

Hiroto Imai

Partner

Tokyo

Biography

Hiroto Imai is a *bengoshi* (Japanese qualified lawyer) and a *benrishi* (Japanese qualified patent attorney) in Hogan Lovells' Tokyo office. Since 1997, Hiroto has handled various patent and other intellectual property disputes/matters, including patent litigations in a variety of industry sectors, invalidation trials, face-to-face negotiations, settlements, brand protections, licensing, and IP aspects of corporate and commercial transactions. Whilst his primary focus is on IP practice, Hiroto also has extensive experience in handling corporate and commercial disputes/matters in a wide variety of areas.

Hiroto studied science at Waseda University (B.Eng. 1991) and at the Graduate School of Science and Engineering, Waseda University (1991-1992). He studied law at the Legal Training and Research Institute, the Supreme Court of Japan and at the University of Pennsylvania, (LL.M. 2002). Prior to joining Hogan Lovells, he worked at the Tokyo and London offices of a Magic Circle firm in the IP and Corporate practice groups, as well as at leading Japanese law firms.

In Japan, few attorneys have scientific or engineering backgrounds; however, Hiroto actively uses the strength and knowledge of his own scientific background in handling patent disputes/matters, etc., in various technical fields, whether they are contentious or not.

Representative experience



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Languages

Japanese

English

Practices

Intellectual Property

Commercial

Litigation Services

Industries

Life Sciences and Health Care

Technology and Telecoms

Education and admissions

Education

Advising global and Japanese companies in relation to patent disputes including performing provisional dispositions, litigations, invalidation trials, face-to-face negotiations with adverse parties, and settlements

Advising global and Japanese companies regarding IP disputes including trademark, design, copyright, trade secret, Unfair Competition Prevention Law

Advising global and Japanese companies on IP related contracts, IP commercial transactions, patent/trademark infringement search reports, IP due diligence, personal data protection

Advising clients on company law, product liability law, anti-monopoly law, government regulatory laws, commercial matters, labour laws, and real property

Acting for and advising global and Japanese companies regarding various disputes in relation to commercial transactions, contracts, product liability and employment issues

Awards and rankings

- Leading individual for Patent Litigation in Japan, *IAM Patent 1000*, 2018 - 2021
- Leading individual for Patent Transactions in Japan, *IAM Patent 1000*, 2021
- Next Generation Partner: Bengoshi, *Legal 500 Asia-Pacific*, 2020 - 2023
- Patent Star in Japan, *Managing Intellectual Property IP Stars*, 2020 - 2022
- The Best Lawyers in Japan, Intellectual Property, *Best Lawyers*, 2022

Latest thinking and events

- News
 - Establishment of new regulation regarding user related information such as cookies in Japan
- Webinar
 - Launch Webinar: Hogan Lovells Asia Pacific Data Protection and Cyber Security Guide 2022

LL.M., University of Pennsylvania

Supreme Court Legal Training and Research Institute, 1995-1997

Graduate School of Science and Engineering, Waseda University, 1991-1992

B.Eng., Waseda University, 1991

Bar admissions and qualifications

Japan - Daiichi Tokyo Bar Association

Japan Patent Attorneys Association

- Insights and Analysis
 - Hogan Lovells Asia-Pacific Data Protection and Cyber Security Guide 2022 and the Launch Webinar
- News
 - Data Privacy Laws and Regulations in Japan – Recent amendments to the APPI
- News
 - Official Guidelines issued for Japan's upcoming data privacy law amendments
- Insights and Analysis
 - Hogan Lovells Asia Pacific Data Protection and Cyber Security Guide 2021 and the Launch Webinar