



Peter Shimamoto

PARTNER

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Peter's Biography

Peter Shimamoto, partner at Willenken LLP, brings more than three decades of trial, arbitration, and appellate experience to complex commercial litigation, with significant experience in entertainment and intellectual property disputes. To date, his clients have obtained more than \$100 million in verdicts and settlements in matters involving business interests, creative rights, and other high-stakes disputes.

Peter's entertainment and intellectual property work has involved some of the most recognizable names in film, television, music, retail, and digital media. He has represented clients in profit participation disputes involving the television series *Will & Grace* and *Gilmore Girls* and the motion picture *The Exorcist*; copyright infringement matters involving the motion picture *Pearl Harbor*, Mariah Carey's song "Hero," and Jonathan Larson's musical *Rent*; and trademark disputes involving Old Navy, Tinder, and the musical group One Direction.

His trial and arbitration experience includes trademark and copyright infringement cases resulting in liability findings; an arbitration for a perfume manufacturer against a former executive that resulted in a favorable ruling; and an arbitration for a Fortune 500 company in a dispute brought by the purchaser of one of its former subsidiaries.

Peter's broader commercial litigation experience includes high-value disputes involving contract rights, fraud, fiduciary duties, licensing, distribution, trade secrets, defamation, and antitrust claims. He has

Education

Harvard Law School, J.D., 1985,
editor of the *Harvard Law Review*

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

Bar Admissions

California

New York

United States Court of Appeals for
the Ninth Circuit

United States Court of Appeals for
the Third Circuit

served on teams in major disputes, including a six-week Independent Film & Television Alliance (IFTA) arbitration involving financing for a slate of feature films, a two-month antitrust trial, and litigation between an entertainment studio and the creators of a popular television show.

Across these matters, Peter is known for taking a disciplined, big-picture approach to litigation. He works closely with clients to understand their business objectives, assess the strengths and risks of a dispute, and develop arguments that resonate with decision-makers both intellectually and practically.

Peter is active in several professional and community organizations, including The Copyright Society, the Los Angeles Copyright Society, the National Asian Pacific American Bar Association (NAPABA), the Japanese American Bar Association (JABA), the California Minority Counsel Program (CMCP), the National Association of Minority and Women Owned Law Firms (NAMWOLF) Intellectual Property Practice Area Committee, the Harvard Club of Southern California, and the Harvard Asian American Alumni Alliance.

Peter developed his litigation practice at law firms in New York and Los Angeles, including seven years at Irell & Manella, one of the nation's leading intellectual property litigation firms. He earned his J.D. from Harvard Law School, where he was an editor of the *Harvard Law Review*.

Honors

- “**Super Lawyer**” in Entertainment Law, *Super Lawyers*, 2024-2026

Winning Matters

- **Willenken Obtains Dismissal of Complaint with Prejudice for CBS Studios, Jodi Roth, and Yacht Money**
- **Willenken Wins Extraordinary \$448+ Million Trial Verdict in Delaware Chancery Court for AbbVie**
- **Willenken Wins Critical Liability Phase of High-Profile Lupron Supply Shortage Trial in Delaware Chancery Court for AbbVie**

Cases

- ***Accelerated Global Content LLC v. CBS Broadcasting Inc. et al.***
Obtained dismissal on a demurrer of a complaint alleging that the CBS

United States District Court for the
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

Plaintiff-Side Commercial Litigation

Entertainment Litigation

Intellectual Property Litigation

Copyright

Trademark and Trade Dress

Trade Secrets and Employee Mobility

Last Minute Trial Representation



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television show Superfan was based on a proposed show that the plaintiff had previously pitched to CBS.

- *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 the claim that Mariah Carey's hit song "Hero" infringed the copyright in the plaintiff's unpublished song.
- Represented the plaintiff in a trademark infringement trial against a large internet company.
- Represented a perfume manufacturer in an arbitration against a former executive, obtaining a favorable ruling for the manufacturer.
- Defended a Fortune 500 company in an arbitration brought by the purchaser of one of the company's former subsidiaries, obtaining a favorable ruling for the client.
- Served on the team representing a production company in a six-week Independent Film & Television Alliance (IFTA) arbitration involving film financing for a slate of feature films. Peter examined and cross-examined numerous witnesses and was closely involved in all phases of the litigation.
- Served as second chair in a two-month antitrust trial representing one of the defendants. Although the jury found for the plaintiff, it awarded less than three percent of the damages requested.
- Served on the trial team representing an entertainment studio in a dispute with the creators of a popular television show regarding participation payments. The case settled during trial before the jury reached a verdict.

Clients

- BMG Music
- CBS Broadcasting Inc.
- Hugo Boss
- JAMDAT Mobile
- MTV Networks
- NBCUniversal
- New York Daily News



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- Nickelodeon
- Paramount Pictures
- Pixar
- Reed Publishing
- Sony Music Entertainment
- The Walt Disney Company

Speaking Engagements

- “Sports & Entertainment: An Insider’s Perspective,” Moderator, NAMWOLF Webinar, Remote, December 15, 2020
- “Hot Topics in Copyright and Trademark Law,” Co-Presenter, NAPABA Webinar, Remote, November 19, 2019

Professional Affiliations

- The Copyright Society, Member
- Los Angeles Copyright Society, Member
- National Asian Pacific American Bar Association (NAPABA), Entertainment Law Committee Co-Chair
- Japanese American Bar Association (JABA), Member
- California Minority Counsel Program (CMCP), Member
- National Association of Minority and Women Owned Law Firms (NAMWOLF), Intellectual Property Practice Area Committee – Sports and Entertainment Subcommittee Member
- Harvard Club of Southern California, Member
- Harvard Asian American Alumni Alliance, Co-Chair of the Southern California Chapter
- U.S.-Japan Council, Vice Chair of the Southern California and Southwest Regions



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