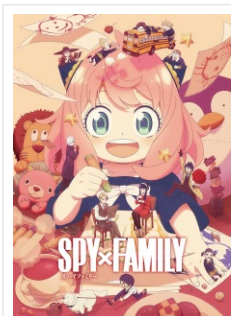




License

HOME | Our Company > Business Info > License > Domestic Licensing Business Division

Domestic Licensing Business Division



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SPY x FAMILY Project



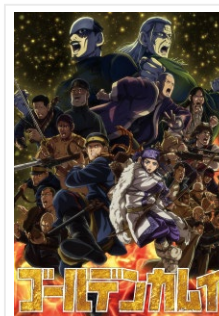
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"Firefly Wedding" Project



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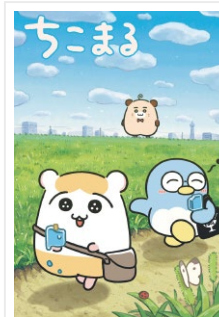
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© chikomaru

Character copyright management business

The Licensing Division is responsible for managing character copyrights, mainly for Shogakukan and Shueisha intellectual property.

As a company that acts as a contact point for merchandising rights, we not only market characters to manufacturers and advertising agencies for merchandising and promotional use, but also develop a total strategy for the characters, including events and pop-up cafes.

We supervise work for planning, designing, and prototyping products and other items, and strive to make sure that the products and policies we apply will please the fans, while getting approval from the various parties involved.

In addition, we are working with the Global Business Department to expand domestic character products and businesses worldwide, centered on Asia.

Currently, we are dealing with more than 700 characters.

In addition to characters which represent Japan, such as "Ninja Hattori-kun", "GOLGO13" and "Uruseiyatsura", the company is actively involved in a wide variety of content and original projects, as well as manga and anime works. This includes the Shueisha production "SPY x FAMILY", the very popular "CHICKIP-DANCERS" and "Duel Masters" for children, and the Shogakukan Illustrated Book NEO series.



License

HOME | Our Company > Business Info > License > DETECTIVE CONAN Business Division

DETECTIVE CONAN Business Division



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Detective Conan's licensing business

The Detective Conan Division oversees all consumer products, promotional and location-based entertainment licensing for the popular Japanese IP, "Detective Conan".

We partner with various licensees for merchandising and promotional use, as well as teaming with specific strategic partners for events and pop-up cafes.

Throughout the process of supervising the planning, design and prototyping of products, our mission is to delight the fans with the guaranteed quality of our licensed products.

The Detective Conan theatrical movies, which are released every spring, are a highly successful movie series that has spanned more than two decades, delighting fans around the globe.

Through the Global Business Division, we are able to replicate our local licensing strategies and successes overseas, to reach fans all over the world.

We are also actively collaborating with education-related departments through initiatives such as the "Detective Conan Zemi." We will continue to provide high-quality services to children in the "Detective Conan x Education" field.



License

HOME | Our Company > Business Info > License > Pokémon Business Division

Pokémon Business Division



©TV Tokyo・Pokémon・ShoPro
©Nintendo・Creatures・GAME FREAK・TV Tokyo・ShoPro・JR Kikaku ©Pokémon

What is Pokémon ?

Starting with the 1996 blockbuster gameboy software Pokémon Red and Green, a wide range of content such as Pokémon card games, TV animation, movies, and in recent years, mobile apps have been developed.

Working with the blockbuster Pokémon content, this division is engaged in video production and the merchandising management window.

Video production business

Producing a wide range of videos related to Pokémon since the TV animation that started broadcasting in 1997. We also work on 'Pokémon the Movie' that has been released every year since then, and variety shows that deliver the latest information on Pokémon in an incredibly entertaining way.

Merchandising business

We manage licensing for merchandise in Japan. Pokémon celebrated its 30th anniversary in 2026. By partnering with numerous manufacturers to produce merchandise, we ensure that fans can find Pokémon products in a wide variety of retail settings. Through these merchandise offerings, we are committed to ensuring that Pokémon continues to be loved by everyone.



License

HOME | Our Company > Business Info > License > Doraemon Business Division

Doraemon Business Division



©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK



Doraemon licensing business

The Doraemon Business Division is responsible for managing all licensing matters related to the merchandising and promotion of the "Doraemon" character, both in Japan and worldwide.

Created by author Fujiko F. Fujio and first serialized in Shogakukan's school-grade magazines in 1970, "Doraemon" remains one of Japan's most iconic characters, beloved by a wide range of fans regardless of age, gender, or location. The film series, which began with the 1980's "Doraemon: Nobita's Dinosaur," celebrated its 45th anniversary in 2025.

In recent years, the company has been advancing new character branding initiatives, expanding beyond children's products to include design goods and apparel for adults, as well as actively developing pop-up events and café locations.

The Doraemon Future Department Store in Odaiba is now in its seventh year of operation.

We will continue to captivate Doraemon fans around the world with our diverse range of products.



Doraemon Future Department Store



THE DORAEMON STORE



Doraemon F's Kitchen



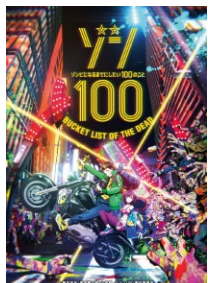


License

HOME | Our Company > Business Info > License > Global Business Division

Global Business Division

Overseas sales of programs



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Aoashi Project Season2



©Robinson Haruhara,Hirakei/SHUEISHA,
The Third Knight Order of the Royal Army



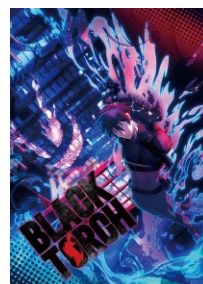
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Project BLACK TORCH

Overseas development of characters



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Shogakukan, Yomiuri TV, Sunrise 2020



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Based on the original graphic novel "MAO"
by Rumiko Takahashi, published by Shogakukan Inc.
©Rumiko Takahashi/Shogakukan/MAO Production Committee

Overseas sales of domestic works

At ShoPro we sell many works to overseas TV stations and distribution companies. Mainly in Asia and Europe and the United States these include animation produced in-house. We also license commercial products to overseas manufacturers, and develop events such as character cafes and pop-up shops.

We are able to introduce Japanese content to countries around the world, and in addition to the domestic market, we are developing the character business with the aim of further expanding our work.

Business Development

Making full use of our company's domestic and overseas distribution & licensing business networks, we will focus on generating co-producing opportunities, product sales business including Electronic Commerce and construction of new schemes for joint production business, and business investment with overseas companies aiming for expansion of our character business. We are taking on the challenge of creating a new value chain that is different from the traditional licensing business that our company has focused on for many years.



License

HOME | Our Company > Business Info > License > Anti-Piracy Office

Anti-Piracy Office

Cooperating Organizations



Authorized Books of Japan



Intellectual Property Information



Response to copyright infringement

In order to protect intellectual property and eliminate infringements, we take measures to detect, identify, and stop illegal content, such as unauthorized products and pirated animation.

In recent years, the development of the Internet has led to a situation where illegal content is scattered around the world.

We gather information daily in order to understand the laws of not only Japan but also other countries, and respond to disturbing illegal content.

An example of this is "Doraemon", for which we manage commercialization. We prevent infringing goods from entering the market by patrolling, not only physical stores, but also Internet shopping and auction sites, completing customs registration procedures, and accepting authenticity appraisals from the police.

In addition, regarding pirated anime of Pokémon, we monitor video posting sites around the world with the cooperation of Pokémon rights holders, and respond with injunctions and cease and desist orders according to the content.

In addition, we also support other IP works managed by our company, depending on the situation.

We support the development of content culture by protecting the interests of authors and respecting the feelings of fans.