

## 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

### 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.

## 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



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).

## 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.

[Click here for details](#)



Ad-IS

# IKEDA & SOMEYA

COMPETITION AND CONSUMER LAW ATTORNEYS

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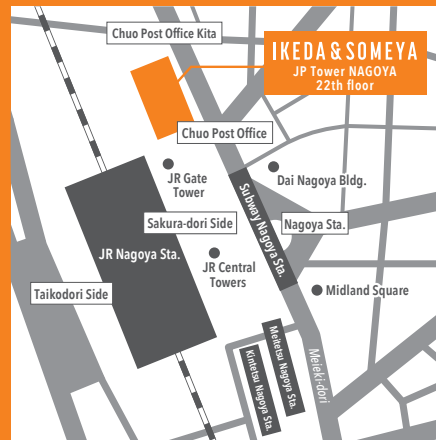
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**As a boutique law firm focused on antitrust and consumer law-related fields, Ikeda & Someya boasts the largest team in Japan and is the only one with three offices (Tokyo, Osaka, and Nagoya), striving for optimal results for our clients.**

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 the firm's establishment, many lawyers with extensive experience as in-house counsels, prosecutors, and judges as well as those with experience at government agencies such as the Japan Fair Trade Commission and the Consumer Affairs Agency, have been part of our team, and, as a result, we have outstanding knowledge regarding how to deal with authorities and handle litigation in the areas of antitrust law, consumer law, and information law. This spring, three new members joined our team: Takuya Ohata, who as a judge has handled a wide variety of cases, both civil and criminal, and has knowledge of dispute resolution based on practical experience, Kohei Ohara, a rising young lawyer, and Tetsuhiro Shimoda, a former member of the Japan Air Self-Defense Force of the Ministry of Defense, contributing to the further growth and development of our firm.

In addition, from February 2025, we have been providing an AI ad-checking service, Ad-IS, which was developed by our firm, demonstrating our full engagement in new areas of development.

Following the opening of our Osaka office in May 2022 and the expansion and relocation of our Tokyo office in May 2023, we opened our Nagoya office in May 2025. With 24 lawyers, we have created a robust infrastructure that enables us to respond even more smoothly and speedily to requests from all over Japan, and we will continue to aim for further development in the future.

August 2025

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



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

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

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

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  
2018 Established Ikeda & Someya  
2023 Expert Member, Product Testing and Analysis Committee, National Consumer Affairs Center of Japan


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**LPC Partner**  
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1996 Graduated from Sophia University (LL.B.)  
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2004 - 16 Worked at City-Yuwa Partners  
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2010 Graduated from Columbia Law School (LL.M.)  
2017 - 19 Worked at Mitsubishi Motors Corporation as General Manager  
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2013 - 18 Appointed to Assistant Judge of Osaka District and Family Court  
2018 - 20 Appointed to Assistant Judge of Saijo Branch of Matsuyama Family and District Court  
2020 - 24 Worked as Prosecutor of the Criminal Affairs Bureau, Ministry of Justice  
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※ Makuya Tanaka, who was with our firm until June 2024, is currently working at the Mergers and Acquisitions Division of the Japan Fair Trade Commission (scheduled to return in July 2026). ※ Hiroko Fukushima, who was with our firm until August 2025, is currently working at the Secretariat of the Consumer Commission, Cabinet Office (scheduled to return in September 2027).