

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



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Languages

Japanese

English

Practices

Intellectual Property

Commercial

Litigation Services

Industries

Life Sciences and Health Care

Technology & Telecoms

Education and

technical fields, whether they are contentious or not.

Representative experience

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, 2019 & 2020
- Next Generation Partner: Bengoshi, *Legal 500 Asia-Pacific*, 2020 - 2021
- Patent Star in Japan, *Managing Intellectual Property IP Stars*, 2020

Latest thinking and events

- Awards and Rankings
 - Hogan Lovells wins in three categories at the ALB Japan Law Awards 2020
- Events

admissions

Education

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

Accolades

"...the engineering master Imai is a rarity on the domestic scene; few Japanese attorneys at law so effectively combine cross-cultural sensitivity, immense technical depth and astute legal insight."

IAM Patent 1000, 2018

- Weathering COVID-19: A webinar series.
Labor/Employment and Privacy - what Japanese companies need to know
- Events
 - Weathering COVID-19: A webinar series - Contracting and force majeure
- Events
 - Weathering COVID-19: A webinar series - Crisis management in the age of COVID-19
- News
 - Update of Japan's privacy law approved by Cabinet
- Hogan Lovells Publications
 - A Turning Point for Tech – Global survey on digital regulation