

Perkins Coie Adds Veteran IP Partner Masahiro Noda in San Diego

Noda joins firm as chair of TCIA'S Japan Trademark & Copyright practice group, bolstering U.S.-Asian client capabilities.

SAN DIEGO and NEW YORK (June 14, 2022)—Perkins Coie is pleased to announce that Masahiro (Masa) Noda has joined the firm's [Intellectual Property practice](#) as a partner in the Trademark, Copyright, Internet & Advertising (TCIA) practice group. Masa, who is barred in both California and New York, will reside in the firm's San Diego office and affiliate with the New York office.

A veteran IP lawyer who will further bolster the group's U.S.-Asian client capabilities, Masa has been appointed to serve as chair of TCIA's newly created Japan Trademark & Copyright practice.

"We continue to strengthen our IP practice coast-to-coast as well as internationally," said [Shannon Bloodworth](#), firmwide chair of Perkins Coie's Intellectual Property practice. "With his deep trademark and copyright legal skill set, as well as his experience counseling many of the world's most sophisticated technology companies and biggest brands, Masa's practice aligns perfectly with our strategic goals. We're excited to welcome him to our team."

Masa manages both U.S. and international trademark portfolios and provides strategic counsel to clients on global IP development, protection, licensing, advertising, and marketing strategies. Additionally, he has extensive experience in IP enforcement and has represented clients in federal and state courts involving claims of trademark and trade dress infringement, copyright infringement, false advertising, unfair competition, and trademark counterfeiting, and in trademark opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB) of the U.S. Patent and Trademark Office (USPTO).

A native Japanese speaker, Masa's clients include various companies based in Asia. In particular, he has served as U.S. and global IP strategy counsel for corporations in Japan in the consumer retail, pharmaceutical, food, fashion, entertainment, and media industries.

"Masa's addition to our team bolsters our geographic expansion and capabilities, furthers our ability to serve clients around the globe, and expands our opportunities to develop and build upon our relationships in Japan," said [Thomas Holt](#), firmwide chair of the Trademark, Copyright, Internet & Advertising practice.

"Masa is a highly regarded global IP practitioner who will be a strong addition to our San Diego office," said [Mark Wicker](#), Perkins Coie's San Diego office managing partner.

Masa received his J.D. from the Benjamin N. Cardozo School of Law, Yeshiva University, and his B.A. from the University of Michigan.

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