



## Shoko Naruo

Partner

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### INDUSTRIES

- Agriculture & Food
- Cannabis
- Hospitality
- Manufacturing

### PRACTICES

- Trademark
- Copyright
- Licensing

### EDUCATION

- Washington University School of Law, J.D., 2009
- Keio University, B.A, Law, 2006

### ADMISSIONS

- Missouri
- New York

### AFFILIATIONS

- International Trademark Association, Brands and Sustainability Subcommittee Chair, 2024-Present, Brands for a Better Society Committee, 2022-2023
- Japanese Chamber of Commerce and Industry of Chicago
- Japanese External Trade Organization
- New York Bar Association

Shoko helps companies protect their valuable brands in markets around the world through strategic trademark counseling and enforcement.

On behalf of major global brands, Shoko has registered and enforced trademarks in nearly 200 countries. She helps clients build and manage large trademark portfolios, carefully examining a client's goals for a product launch or established brand and then advising them on the most effective strategies to enforce their IP rights. She regularly negotiates and drafts license agreements and other agreements related to intellectual property, and advises clients regarding domain name disputes, copyright ownership, registration, fair use and infringement issues.

Shoko advises companies in the manufacturing, food and agriculture and hospitality industries, and has extensive experience advising cannabis companies on trademark and other IP matters.

A native Japanese speaker who is also fluent in English, Shoko assists Japanese clients with other business and legal matters.

Shoko is the co-chair for the Firm's Asian American Affinity Group.

### Publications

- Quoted, "The Biggest Trademark Decisions Of 2023: A Midyear Report", *Law360*, July 26, 2023
- Quoted, "Trademark Law Shows Promise In Rooting Out Unused Marks", *Law360*, February 16, 2023

### Languages

- Japanese (Native Speaker)

### Employment

- Thompson Coburn LLP 2010-Present
- Shearman & Sterling LLP Summer Associate, 2008

#### RECOGNITIONS

- International Trademark Association Rising Stars, 2023