

Naoki Furuta

Advisor

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Naoki Furuta is a Foreign Legal Advisor with a background in corporate law, mergers and acquisitions, intellectual property, sports and entertainment, litigation, competition law, labor law, and data privacy.

Admitted to practice law in Japan since December 2018, Naoki has advised both Japanese and international clients, representing major corporations in various industries such as health care, global manufacturing, cosmetics, sports, and IT. His work includes conducting due diligence, drafting agreements, and navigating Japanese financial regulations in complex M&A transactions.

In addition to his corporate experience, Naoki has represented clients in high-stakes litigation and international arbitration, including a major lawsuit where he represented one of Japan's largest trading companies against a sales company in Saudi Arabia.

Naoki is also dedicated to sports law. He serves as Deputy Chief Secretary of Sports Law Research Group of Da-Ichi Tokyo Bar Association and a Secretariat Member of the Japan Sports Law Association.

Key Matters

LITIGATION:

- Represented eight former directors of a global manufacturing company in one of the largest shareholder derivative suits in Japan. This lawsuit began in 2016, and the Tokyo District Court ruled in our favor.
- Represented a consulting company in a lawsuit against a religious corporation; won a favorable settlement where the client received over ¥800M and resolved all relevant matters between the counterparties.
- Represent one of the largest Japanese trading companies in a lawsuit against a sales company in Saudi Arabia.

INTELLECTUAL PROPERTY LAW:

- Represented a cosmetics company in a provisional attachment action against another cosmetics company infringing patent rights; the court judged in favor of the client and the company was found to be in violation of patent rights.
- Advised a listed hobby company on adapting its own content to film and NFT, and drafted contracts related to these projects.
- Represented the Japanese subsidiary of an international software company in negotiations regarding software copyright infringements.

- Filed numerous injunctions and claims based on the Trademark Act and Unfair Competition Prevention Act in the representation of global fashion brand to counteract counterfeit activities in Japan.

MERGERS & ACQUISITIONS:

- Advised a well-known telecommunications company for the acquisition of stock of a Japanese company owning motion data utilized for metaverse, conducting due diligence and drafting agreements, including an underwriting agreement.
- Advised many Japanese listed and unlisted companies and funds on merger and acquisition projects, conducting due diligence and drafting agreements including share purchase agreements and shareholders agreements.

DATA PROTECTION (ACT ON THE PROTECTION OF PERSONAL INFORMATION):

- Advised a Japanese company and its overseas subsidiaries that had suffered a ransomware attack, including its public announcement, coordination with the police, and reporting to the Personal Information Protection Commission Japan.
- Advised a hobby company in Japan on an amendment of the privacy policy and internal rule regarding personal information based on the Act on the Protection of Personal Information and GDPR.

COMPETITION LAW:

- Advised one of the world's largest automotive companies on regulations including the Act on Prohibition of Private Monopolization and Maintenance of Fair Trade for business alliances with other international car companies.
- Checked numerous contracts to ensure compliance with competition laws, particularly the Act against Delay in Payment of Subcontract Proceeds, etc. to Subcontractors.

LABOR LAW:

- Represent a hospital work outsourcing company in a lawsuit regarding an industrial accident at the Tokyo District Court.
- Advised an automobile leasing company in the case of disciplinary action of an employee on the grounds of power harassment, and conducted investigation including interviewing employees.

SPORTS & ENTERTAINMENT:

- Advised on the punishment of athletes who refused to participate in competitions as representatives of Japan's team.
- Oversaw disciplinary action taken against a player and his team for misconduct.
- Represented an athlete in an arbitration case seeking revocation of suspension of his eligibility as a national team member.

Activities

- Deputy Chief Secretary of Sports Law Research Group of Dai-Ichi Tokyo Bar Association
- Secretariat Member of Japan Sports Law Association

Credentials

EDUCATION

Naoki earned his Master of Laws (LL.M.) from New York University School of Law with a focus on Corporation Law in May 2025, Juris Doctor (J.D.) from Kyoto University Law School in March 2017, and Bachelor of Laws (LL.B.) from Kyoto University in March 2015. He received a certificate of completion at The Legal Training and Research Institute of the Supreme Court of Japan.