MOSES SINGER

Hirohisa Naito

OF COUNSEL

hnaito@mosessinger.com

212. 554. 7670

Hirohisa Naito is Of Counsel to Moses Singer. He represents established and up-and-coming businesses and individuals in the fields of high fashion and children's apparel, consumer products, publishing, hospitality and emerging technologies.

For Japanese corporations entering the U.S, market, especially in the consumer, apparel and retail sectors, Hiro has served as outside general counsel. From counseling to negotiation to drafting, Hiro handles a wide variety of transactional matters, such as: retail licensing agreements, strategic alliances, procurement and manufacturing contracts, mergers and acquisitions and asset purchase agreements. With respect to consulting and employment matters, his experience covers hiring practices, employment contracts, terminations, severance arrangements, employment manuals and wage and hour issues.

Multinational companies call on Hiro for his advice on protecting and managing brands, copyrights, trademark portfolios and domain names. He provides comprehensive counseling on brand conception and enforcement, opposition and cancellation proceedings, advertising strategy and unfair competition law.

For companies focused on internet presence and e-commerce, Hiro counsels on social media, user-generated content, e-mail and text message marketing and related consumer protection issues.

In the entertainment and sports areas, Hiro represents athletes, composers, artists, and publishers of music, books and games on varied intellectual property issues. For Japanese companies, his practice also includes licensing and acquisition of media rights, distribution agreements for film productions, and sponsorship and endorsement agreements for athletes.

Hiro offers his clients a thorough understanding of running a business combined with practical, cost-effective solutions. He lectures regularly on advertising law, employment law and intellectual property law. Hiro comes from Japan and is fluent in Japanese.

Practices / Industries

- Intellectual Property
- Entertainment & Media
- Intellectual Property, Entertainment/Media & Technology
- Consumer/Luxury Goods

Prior results do not guarantee a similar outcome.

Education

- Washington College of Law (J.D.)
- University of Rochester (B.A.)

Bar/Court Admissions

- U.S. District Court, Eastern District of New York
- U.S. District Court, Southern District of New York
- New York
- Texas

Professional Affiliations

- Member, American Bar Association Section of Intellectual Property Law
- Member, New York County Lawyers' Association Committee on Entertainment, Intellectual Property and Sports
- Member, Entertainment Lawyers Network (Japan)
- Member, Japanese Chamber of Commerce and Industry of New York, Inc.

Foreign Languages

- Japanese