

Tomoe Takahashi

Partner

Tokyo

Biography

Tomoe Takahashi is an experienced intellectual property lawyer known for providing clients with practical, commercially oriented advice tailored to their specific needs and interests.

With extensive international experience, including qualifications in three different countries, Tomoe has lived and worked in Tokyo, the United Kingdom, Spain, and New Zealand, and regularly advises clients on multijurisdictional issues. The depth of her experience makes her the trusted adviser of choice for many Japanese and multi-national clients, and she is frequently asked to travel to client offices around the world to audit their global IP portfolios.

Tomoe's practice largely focuses on multijurisdictional trademark enforcement and portfolio management. She advises domestic and international clients on a variety of trademark issues, including enforcement of trademark rights through criminal and civil litigation, and with various enforcement authorities, advising on anti-counterfeiting measures, filing and prosecuting trademark applications, conducting trademark clearance searches, and structuring stronger intellectual property portfolios around the world.

Tomoe also counsels clients on intellectual property issues arising from merger and acquisition transactions, including negotiating and drafting intellectual property contracts, as well as trademark due diligence. In conjunction with her M&A colleagues, she has advised on a variety of transactions spanning a



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Languages

Japanese

English

Practices

Intellectual Property

Trademarks and Brands

IP and Technology Transactions

Litigation Services

IP Litigation, Arbitration, and
Alternative Dispute Resolution

Products Law

Industries

Automotive and Mobility

Consumer

broad range of industries including the automotive, consumer electronics, cosmetics, food and beverages, gaming, chemical, and energy industries.

Tomoe's clients also seek her counsel on product safety and compliance issues that may arise in the product life cycle, such as product safety regulations, labelling, and product recalls, including those relating to manufacturing, supply chains, distribution, marketing, and end-users. Tomoe draws upon her extensive intellectual property experience and her international background to provide her clients with innovative solutions to their most complex multijurisdictional issues.

Representative experience

Advising clients on how to structure and implement brand protection strategies, including conducting regular audits of brand portfolios and presenting various internal seminars to raise awareness of the importance of brands within the companies.

Advising on the IP related aspects of various joint venture transactions, including trademark due diligence, the creation of new brands, negotiating license or assignment agreements, and the transfer of intellectual property to the new entity.

Advising a Japanese electronics manufacturer on its potential global rebranding of its key business unit, including conducting searches of multiple candidate marks in multiple classes in over 100 different jurisdictions.

Advising a Japanese confectionary manufacturer on its actions against bad faith filers and its anti-counterfeiting efforts in China, through a combination of civil and administrative litigation, opposition and invalidation actions.

Advising a Japanese medical devices manufacturer on domain name registration and renewal, and global trademark portfolio management, including clearance searches, applications, and registrations.

Advising a Japanese consumer electronics company on

Life Sciences and Health Care

Technology and Telecoms

Sports, Media and Entertainment

Areas of focus

Electronics and Consumer Appliances

False Advertising and Unfair Competition

IP Rights in Transactions

Product Compliance

Strategic Counseling and Portfolio Development

Food and Beverages

Education and admissions

Education

LL.B, with honors, Victoria University of Wellington

Bar admissions and qualifications

Japan - Daiichi Tokyo Bar Association (Gaikokuho Jimu Bengoshi)

Solicitor, England and Wales

Republic of Ireland

New Zealand

Accolades

Tomoe is talented. She meets all my criteria – quick responses; helpful, proper and accurate legal advice;

its strategic global response to bad faith users of its marks, including various litigations, oppositions, cancellation and invalidation actions worldwide.

Advising on damages caused by malfunction of licensed products, and managing relevant procedures with the European regulatory authorities.

Advising on product regulations and labeling regarding cosmetics and food products worldwide.

Awards and rankings

- Leading individual in Japan for Prosecution and Strategy, *World Trademark Review 1000*, 2018-2024
- Leading individual in Japan for Enforcement and Litigation, *World Trademark Review 1000*, 2023-2024
- Leading individual in Japan for Transactions, *World Trademark Review 1000*, 2023-2024
- Next Generation Partner (Gaiben) in Japan for IP (International), *Legal 500 Asia-Pacific*, 2021-2024
- Rising Star in Intellectual Property, *Legal 500 Asia-Pacific*, 2020
- Top 250 Women in IP, *Managing Intellectual Property IP Stars*, 2023
- Trademark Star in Japan, *Managing Intellectual Property IP Stars*, 2023
- Next Generation Foreign Lawyer in Japan for IP (International), *Legal 500 Asia-Pacific*, 2017-2019
- Rising Star in Trademark, *Euromoney's Expert Guides*, 2017 & 2019

Latest thinking and events

- Awards & rankings
 - Three Hogan Lovells partners named in Managing IP's Top 250 Women in IP
- Awards & rankings
 - Hogan Lovells wins in three categories at the ALB Japan Law Awards 2020
- News

and something extra useful that can be provided by a counsel.

World Trademark Review 1000,
2021

- Welcoming new IPMT partners and counsel in 2020
- Press releases
 - Hogan Lovells Celebrates the New Year with 29 Promotions to Partner and 56 Promotions to Counsel
- Hogan Lovells Events
 - Global Trademark Seminar & Total Brand Care Online Platform Experience
- Press releases
 - Hogan Lovells rings in the New Year with 30 promotions to partner and 47 promotions to counsel