

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

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

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 "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

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

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.



Best Performing Lawyers Ranking of the Nikkei Corporate Legal Tax Affairs and Lawyer Survey:
In 2022, founding partner Tsuyoshi Ikeda ranked second (overall) in the category of antitrust and competition law.
In 2024, founding partner Takaaki Someya ranked first in the category of consumer affairs (corporate and overall) and founding partner Tsuyoshi Ikeda ranked third (corporate).

IKEDA & SOMEYA

COMPETITION AND CONSUMER LAW ATTORNEYS

www.ikedasomeya.com

Click here for details



AI ad-checking tool

Our AI ad-checking tool Ad-IS, developed by a team of lawyers who previously worked in the Consumer Affairs Agency and who are concentrating on advertising law, provides strong support for advertising review and management work. Even in the case of complex review items, Ad-IS automatically points out typographical errors and inconsistencies in the contents of the description, including checkpoints under the Unjustifiable Premiums and Misleading Representations Act. This greatly reduces the burden of ad review and ensures efficient and reliable compliance with advertising regulations. In recent years, as authorities such as the Consumer Affairs Agency have strengthened their crackdown on advertising displays, it is the best tool for those who are concerned about handling large numbers of ad reviews.

OFFICE INFORMATION

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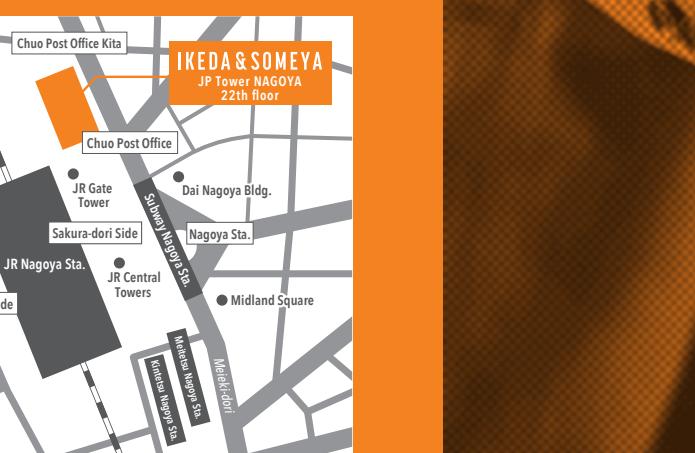
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Providing solutions, based on front-line experience at regulatory agencies, An Antitrust and Consumer Law Firm with a New Approach for a New Era

ATTORNEYS



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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
2018 Established Ikeda & Someya



Takuya Ohata

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2011 Graduated from School of Law, Hitotsubashi University
2013 - 18 Appointed to Assistant Judge of Osaka District and Family Court
2018 - 20 Appointed to Assistant Judge of Saitama Branch of Matsuyama Family and District Court
2020 - 24 Worked as Prosecutor of the Criminal Affairs Bureau, Ministry of Justice
2024 - 25 Appointed to Judge of Tokyo District Court
2025 Joined Ikeda & Someya



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2016 Graduated from School of Law, Kobe University
2018 - 21 Worked as In-house Lawyer, Japan Business Federation
2021 - 22 Joined Ikeda & Someya
2022 - 24 Worked at Consumer Affairs Agency
2024 Returned to Ikeda & Someya



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2018 Graduated from Keio University (LL.B.)
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2023 Worked at AZ Law Offices
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Founding Partner
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2009 Graduated from School of Law, Senshu University
2012 - 14 Worked as in-house counsel at Kakaku.com, Inc., Legal Department
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2023 Expert Member, Product Testing and Analysis Committee, National Consumer Affairs Center of Japan



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2016 Admitted to the National Bar Examination Preliminary Examination
Graduated from Hitotsubashi University (LL.B.)
2017 Admitted to the National Bar Examination
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2024 Joined Ikeda & Someya
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2011 - 13 Worked as Public Prosecutor, Fukui District Public Prosecutors Office
2015 - 16 Worked at the Consumer Affairs Agency
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2013 Graduated from Osaka University Graduate School of Law (Law School)
Osaka University, Intellectual Property Center, Specially appointed research/fellow (2017 Specially appointed assistant professor)
2016 - 17 Worked at Ministry of Internal Affairs and Communications, Telecommunications Bureau, Telecommunications Business Department, Second Telecommunications Consumer Policy Division
2017 - 20 Joined Ikeda & Someya
2021 Member, Advisory Committee, Center for Protection of Personal Information in Telecommunications
2025



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2018 Graduated from School of Law, The University of Tokyo
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2020 Joined Ikeda & Someya
2023 Graduated from Medical Device Design Course, Global Center for Medical Engineering Informatics, Osaka University



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1996 Graduated from Sophia University (LL.B.)
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2004 - 16 Worked at City-Yuwa Partners
2008 - 09 Seconded to General Electric International, Inc. and GE Japan Corporation
2010 Graduated from Columbia Law School (LL.M.)
2017 - 19 Worked at Mitsubishi Motors Corporation as General Manager
2020 Joined Ikeda & Someya



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2020 - 22 Worked at Tokyo Legal Affairs Bureau
2022 - 24 Worked at Administrative Complaint Review Board, Ministry of Internal Affairs and Communications
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2018 Worked at TEPCO Power Grid, Incorporated
2020 - 21 Worked at Executive Bureau of the Electricity and Gas Market Surveillance Commission, Ministry of Economy, Trade and Industry
2022 - 24 Graduated from the Business Law Department of Hitotsubashi University Graduate School of Law, (Master of Business Law)
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Special Counsel
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1999 Worked as Professor, Faculty of Law, Hitotsubashi University
2000 - 01 Served as Chairman of Consumer Commission, Cabinet Office
2013 - 20 Served as Chairman of National Consumer Affairs Center of Japan
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2018 - 19 Worked at Ministry of Economy, Trade and Industry, Economic and Industrial Policy Bureau, Intellectual Property Policy Office
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2004 - 05 Tokyo District Public Prosecutor's Office, Special Investigation Department, Deputy Director
2007 Served as Chairman of Consumer Commission, Cabinet Office
2012 - 15 Served as Chairman of National Consumer Affairs Center of Japan
2016 - 17 Nagoya District Public Prosecutor's Office, Chief Prosecutor
2017 - 2018 Public Security Intelligence Agency, Deputy Director
2020 - 21 Nagoya District Public Prosecutor's Office, Chief Prosecutor
2021 - 2022 Japan Fair Trade Commission, Commissioner
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2009 Graduated from School of Law, Kyoto University
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