

Partner

Naoya Kobayashi

Daiichi Tokyo Bar Association, Japan Federation of Bar Associations (2016)
Location
Tokyo Office

Practice Areas

Consumer Protection

Government Investigations (under the Premiums and Representations Act, etc.) / Government Investigations (under the Premiums and Representations Act, etc.) / Injunction Demands and Lawsuits / Consultations on Compliance with Advertising and Labelling Regulations, including the Premiums and Representations Act

Corporate and M&A

General Corporate Practice

Life Science, Pharmaceutical and Healthcare

Labelling and Advertising regulation / Cosmetics & Health/Beauty Care Products / Health and Nursing Care

Risk Management & Compliance

Corporate Investigation / Protection of Personal Information

Industries

Information Technology, Internet and Telecommunications

Personal Data, AI, IT and Digital

AI, Machine Learning / Digital Law

Major Cases Handled

Consultation regarding the Consumer Contract Act, including Drafting and Reviewing Terms of Use
Consultation regarding B2C E-Commerce (within Japan and Cross-border)
Consultation regarding Labeling and Advertisement Regulations (including the Act against Unjustifiable Premiums and Misleading Representations, the Act on Specified Commercial Transactions, Health Promotion Act, and the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices)
Consultation regarding Advertising Campaigns
Response to Investigations by the Consumer Affairs Agency, etc.
Consultation and Response regarding Applications and Demands for Injunctions from Qualified Consumer Organizations

Education & Professional Experience

2022-2023
Seconded to the Consumer Affairs Agency as a Government Official with a Fixed Term Contract (In charge of revising the Consumer Contract Act and the Act on Special Measures Concerning Civil Court Proceedings for the Collective Redress for Property Damage Incurred by Consumers as a Policy Planning Specialist, Legal System Planning Division)

2022
Passed the New York State Bar Exam

2022
Graduated from the University of California, Los Angeles School of Law （LL.M.）

2015
The University of Kyoto school of Law (J.D.)

2013
Kyoto University (LL.B.)

Publications

2026.05.20	Q&A: Legal Compliance for B2C Businesses and Corporations - Understanding the 9 Major Laws Enforced by the Consumer Affairs Agency
2026.01.21	[Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (Final): Matters concerning Prohibition of Resale
2025.12.19	[Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (6): Clauses that Allow Business Operators to Unilaterally Amend Contracts
2025.11.21	[Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (5): Clauses that Restrict Termination Rights of Consumers
2025.10.21	[Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (4): Clauses that Provide for Deemed Consumer Intent
2025.09.20	[Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (3): Time Limit for Claims Regarding Contractual Nonconformity
2025.08.21	[Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (2): Clauses Concerning Claims for Damages and Penalties Imposed on Consumers
2025.08.15	[Series]Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part VI: Final) Management of Contractors, Overview of Consumer Protection Rules under the Telecommunications Business Act
2025.07.18	[New Series] Key Points for Reviewing Terms of Service - Learning from Injunction Cases (1): Overview of the Injunction System and Limitations on Unfair Contract Terms
2025.07.15	[Series]Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part V) Telemarketing Sales - Upselling, Cross-selling, etc.
2025.06.15	[Series]Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part IV) Door-to-Door Sales (2) - Prohibited Acts, Key Considerations Regarding the Cooling-Off Period, etc.
2025.05.15	[Series]Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part III) Door-to-Door Sales (1) - Boundaries Between Mail-Order Sales and Door-to-Door Sales, etc.
2025.04.15	[Series]Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part II) - Regulatory overview and latest developments in e-commerce (2)
2025.03.15	[New Series] Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part I) - Regulatory overview and latest developments in e-commerce (1)
2024.10.28	What are the Laws and Regulations Governing Cross-border E-commerce? With a Focus on the Risks of Consumer Protection Laws in the U.S. and the EU
2024.09.01	Legal Affairs for Companies Expanding Overseas: Consumer Protection issues
2024.06.28	Overview of Responsive Actions to Defamatory Posts
2024.06.18	Panoramic: Defence & Security Procurement 2024 – Japan
2024.04.01	The Act on Special Measures Concerning Civil Court Proceedings for the Collective Redress for Property Damage Incurred by Consumers and Responses to be Taken by Companies
2022.12.21	[Practical Explanation] Commentary on the 2022 Revisions on the Consumer Contract Act and the Act on Special Measures Concerning Civil Court Proceedings for the Collective Redress for Property Damage Incurred by Consumers by a Legislator
2021.05.15	[Series] E-Commerce Practices (No.9):Overview and Summary of Recent Legislative Trends related to E-

	Commerce
2021.04.16	Learn through Q&A : A Practical Guide to the Subcontracting Act for each Industry
2021.04.15	[Series] E-Commerce Practices (No.8):Points to Keep in Mind in Making Representations on Websites (2)
2021.03.15	[Series] E-Commerce Practices (No.7):Points to Keep in Mind in Making Representations on Websites (1)
2021.02.15	[Series] E-Commerce Practices (No.6): Points to Keep in Mind regarding Application and Amendment of Terms and Conditions
2020.12.15	Special Topic: A Commentary on the Impact on Practices of the Judgment Rendered by the Tokyo High Court on November 5, 2020 on the Terms of Use ―From the Perspective of Business Practices under Consumer Laws (i.e. Business Operators ’ Side)
2020.12.15	[Series] E-Commerce Practices (No. 5): Points to Note in Drafting Terms and Conditions (5)
2020.11.15	[Series] E-Commerce Practices (No. 4): Points to Note in Drafting Terms and Conditions (4)
2020.10.15	[Series] E-Commerce Practices (No. 3): Points to Note in Drafting Terms and Conditions (3)
2020.09.15	[Series] E-Commerce Practices (No. 2): Points to Note in Drafting Terms and Conditions (2)
2020.08.15	[Series] E-Commerce Practices (No. 1): Points to Note in Drafting Terms and Conditions (1)
2020.01	The Basics and Practice of General Terms and Conditions
2019.11.21	Relationshipbetween Free Accessory Services and the Rules for Amending Standard FormContracts - Issues Surrounding Point Service Systems, etc.

Seminars/Lectures

2026.07.27	【Online Seminar】Legal Practice regarding Word of Mouth and Reviews -- From Stealth Marketing Regulations to Handling of Defamation
2026.03.10～2026.05.14	【Video Streaming】Key Points for Drafting and Reviewing Terms of Service: Learning from Injunction Cases
2026.02.17	【In-person】Key Points for Drafting and Reviewing Terms of Service: Learning from Injunction Cases
2025.11.18	【Online Seminar】 AI and other Digital Technology, as well as Legal Developments (5): Utilization of AI and Digital Technology in Consumer Transactions and Practical Responses
2025.05.15	【On-site/Zoom/to be Video Streamed】Latest Developments in E-Commerce Regulations and Practical Responses - Based on Recent Cases Regarding Terms of Service and Website Display
2025.04.22	【Online Seminar】 Series of Seminars on M&A in Various Business Fields (10): E-commerce
2024.12.17	【On-site/Zoom/to be Video Streamed】Basic Knowledge of Consumer Protection Laws in Cross-border E-commerce: Recent Trends in the U.S., Europe and Japan, and Practical Approaches - With a Focus on Terms of Use, Website Displays and Campaigns -
2024.09.12	【Online Seminar】 Seminar on Legal Practices for Companies Expanding Their Business Abroad (16): Handling of Consumer Issues
2024.02.08	【Online Seminar】Understand the Basics of the Act on Specified Commercial Transactions
2021.04.22	【Online Seminar】Commentary on Latest Court Decisions Helpful for Business Transactions and Legal Affairs of Companies (Civil Law Cases)
2019.05.20	The Basics and Practice of General Terms and Conditions - Organizing the Points to be Reviewed in Consideration of the Civil Code Reform

Languages

Japanese and English