

## Steven M. Nakasone

Los Angeles, California  
Of Counsel

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### Areas of Practice & Industry Specialties

Japan Practice; 日本プラクティス; Corporate Law; Intellectual Property Law; Privacy & Data Security Law; International Business & Trade; Mergers and Acquisitions; Sports Industry Law; Franchise Law; Automotive; Financial Services Regulatory

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Steven M. Nakasone's expertise covers general corporate and business transactions with an emphasis on product distribution, branding, licensing, advertising, and promotion.

Mr. Nakasone provides legal counsel to businesses in various industries including automobile parts, tires, industrial and consumer chemical products, computer hardware and peripherals, computer software, imaging devices, robotics, online services, pharmaceuticals, food and food supplements, restaurants, real estate development, machine tools, hand tools, and apparel and character merchandise.

He has over 30 years of experience in:

- Product distribution – Counseling clients that distribute industrial and consumer products, including supply and distribution agreements, dealer termination, OEM, co-manufacturing, warehouse, logistics and shipping agreements, resale price maintenance, price discrimination, and supply chain disclosure requirements.
- Branding and IP Protection – Establishing and protecting a product's brand including trademark, copyright and domain name registration, intellectual property portfolio maintenance, infringement, protecting against claims of infringement, licensing of patents, trademarks, copyrights, and know how.
- Advertising and Promotion – Counseling clients on issues arising in the advertisement and promotion of their products including advertising copy clearance, stopping false advertising by competitors, product labeling, sponsorship and endorsement agreements, online and social media agreements, contests and sweepstakes, and privacy and data protection.
- Mergers and Acquisitions – Representing private companies in acquisitions, mergers, reorganizations, divestitures, and joint ventures.
- Business Start-ups – Representing companies and individuals in establishing new businesses, including corporations, limited liability companies, partnerships, limited partnerships, shareholder agreements, early stage financing, and private placements.

### Publications

- Get Ready for the Amended California Consumer Privacy Act, *Buchalter Client Alert*, August 1, 2022
- The Passage of Proposition 24 Creates New Privacy Obligations for Businesses, *Buchalter Client Alert*, November 16, 2020
- Windfalls and Pitfalls of Pivoting Your Business Model in the New Business Environment, *Buchalter Client Alert*, September 4, 2020

### Education

Mr. Nakasone earned his J.D. *cum laude* at Loyola University School of Law in 1975 and his B.S. in Engineering and Computer Science at the University of California, Berkeley in 1970.

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#### **Bar Admissions**

- California

#### **Languages**

- Japanese