 - 11 Served as Chairman of Consumer Commission, Cabinet Office  
2013 - 20 Served as Chairman of National Consumer Affairs Center of Japan  
2015 Appointed Professor Emeritus, Hitotsubashi University

**Special Counsel**  
**Yoshiharu Ojima**

050-1753-7700  
yoshiharu.ojima@ikedasomeya.com



2004 - 05 Tokyo District Public Prosecutors Office, Special Investigation Department, Deputy Director  
2007 Tokyo District Public Prosecutors Office, Special Trial Department, Director  
2012 Public Security Intelligence Agency, Deputy Director-General  
2016 Nagoya District Public Prosecutors Office, Chief Prosecutor  
2017 - 22 Member of Japan Fair Trade Commission

Providing solutions, based on front-line experience at regulatory agencies,  
An Antitrust and Consumer Law Firm with a New Approach for a New Era

As a boutique law firm focused on antitrust and consumer law-related fields, Ikeda & Someya boasts the largest team in Japan with 2 offices (Tokyo and Osaka) and strives for optimal results for our clients.

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 founding 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 its founding, Ikeda & Someya has augmented its team primarily with lawyers with governmental experience and actual corporate legal experience, and currently has evolved into one of Japan's leading firms with unparalleled expertise in the fields of antitrust and consumer law (including laws related to privacy and data).

With the opening of our Osaka office in May 2022, we will create an infrastructure capable of meeting our clients' needs throughout Japan, and will continue to expand even more.

OSAKA

TOKYO

## PRACTICES

### Antitrust and Competition Law

The broad range of gray areas in the interpretation of antitrust/competition laws makes it difficult to provide effective advice without the perspective of the antitrust/competition authorities and sufficient practical experience. Based on Ikeda & Someya's extensive domestic and international experience in all aspects of antitrust/competition law (including the Subcontract Act), from conventional issues such as responses to on-site inspections (dawn raids) and regulatory investigations to cutting-edge issues, we are the leaders for the practice of antitrust/competition law in Japan.

- 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
- Merger reviews and business alliances / joint venture
- Dealing with issues related to foreign competition laws
- Subcontract Act
- Intellectual property rights and antitrust law
- Antitrust law compliance

### Consumer Law

We define "consumer law" as all laws and regulations, which a company doing consumer business has to deal with. Without an understanding of the legal operations of administrative agencies, it is impossible to make practical judgments in consumer law, including the Act against Unjustifiable Premiums and Misleading Representations. Our firm has handled many consumer-law cases, including cases involving cease and desist orders and surcharge payment orders under the Act against Unjustifiable Premiums and Misleading Representations.

- 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

### Privacy / information laws

The importance of information laws, which are closely related to the fields of antitrust laws and consumer laws, is on the rise. In particular, as the range of privacy issues expands relative to innovation (technological innovation), it is essential to pay attention not only to the Act on the Protection of Personal Information but to other regulations as well, since related laws are being frequently revised. Our firm provides practical advice based on cutting-edge trends from lawyers experienced with, among other things, governmental agencies and governmental review commissions.

- Act on the Protection of Personal Information
- Telecommunications Business Act
- Response to foreign laws and regulations (GDPR, etc.)
- Act on Specified Commercial Transactions
- Privacy Protection
- Data Protection
- Response to information leakage
- Cyber Security

### Other Related Practices and Industries

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. Further, we are also familiar with legal issues specific to each industry, including various business and regulatory laws, 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.

- 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, food products etc.

## 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

- Responding to amended laws (antitrust laws, pharmaceutical and medical device laws, etc.)
- Management system for labeling and advertisements. (including IPO support)
- Business combination for third-party stakeholders
- Claims and complaints for victims under the antitrust laws
- Responding to protection/management of users' information for regulations for external data transmissions (Cookie Law)
- Responding to upsell/mail order regulations for the Act on Specified Commercial Transactions
- Responding to stealth marketing regulations
- Responding to consumption tax invoice systems (+ price pass-through/new freelance law)

### Other Services

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



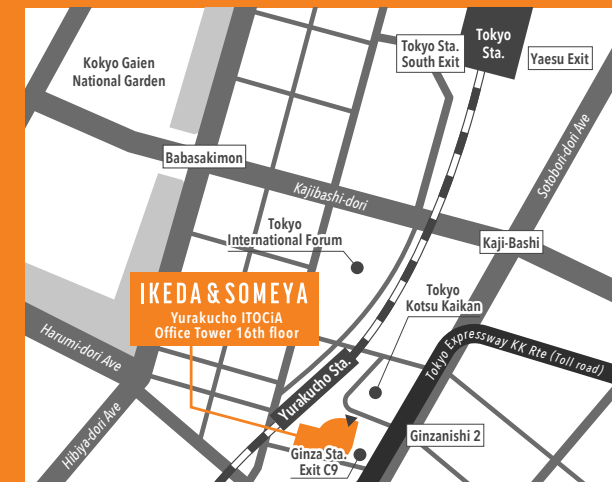
In the Nikkei Corporate Legal Tax Affairs and Lawyer Survey in 2022, Tsuyoshi Ikeda, our Founding Partner, was selected as "second overall" as the "Most Successful Lawyer" in 2022 in the competition/antitrust category ("third overall" chosen by companies).

## OFFICE INFORMATION

OFFICE MAIN. +81 50 1745 4000 FAX. +81 3 6261 7700 E-MAIL. info@ikedasomeya.com

### TOKYO |

Yurakucho ITOCIA Office Tower 16th floor,  
2-7-1 Yurakucho, Ciyoda-ku Tokyo 100-0006,  
Japan



### OSAKA |

Osaka Dai-ichi Life Bldg. 15th floor,  
1-8-17 Umeda, Kita-ku, Osaka 530-0001,  
Japan



**IKEDA & SOMEYA**  
COMPETITION AND CONSUMER LAW ATTORNEYS

[www.ikedasomeya.com](http://www.ikedasomeya.com)

