



Shoko

Shoko Naruo
Partner

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New York
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MY SERVICES

Agriculture
Maritime
Cannabis
Food
Intellectual Property
Manufacturing

EDUCATION

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

ADMISSIONS

Missouri
New York

I enjoy working with clients in many different industries. In many instances, over the years, we have grown up and flourished together.

overview

With a thoughtful blend of counseling and strategic enforcement tactics, Shoko Naruo protects the intellectual property of some of the biggest global brands in markets around the world. Clients in the finance, pet care, personal care, fashion, manufacturing, chemical, pharmaceutical, automobile, food and agriculture, hospitality, and cannabis industries count on her for help building and managing their often large and complex trademark portfolios.

Shoko has registered and enforced trademarks in nearly 200 countries. Whether clients are launching a new product or growing an established brand, she advises them on the optimal strategies to protect and enforce their IP rights. She regularly negotiates and drafts license agreements and other agreements related to intellectual property and guides clients smoothly through domain name disputes, copyright ownership, registration, fair use and infringement issues.

To ensure and strengthen her global capabilities, Shoko maintains strong relationships with foreign counterparts, with whom she regularly collaborates and consults. She also develops strong and longstanding relationships with her clients.

A native Japanese speaker who is also fluent in English, Shoko assists Japanese clients with other business and legal matters. She co-chairs the firm's Asian American Affinity Group.

languages

- Japanese, Native

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

recognitions

- International Trademark Association Rising Stars, 2023

in my free time

I like to travel. While I grew up in England, I was born in Japan, and I enjoy bringing my own children back every year to visit. We spend time in rural Japan, which, in my view, is one of the most uniquely beautiful places in the world.