

**Steven M. Nakasone**

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Steven M. Nakasone is Of Counsel in the Firm's Corporate Practice Group. Mr. 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, 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; 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; stopping infringers; protecting against claims of infringement; licensing of patents, trademarks, copyrights and knowhow.
- **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; 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; private placements.

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.

**Areas of Practice**

Corporate

**Bar Admissions**

California