



Emi (Emmie) Yokota

Associate

Tokyo Office

### Topics

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| Media<br>Feb 2024 | Request for public comments on the revised draft "Guidelines for Distribution Stakeholders to Adhere to for Improving the Distribution of Medical Pharmaceuticals" |
| Media<br>Nov 2023 | Overview of medical advertising regulations  |
| Media<br>Oct 2023 | Recommendations for protecting children from blurred advertising (stealth marketing): The FTC staff Paper  |

### Background

|             |   |
|-------------|---|
| Mar 2019    | Keio University (LL.B.)   |
| Mar 2021    | The University of Tokyo School of Law (J.D.)                            |
| 2021 - 2022 | The Legal Training and Research Institute of the Supreme Court of Japan |

### Publications

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|--|------------------|----------|
| Request for public comments on the revised draft "Guidelines for Distribution Stakeholders to Adhere to for Improving the Distribution of Medical Pharmaceuticals" | Shojihomu Portal | Feb 2024 |
| Overview of medical advertising regulations  | Shojihomu Portal | Nov 2023 |
| Recommendations for protecting children from blurred advertising (stealth marketing): The FTC staff Paper  | Shojihomu Portal | Oct 2023 |
| Publication by the Consumer Affairs Agency relating to the 'Food with Functional Claims' system  | Shojihomu Portal | Sep 2023 |

Amendment to the Unfair Competition Prevention Act etc., passed and enacted by the plenary session of the Upper House. -  
Strengthening the protection of brands and designs, etc., in light of the diversification of business activities associated with  
digitisation- Shojihomu Portal

Jun 2023

Outline of Fashion Law Guidebook published by Ministry of Trade Economy and Industry Shojihomu Portal

Apr 2023

## **Professional Admissions**

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Japan (2022)

## **Professional and Academic Associations**

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Dai-ichi Tokyo Bar Association

## **Languages**

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Japanese (first language)

English