

## CREATING NEW BUSINESS FOR COMPANIES IN SOCIETY 5.0:

### What Legal & IP Professionals Need To Know In The Age Of Digital Transformation (DX)

25 November 2022 - Tokyo

ASIAN LEGAL BUSINESS



THOMSON REUTERS\*

Asian Legal Business of Thomson Reuters and Araki International IP & Law are proud to present a face-to-face event to help you better grasp important legal and IP issues arising from new technologies as such as metaverse and NFTs. The event will examine how these new technologies impact companies.

#### Event name

#### **Creating New Business For In Society 5.0: What Legal & IP Professionals Need To Know In The Age Of Digital Transformation (DX)**

Date: November 25, Friday, 2022

Time: 4:30-7:00PM (Japan Time)

Language: Japanese

Venue: Shin Tokyo 4TH & Araki International,

4F Shin-Tokyo Building, 3-3-1, Marunouchi, Chiyoda-ku, Tokyo 100-0005

#### Overview

Rapid technological innovation in the Society 5.0 and the lifestyle changes brought by the Covid-19 are rapidly changing the business models of companies. Legal, IP issues and grey areas need to be examined when companies launch new businesses utilizing those new technologies (such as technologies involving artificial intelligence (AI), metaverse and NFTs) that fit into the new lifestyle. What role should the In-House legal and legal/IP professionals play in accelerating business?

For example, the market for metaverse and NFTs is expanding recently worldwide and more companies are trying to create brand new business, sometimes collaborating with other tech companies. Another example is AI and IoT area, where some new unexpected legal issues may arise. In these new technology areas, transactions are becoming more and more borderless, and international legal and intellectual property (IP) issues are further increasing.

ALB and Araki International IP & Law are proud to present an event that covers legal and IP issues arising from new technologies as such as metaverse and NFTs and examines how they impact companies. Issues covered include:

1. How In-House counsels can accelerate (not be paralyzed by) new business by managing legal risks in uncertain times
2. IP issues such as trademarks and copyrights
3. Liabilities of online marketplaces in metaverse era
4. How to get technology resources from outside the company? -Including collaboration and M&A matters
5. Other areas of law that In-House should keep in mind
6. Cases covered include: Nike v. StockX and Dwango v. FC2
7. Importance of drafting contracts –consideration to negotiate contracts with Japanese counterparts, based on difference between Japanese views and US views
8. Effective collaboration between In-house counsels and outside counsels
9. Active rule-making in Japanese market

### Agenda

4:00-4:30PM	<b>Registration</b>
4:30-4:40PM	<b>Welcome address</b> <b>Akiko Araki, Managing Partner, Araki International</b>
4:40-5:30PM	<b>Talk session</b> Moderator and Speaker: <b>Akiko Araki, Managing Partner, Araki International</b> Guest Speakers: <b>Junichiro Shibata, Attorney at Law admitted in the State of California, U.S.A. and Patent/Trademark Counsel</b> <b>Yuki Shirato, Chief Operating Officer, Braid Technologies</b>
5:30-5:45PM	<b>Q&amp;A session</b>
5:45-7:PM	<b>Networking Cocktail (finger foods and beverage provided)</b>

Post event cocktails (finger foods and drinks) will also be served.

If you have any questions about this event, please contact by email to [info@arakiplaw.com](mailto:info@arakiplaw.com).