



Peter Shimamoto

PARTNER

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Peter's Biography

Peter Shimamoto has more than 30 years of experience in complex commercial civil litigation, with an emphasis on entertainment and intellectual property matters. An experienced trial attorney, Peter has represented plaintiffs and defendants in all stages of litigation in federal court, state court, and arbitrations, from prefiling through trial and appeal. Through motion practice, at trial, on appeal, and through settlement, he consistently obtains winning results for his clients.

From the outset, Peter focuses on gaining a deep understanding of his clients' business and goals. Throughout the dispute resolution process, he never loses sight of their best interests or how the matter at hand may impact those goals. Peter thoroughly investigates the relevant facts, and evaluates the case's strengths and potential weaknesses. He also tries to understand the perspectives and goals of the other parties involved and anticipate their arguments and strategies. While a detailed understanding of the case is essential, experience has taught Peter the importance of keeping the "big picture" in focus. Taking this disciplined approach, he is able to explain persuasively—in straightforward concepts that resonate with the fact finder emotionally and intellectually—why his client should prevail.

Peter has a wealth of experience in entertainment law; he has litigated cases involving some of the nation's leading artists, motion picture studios, television networks, television production companies, and music companies. He has handled numerous cases involving copyright

Education

Harvard Law School, J.D., 1985

University of California, Berkeley, B.A.,
high honors, 1982

Bar Admissions

Admitted to the State Bar of California

Admitted to the New York State Bar

United States Court of Appeals for the
Ninth Circuit

United States Court of Appeals for the
Third Circuit

United States District Court for the

infringement, trademark infringement, profit participation, licensing and distribution, financing, breach of contract, trade secrets, defamation, fraud, and breach of fiduciary duty.

Cases of note include: profit participation cases involving the television series “Will & Grace” and “Gilmore Girls,” and the motion picture “The Exorcist”; copyright infringement cases involving the motion picture “Pearl Harbor,” Mariah Carey’s hit song “Hero,” and Jonathan Larson’s musical “Rent”; and trademark infringement cases involving Old Navy, Tinder, and the musical group One Direction. Peter’s clients have obtained more than \$100 million in jury verdicts and settlements.

Peter honed his practice at law firms in New York and Los Angeles, including Irell & Manella LLP. Before joining Willenken, he started his own boutique firm, Insignis Law. He is a member of the [Harvard Asian American Alumni Alliance](#), the [Copyright Society of the USA](#), and the [Los Angeles Copyright Society](#). Outside of law, Peter is vice-chair of the Board of Directors for [East West Players](#), the nation’s premier Asian American theater organization.

Honors

Higher education honors include:

- Editor, *Harvard Law Review*
- Phi Beta Kappa

Cases

The following is a representative sample of Peter’s casework (completed at prior firms):

- *Active Sports Lifestyle USA, LLC v. Old Navy LLC et al.* Obtained jury verdict of trademark infringement, finding that Old Navy’s use of “Active by Old Navy” infringed client Active Ride Shop’s “Active” trademarks.
- *Netbula, LLC et al. v. Chordiant Software, Inc. et al.* Obtained jury verdict of copyright infringement after a three-week trial, finding that the defendant had infringed the plaintiff’s copyright in software it had developed.
- *Selletti v. Carey.* Obtained dismissal on summary judgment of claim that Mariah Carey’s hit song “Hero” infringed the copyright in plaintiff’s unpublished song.

Central District of California

United States District Court for the Northern District of California

United States District Court for the Southern District of California

United States District Court for the Southern District of New York

Practice Areas

Complex Commercial Litigation

Entertainment Litigation

Intellectual Property Litigation

Copyright

Trade Secrets and Employee Mobility

Trademark and Trade Dress

Last Minute Trial Representation



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Clients

The following is a representative sample of Peter's clients:

- BMG Music
- Hugo Boss
- JAMDAT Mobile
- MTV Networks
- NBCUniversal
- New York Daily News
- Nickelodeon
- Paramount Pictures
- Pixar
- Reed Publishing
- Sony Music Entertainment
- The Walt Disney Company

Speaking Engagements

- Co-Presenter, "Hot Topics in Copyright and Trademark Law,"
NAPABA Webinar (November 19, 2019)

Professional Affiliations

- **The Copyright Society of the USA**, *Member*
- **Los Angeles Copyright Society**, *Member*
- **National Asian Pacific American Bar Association**, *Entertainment Law Committee Member*
- **Japanese American Bar Association**, *Member*
- **California Minority Counsel Program**, *Member*
- **National Association of Minority and Women Owned Law Firms**,
Intellectual Property PAC – Sports and Entertainment Subcommittee Co-Chair
- **Harvard Club of Southern California**, *Board Member*
- **East West Players**, *Vice Chair, Board of Directors*
- **Harvard Asian American Alumni Alliance**, *Los Angeles Chapter Co-Chair*



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- **U.S.-Japan Council**, *Vice Chair of the Southern California and Southwest Regions*

Community Involvement

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