



## **Hitomi Iwase**

**Partner**  
**Tokyo**

**Tel:** +81-3-6250-6218(Direct)

**Fax:** +81-3-6250-7200

**E-mail:** [h.iwase@nishimura.com](mailto:h.iwase@nishimura.com)

Hitomi Iwase is a partner at Nishimura & Asahi specializing in the areas of IP (intellectual property), IT (information technology) and data privacy. She handles patents, copyrights, trademarks, trade secrets and other IP-related matters in multiple business sectors, including IT, life sciences and healthcare, machinery, food, fashion, environment and energy, entertainment, financial services, and e-commerce. Ms. Iwase's expertise encompasses all forms of IP transactional work, both cross-border and domestic, including licensing, strategic alliances, joint development, and asset transfers, as well as various types of IP disputes, including patent/trademark infringement litigation. She also assists clients in anti-counterfeiting and in the development of IP portfolios and prosecution strategies. Ms. Iwase regularly advises clients on emerging legal issues relating to the latest technology, such as IoT and artificial intelligence (AI), as well as on complex system-related transactions and disputes over such transactions. In the area of data privacy, Ms. Iwase extensively provides data protection and privacy compliance including establishing global compliance systems as well as incidents such as data breaches. Ms. Iwase also advises on related areas such as e-commerce, advertising, and consumer protection.

### **Qualifications**

- Admitted in Japan (1997)
- Admitted in New York (2004)

### **Education**

- Stanford Law School (LL.M.) (2003)
- Waseda University (LL.B.) (1994)

### **Other Professional Experience**

- Lecturer, Hitotsubashi University, Graduate School of International Corporate Strategy (ICS) (2018-)
- Visiting Scholar, The George Washington University Law School (2003-2004)
- SAH & Co., Tokyo (1997-2000)

**Representative Publications**

- Japan Chapter, World Trademark Review Yearbook 2021/2022 (Globe Business Media Group., August 2021)
- Revisions to Japan Copyright Act to tackle online pirating (International Law Office Newsletter, November 2020)
- IP in Business Transactions - Japan, Practical Law IP in business transactions Global Guide 2020 (Practical Law Global Guide, November 2020)
- Corpus Juris Series - Personal Information Protection Legislation (Global) (Shojihomu Co., Ltd., September 2020)
- Amendments to the Act on the Protection of Personal Information in 2020 and Practical Approaches (Shojihomu Co., Ltd., August 2020)
- Japan Chapter, World Trademark Review Yearbook 2020/2021 (Globe Business Media Group., April 2020)
- Practice on CCPA Compliance (Chuokezai-Sha, Inc., April 2020)
- Japan Chapter, Practical Law IP in business transactions Global Guide 2019 (Practical Law Global Guide 2019)
- Japan: Overview of the Act on the Protection of Personal Information (European Data Protection Law Review (EDPL) Volume 5 (2019))
- Revisions to Copyright Act and Unfair Competition Prevention Act (International Law Office Newsletter, November 2018)
- Data Security and Cybercrime in Japan (Lexology, October 24, 2018)
- Educational Institutions - A Legal and Regulatory Handbook for Setting Up Overseas: Japan (Globe Law and Business Ltd., UK., April 2018)
- Inventing on the job; who holds the rights? (International Law Office Newsletter, June 2016)
- Corporate Counselor No.21 Employee Invention Rights Pivot (April 2016)
- When You Can't Beat Them, Enjoin Them - Injunctive Relief for SEP Infringement (International Trade Daily Bulletin, Bloomberg BNA, September 2014)
- Apple v Samsung: enforcing a standards-essential patent after a FRAND declaration (IP Value 2014, Globe White Page Ltd., January 2014)
- Can watching YouTube be the basis for arrest under the Copyright Act? (IP Value 2013, Globe White Page Ltd., January 2013)
- Japan Chapter, Practical Law, Multi-Jurisdictional Guide 2012/13, IP in Business Transactions (Practical Law Company, August 2012)
- Practical Issues in Cloud Computing and Related Laws (NBL, May-July 2012)
- Recent Amendments to the Patent Act (IP Value 2012, Globe White Page Ltd., January 2012)
- Enhancement of Patent Licenses under the Amended Patent Act (Asahi Judiciary, November 2011)
- Commentary on a Recent Copyright Infringement Case (Nihon Hyoron Sha, October 2011)
- Recent Trends and Issues in Employee Invention Lawsuits (Vol. 85, 2011 Spring Edition of IIP Forum, May 2011)
- How firms should pay 'reasonable value' to employee-inventors (IP Value 2011, Globe White Page Ltd., January 2011)

- Intellectual Property Law (Kobundo, November 2010)
- Revised Copyright Law Commentary (Kobundo, May 2010)
- Corpus Juris Finance (Shojihomu, October 2003)
- Business Law and Practice in the Era of Information Technology (Nikkei Business Publications, August 2002)
- E-Commerce Chapter, Model Corporate Contracts (Shinnippon-hoki Publishing, January 2002)

### **Recognitions**

- Chambers Asia-Pacific (Intellectual Property) (2019-2021)
- Chambers Global (Intellectual Property: Domestic) (2020-2021)
- The Legal 500 Asia Pacific (Intellectual Property) (2020-2021)
- Top attorneys in Japan: Best Lawyers - 2021 edition (Intellectual Property) (2020)
- Who's Who Legal: Global (Patents) (2019)
- World Trademark Review Global Leaders (2019-2021)
- IAM Patent 1000 - The World's Leading Patent Professionals (2019-2021)
- World Trademark Review 1000 - The World's Leading Trademark Professionals (2019-2021)
- Asialaw Leading Lawyers 2018 (2018)
- Who's Who Legal: Japan (Intellectual Property) (2018-2020)
- Who's Who Legal: Japan (IP Litigation) (2016-2017)
- Who's Who Legal: Japan (Patents) (2014-2015)

### **Languages**

- Japanese (native), English (fluent)