

Supporting Evidence and Sources

.anime

Toei Animation Co., Ltd.

This document supports the memberships, offices, and enforcement participation described in the response to Question 135. For Japanese-language sources, a statement of the relevant passage is provided alongside the original source material.

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Q135-5	ZzzFun enforcement: CODA criminal complaint for thirteen rights holders including the Applicant	coda-cj.jp/en/news/853/
Q135-6	Independent press coverage naming the thirteen rights holders, including the Applicant	https://www.animenewsnetwork.com/news/2025-03-10/coda-works-with-china-to-arrest-chinese-piracy-website-owner/.222177
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Q135-8	Corporate profile of the Applicant	corp.toei-anim.co.jp/en/company/outline.html
Q135-9	AJA officer notice of 1 June 2009: a Managing Director of the Applicant appointed Vice President of AJA	aja.gr.jp/date/2009

Exhibit Q135-1 - AJA Board Composition

Fact evidenced. The Association of Japanese Animations publishes a board of 22 officers drawn from 20 member companies. A Senior Director of the Applicant serves as a Vice President of the association.

Source. Association of Japanese Animations, board members page (English). Captured 4 August 2026. English-language original. (<https://aja.gr.jp/english/board-members>)

Relevant passage. The page lists the association's officers by name, office and company, showing 22 officers drawn from 20 member companies, with the Applicant among them.

Relevance to Question 135. This evidence establishes that the Applicant holds office in the governing body of the principal industry association for the identified community, rather than ordinary membership alone.


[Access](#)
[Foreign Language](#)

English

[Anime Industry Data](#)
[A greeting of the President](#)
[Full Membership](#)
[Associate Membership](#)
[Board Members](#)
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Board Members

President	Kazuko Ishikawa	[President, NIPPON ANIMATION CO.,LTD.]
Vice President	Kiichiro Yamada	[Managing Director, TOEI ANIMATION CO.,LTD.]
Executive Director	Norimichi Suzuki	[The Association of Japanese Animations]
Standing Director	Akira Sasaki	[The Association of Japanese Animations]
Standing Director	Eiko Tanaka	[President, STUDIO4°C Co.,Ltd.]
Director	Akira Shimizu	[President, Corporate Officer, A-1 Pictures Inc.]
Director	Atsushi Sogo	[President & CEO, Tatsunoko Production CO.,LTD.]
Director	Eri Hayama	[Director, GALLOP Co.,Ltd.]
Director	George Wada	[President & CEO, Production I.G.,Inc.]
Director	Kazumichi Ueda	[CEO, President, STUDIO PIERROT Co.,Ltd.]
Director	Kenji Osiba	[President, STUDIO KAI inc.]
Director	Manabu Otsuka	[President, MAPPA Co.,LTD.]
Director	Masahiko Minami	[President, BONES INC.]
Director	Masakazu Watanabe	[Chief Manager, J.C.STAFF CO., LTD.]
	Watanabe	
Director	Masuki Tsuruta	[Vice President, Executive Officer, TMS ENTERTAINMENT CO., LTD.]
Director	Naohiro Ogata	[Director, Bandai Namco Filmworks Inc]
Director	Sumio Udagawa	[Director of Animation Department, TEZUKA PRODUCTIONS CO., LTD.]
Director	Takehiko Irie	[Adviser, SHIN-EI ANIMATION CO., LTD.]
Director	Takemoto Mori	[Managing Director, Shogakukan-Shueisha Productions Co.,Ltd.]
Director	Yoshiki Usa	[Chief Operating Officer, TRIGGER Inc.]
Director	Yukio Takada	[President & CEO, EIKEN CO., LTD.]
Auditor	Hideo Katsumata	[President, avex pictures Inc.]

Exhibit Q135-2 - JAMRA Chairmanship

Fact evidenced. The Applicant's representative serves as JAMRA's Chairman

Source. Japan Merchandising Rights Association, association overview page. Captured 4 August 2026. (https://jamra.org/association_overview/)

Relevant passage. The overview page lists JAMRA's officers; the chairmanship is held by a representative of the Applicant.

Relevance to Question 135. This evidence shows the Applicant's representation extends beyond the animation-production association to the merchandising-rights body, at its most senior office.



日本商品化権協会 概要

目的

一般社団法人日本商品化権協会（Japan Merchandising Rights Association : JAMRA）は商品化権ビジネスを展開している各社で構成されている団体です。
"商品化権"の確立と、商品化権に対する侵害行為の防止を図り、一般消費者の利益を確保するとともに文化の発展に寄与することを目的としています。

概要

1977年4月に任意団体として設立され、2009年7月からは法人格を登録し、一般社団法人として活動を展開しています。

原作者、出版社、テレビ放送局、映画製作会社、広告代理店、番組制作プロダクション、ライセンスなどの会員社で構成されています。

※商品化権（Merchandising Rights）とは...著作権・肖像権や産業財産権（商標権・意匠権・特許権など）が統合された権利として広く認識されており、社会通念上一般的な用語となっております。

役員一覧 （2025年6月現在）

理事長	高木勝裕	（東映アニメーション株式会社）
副理事長	和田修治	（株式会社A D Kエモーションズ）
副理事長/ニセモノ対策委員長	桃井信彦	（株式会社バンダイ）
理事	川崎由紀夫	（株式会社KMQ）
理事/交流副委員長	神戸明花	（株式会社小学館集英社プロダクション）
理事	佐藤成高	（株式会社電通）
理事	杉浦美恵	（東映株式会社）
理事	谷口博康	（コロムビア・クリエイティブ株式会社）
理事/交流委員長	田村烈	（株式会社創通）
理事	土屋潤一郎	（株式会社講談社）
理事	内藤出	（株式会社手塚プロダクション）
監事/ニセモノ対策副委員長	中村勝彦	（T M I 総合法律事務所）
監事	藤波信義	（株式会社ビジネスガイド社）
顧問	泊憲	
顧問	那須雄治	
顧問	山科誠	

組織図



Exhibit Q135-3 - Japan Commercialization Award

Fact evidenced. Japan Commercialization Award (METI-backed); works of the Applicant among recipients

Source. Japan Merchandising Rights Association, Japan Commercialization Award page. Captured 4 August 2026. (https://jamra.org/japan_commercialization_award/)

Relevant passage. The page identifies the award, the ministry supporting it, and the recipient works by year.

Relevance to Question 135. This evidence demonstrates the Applicant's participation in a recurring, industry-wide recognition program conducted by an organizing body of the community.

[交流会申込み
Exchange meeting entry](#)



一般社団法人
日本商品化権協会
Japan Merchandising Rights Association

[交流会申込み
Exchange meeting entry](#)

ニュースリリース

協会概要

活動紹介

商品化権とは

コラム

会員・リンク

会員ページ

偽物キャラクターグッズ 110番



日本商品化権大賞
Japan Commercialization Award

日本商品化権大賞 2021

趣旨

商品化権ビジネスは進化を続け、現在はキャラクターが持つ顧客吸引力などの価値を最大化することが重要となっており、それを実現する施策にはイノベーションや、ブランディングを強化する戦略がとられています。その中でもすぐれた施策を実施した団体及び個人を表彰することで、商品化権ビジネスに係わる人材の育成ならびに業界の発展に繋がることをこの賞を創設しました。

対象

2020年11月1日より2021年10月31日まで、日本国内で実施したキャラクターの顧客吸引力を高めた施策および日本発キャラクターが海外で実施した施策が対象となります。なおキャラクターの定義は広義の意味で解釈し、商標権、著作権、パブリシティ権を含み、施策とは顧客吸引力を高めるために実施したCM、広告、キャンペーン、メディア（映画、TV番組、配信、アプリ、ゲーム、出版、）発信、イベント、施設、展示会、商品化などを指します。

日本商品化権大賞
賞構成

国内部門
国内でキャラクターの顧客吸引力を高めた施策を実行された団体、個人を表

グローバル部門
海外および国内で日本発のキャラクターで顧客吸引力を高めた施策を実行さ

審査員特別賞
最終審査員が、特に革新的な提案があった施策を実行された団体、個人を表

特別栄誉賞
複数年に渡り優れた施策を実行された団体を表彰します。

主催	一般社団法人日本商品化権協会		
後援	経済産業省		
審査方法	キャラクター毎に対象期間に実行した施策をまとめ、国内部門 308キャラクター、グローバル部門20キャラクターをリスト化しました。その後顕彰委員会にて一次審査を行い、有識者で構成する最終審査会で受賞キャラクターを決定しました。		
顕彰委員会	委員長	株式会社ADKエモーションズ 取締役	和田 修治
	副委員長	東映株式会社 テレビ商品化権営業部 部長	杉浦 美恵
	委員	株式会社講談社 ライツ・メディアビジネス局 国際ライツ事業部 部長	五十嵐秀幸
	委員	東映アニメーション株式会社 営業企画本部 版權事業部長	上村 敏行
	委員	株式会社バンダイ メディア部 DGM	大塚 真由
	委員	株式会社電通 コンテンツビジネス・デザイン・センター アニメ&キャラクター2部長	木村 朋枝
	委員	株式会社テレビ東京アニメ・ライツ本部国際事業室兼アニメ局専任局長	青木 裕明
	委員	株式会社ムービック 生産開発部デザイン部 部長	南雲 晋吾
	委員	株式会社ビジネスガイド社 取締役	藤波 信義
	※五十音順、敬称略、役職等は2021年12月現在		
最終審査会	審査委員長	亀井 昭宏（早稲田大学 名誉教授）	
	審査委員	中村伊知哉（情報経営イノベーション専門職大学 学長）	
	審査委員	濱田 逸郎（江戸川大学 名誉教授）	
	オブザーバー	日本商品化権協会 顕彰委員長	和田 修二
	オブザーバー	日本商品化権協会 顕彰副委員長	杉浦 美恵

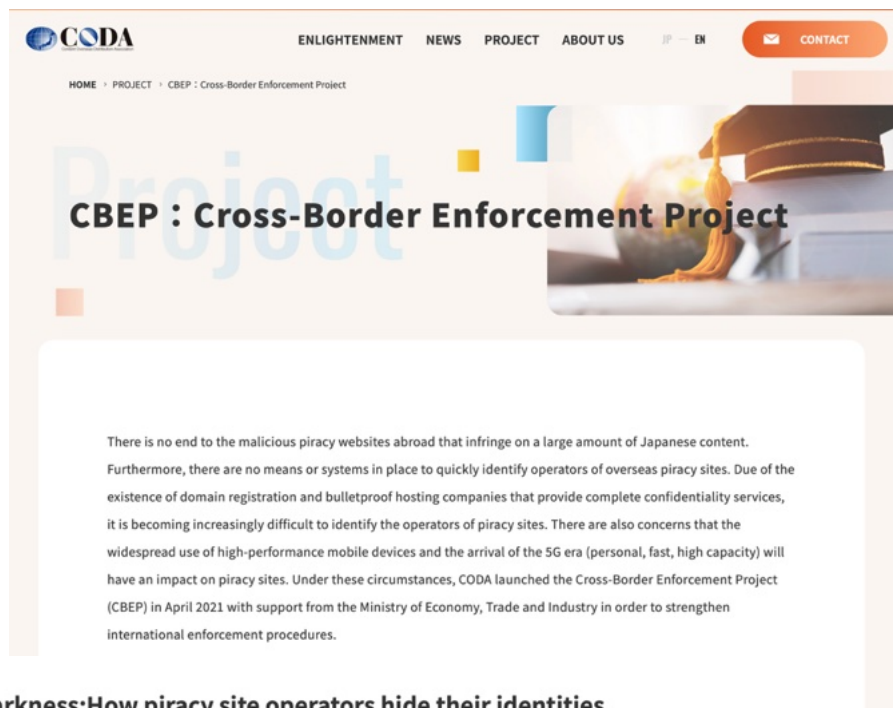
Exhibit Q135-4 - CODA Cross-Border Enforcement Project

Fact evidenced. CODA Cross-Border Enforcement Project (CBEP), in which the Applicant participates

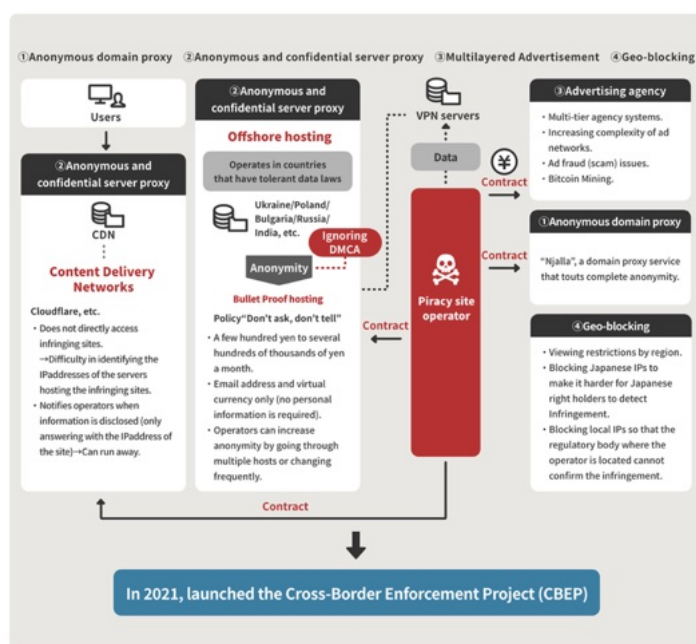
Source. Content Overseas Distribution Association, international activity page (English). Captured 4 August 2026. English-language original. (<https://coda-cj.jp/en/activity/international/>)

Relevant passage. CODA's page describes the Cross-Border Enforcement Project and the participation of member rights holders in it.

Relevance to Question 135. This evidence shows the Applicant participating in collective enforcement conducted on behalf of the community rather than acting only in its own interest.



Darkness:How piracy site operators hide their identities. (Anonymity and Confidentiality)



We conduct digital forensics and digital profiling surveys. We also secure evidence that leads to operators of piracy websites by, for example, completing subpoena procedures to request that CDNs, etc., disclose sender information.



Supporting companies (alphabetical order)

Aniplex Inc. / Bandai Namco Filmworks Inc. / Fuji Television Network, Inc. / Japan Broadcasting Corporation (NHK) / KADOKAWA CORPORATION / KODANSHA LTD. / Nippon Television Network Corporation / PONY CANYON INC. / Shochiku Co., Ltd. / SQUARE ENIX CO., LTD. / SHOGAKUKAN Inc. / SHUEISHA Inc. / TOEI COMPANY, LTD. / TOEI ANIMATION CO., LTD. / TOHO CO., LTD. / TOHO Global Inc. / TMS ENTERTAINMENT CO., LTD. / TOKYO BROADCASTING SYSTEM TELEVISION, INC. / TV Asahi Corporation / TV TOKYO Corporation

Cooperation : Association of Copyright for Computer Software /Avex Inc. / Japan Association of Music Enterprises / Japan Magazine Publishers Association / NIKKATSU CORPORATION / YOMIURI TELECASTING CORPORATION / YOSHIMOTO KOGYO HOLDINGS CO., LTD. / LINE Digital Frontier Corp. / WOWOW Inc.

※ Engineers with high ethical and moral standards who do activities such as preventing attacks from malicious hackers (crackers) using advanced technology and knowledge of computers and networks

Exhibit Q135-5 - ZzzFun Enforcement Action

Fact evidenced. CODA coordinated a criminal complaint concerning the ZzzFun piracy service on behalf of thirteen Japanese rights holders, including the Applicant. The operator was arrested in February 2025 and the conviction became final in February 2026.

Source. Content Overseas Distribution Association, "Conviction Finalized for Operator of Japanese Anime Piracy Site & App ZzzFun, Following Criminal Complaint by CODA", 18 February 2026. Captured 4 August 2026. English-language original. (<https://coda-cj.jp/en/news/853/>)

Relevant passage. The news item states that the case originated in May 2024, when CODA's Beijing Office filed a criminal complaint with the Public Security Bureau of Shijiazhuang on behalf of Japanese rights holders. The accompanying footnote names thirteen companies in total, the Applicant among them.

Additional Information. The same item records the sentence of one year's imprisonment and a fine, final on expiry of the appeal period, and notes that the activity formed part of a project commissioned by the Ministry of Economy, Trade and Industry.

Relevance to Question 135. This evidence documents a specific, completed enforcement action in which the Applicant acted jointly with twelve other rights holders through an organizing body of the community.

The screenshot shows the CODA website with a news article. The article title is "Conviction Finalized for Operator of Japanese Anime Piracy Site & App ZzzFun, Following Criminal Complaint by CODA". The date is 2026.02.18. The article text describes the arrest and conviction of the operator of ZzzFun, a piracy website and app, on February 11, 2025. The operator was sentenced to one year in prison and a fine of RMB 35,000 (approximately JPY 800,000) for copyright infringement. The judgment became final following the expiration of the appeal period. The article also mentions that the defendant fully admitted to the charges and gave a statement regarding his criminal conduct, expressing remorse. The court also found that, without obtaining authorization from the copyright holders, he had distributed a large volume of Japanese anime and other works on ZzzFun and the app of the same name, directed users from the website to the app, and received advertising revenue through the app. The case originated in May 2024, when CODA's Beijing Office filed a criminal complaint with the Public Security Bureau of Shijiazhuang in Hebei Province on behalf of Japanese rights holders (*1), leading to the arrest. In preparing the criminal complaint, the respective rights holders cooperated in the investigation by using CODA's Rights Inquiry Database (*2), operated by CODA since March 2023, to confirm damages involving the vast number of infringing works made available on ZzzFun, thereby supporting efforts to apprehend the operator. Although the court took into consideration the defendant's full admission of guilt and expression of remorse, it did not grant a suspended sentence. As a result, a prison sentence was finalized. The article concludes with a statement from CODA expecting that this arrest and conviction will serve as a strong warning against the operation of malicious piracy websites and lead to the suppression of similar activities. Takero Goto, Representative Director of CODA, made the following comment: "With support from Japan's Ministry of Economy, Trade and Industry, CODA will continue its efforts to address the growing global challenge of online infringement. Even when operators are based overseas, CODA will cooperate with relevant authorities abroad in advancing anti-piracy measures and working toward reducing the unauthorized use of Japanese content." A footnote at the bottom states: "Note that this activity was part of a project commissioned by the Ministry of Economy, Trade and Industry." To the right of the article text is a screenshot of the ZzzFun smartphone app, showing various anime content and a search bar.

Exhibit Q135-6 - Independent Press Coverage

Fact evidenced. Independent press coverage naming the thirteen rights holders, including the Applicant

Source. animenewsnetwork.com, report of 3 March 2025. Captured 4 August 2026.

(<https://www.animenewsnetwork.com/news/2025-03-10/coda-works-with-china-to-arrest-chinese-piracy-website-owner/.222177>)

Relevant passage. The article reports the same enforcement action and reproduces the list of participating rights holders.

Relevance to Question 135. This evidence corroborates the preceding exhibit from a source independent of the organizing body and of the Applicant.



The screenshot displays the Anime News Network (ANN) website. At the top, the ANN logo is accompanied by the tagline 'THE INTERNET'S MOST TRUSTED ANIME NEWS SOURCE'. Navigation links for 'World', social media, and a search bar are present. A banner for 'The Feel-Good Manga That's Perfect for K-Pop Fans' is visible. Below the navigation bar, the article title 'CODA Works with China to Arrest Chinese Piracy Website Owner' is shown, along with the date '2025-03-10 16:30 EDT' and the author 'Alex Mateo'. The article text begins with 'Suspect had run anime piracy website since 2022'. An audio player for the article is included, with a note: 'Listen to audio version of this article'. An advertisement for 'Instaread' is also visible. The article content states: 'Japan's Content Overseas Distribution Association (CODA) announced on Friday that the Shijiazhuang Public Security Bureau arrested a man from the Liaoning Province in China on suspicion of running the Zzzfun piracy website. The website violates copyright law by illegally distributing anime and other content to users in China through its website and app. Following an investigation of the suspect's home on October 15, he had allegedly run the site since 2022, having uploaded approximately 1,800 anime episodes and earning about 330,000 RMB (US\$45,000). The CODA Beijing Office had filed a criminal complaint with the Public Security Bureau last May on behalf of Aniplex, Kadokawa, King Records, Kodansha, Shogakukan, Square Enix, TV Tokyo, Toei Animation, TOHO, Nikkatsu, Happinet Phantom Studios, Fuji Television Network, and Pony Canyon. The companies cooperated with the investigation.' A section titled 'Other Recent Piracy Cases' follows, mentioning CODA's efforts to reduce worldwide piracy and promote the international distribution of Japanese content, citing a report from August 26 about a criminal complaint filed by a CODA member company against several Japanese anime piracy websites in Brazil.

Japan's Content Overseas Distribution Association (CODA) announced on Friday that the Shijiazhuang Public Security Bureau arrested a man from the Liaoning Province in China on suspicion of running the Zzzfun piracy website. The website violates copyright law by illegally distributing anime and other content to users in China through its website and app.

Following an investigation of the suspect's home on October 15, he had allegedly run the site since 2022, having uploaded approximately 1,800 anime episodes and earning about 330,000 RMB (US\$45,000).

The CODA Beijing Office had filed a criminal complaint with the Public Security Bureau last May on behalf of Aniplex, Kadokawa, King Records, Kodansha, Shogakukan, Square Enix, TV Tokyo, Toei Animation, TOHO, Nikkatsu, Happinet Phantom Studios, Fuji Television Network, and Pony Canyon. The companies cooperated with the investigation.

Other Recent Piracy Cases

CODA, an organization that aims to reduce worldwide piracy and actively promote the international distribution of Japanese content, [revealed](#) on August 26 that through a criminal complaint filed by a CODA member company, several Japanese anime piracy websites in Brazil were exposed in April and subsequently shut down. These sites had subtitled anime in Portuguese, and had region-locked Japanese IP addresses from accessing the websites, ostensibly to keep the Japanese rights holders from discovering the sites.

Exhibit Q135-7 - AnimeJapan Founding

Fact evidenced. AnimeJapan founding announcement (9 Oct 2013): nineteen companies including the Applicant, and AJA

Source. AnimeJapan executive committee founding announcement, 9 October 2013, distributed via @Press. Captured 4 August 2026. (<https://www.atpress.ne.jp/news/39551>)

Relevant passage. The release announces the formation of the AnimeJapan executive committee and lists the participating companies and AJA.

Relevance to Question 135. This evidence shows the Applicant among the founding participants of a recurring community-wide event, twelve years before this application.

AnimeJapan実行委員会

発行者のリリースを見る

『アニメのすべてが、ここにある。』 AnimeJapan 2014開催決定！

AnimeJapan実行委員会 イベント | 2013年10月9日 16:30

この度、AnimeJapan実行委員会は、来る2014年3月22日(土)、23日(日)、東京ビッグサイトにおいて、日本のアニメ産業、及び、関連産業の発展と振興を目的とした新たな祭典『AnimeJapan 2014』を開催する運びとなりました。

2日間の開催の中で、ユーザー向け・ビジネス向けの施策を併設し、国内外アニメファン、国内外ライセンス・バイヤー等、すべてに向け意義のある世界最大級のイベントを目指します。

その為に、毎年3月に開催していた『東京国際アニメフェア [TAF]』『アニメ コンテンツ エキスポ [ACE]』それぞれを発展させ、新たに組織した主催実行委員会の下、両イベントの制作スタッフが集結し運営致します。

ファンの皆様・関係各位と共に歩み、業界の一翼を担える一大イベントとなる様、尽力致します。

AnimeJapan実行委員会

【AnimeJapan実行委員会】

株式会社アニプレックス、株式会社アニメイト、株式会社KADOKAWA、キングレコード株式会社、株式会社サテライト、株式会社サンライズ、ジェネオン・ユニバーサル・エンターテイメントジャパン合同会社、株式会社小学館集英社プロダクション、株式会社手塚プロダクション、東映アニメーション株式会社、株式会社トムス・エンタテインメント、株式会社日本アドシステムズ、日本アニメーション株式会社、バンダイビジュアル株式会社、株式会社びえろ、株式会社プロダクション・アイジー、株式会社フロンティアワークス、株式会社ボニーキャニオン、株式会社マーベラスAQL(19社/50音順)、及び、一般社団法人 日本動画協会

【AnimeJapan開催概要】

催事名称	: AnimeJapan 2014 (英語表記: AnimeJapan 2014)
会期	: 2014年3月22日(土)・3月23日(日)
会期時間	: 9:00~17:00 ※最終入場は16:30まで
会場	: 東京ビッグサイト 東展示棟 東1~6ホール (〒135-0063 東京都江東区有明3-11-1)
主催	: AnimeJapan実行委員会
後援	: 一般社団法人 日本動画協会/コミック11社会
事務局	: AnimeJapan運営事務局
展開内容	: 出展ブース(展示・物販)/ステージ/ビジネスエリア/ 各種主催企画などを展開予定 ※出展申込期間: 10月22日(火)~11月29日(金)
来場目標者数	: 100,000人
入場券	: 2014年2月上旬より発売予定
オフィシャルサイト	: http://www.anime-japan.jp
公式Twitter	: animejapan_aj (ハッシュタグ: #animejapan)

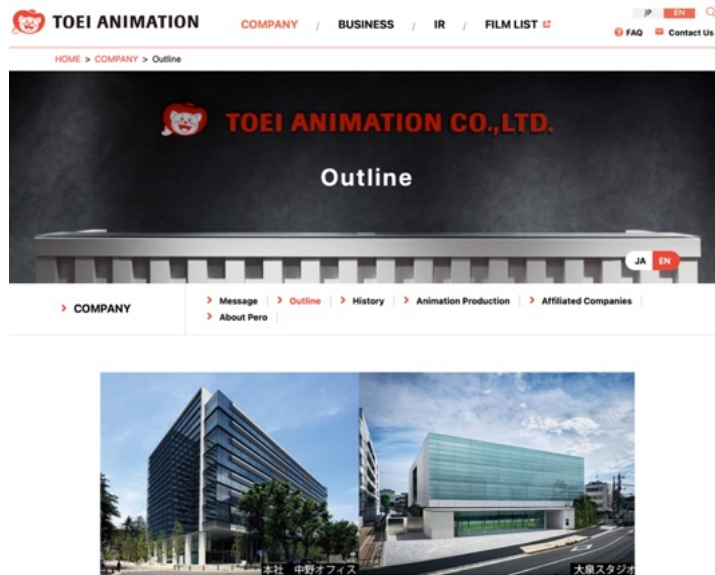
Exhibit Q135-8 - Corporate Profile of the Applicant

Fact evidenced. Corporate profile of the Applicant

Source. Toei Animation Co., Ltd., corporate outline (English). Captured 4 August 2026. English-language original. (<https://corp.toei-anim.co.jp/en/company/outline.html>)

Relevant passage. The Applicant's corporate outline gives its establishment date, stock exchange listing, capital, headcount and officers.

Relevance to Question 135. This evidence identifies the Applicant as an operating company within the identified community and supports the offices stated in the exhibits above.



Company's Name	TOEI ANIMATION CO., LTD.
Established	January 23, 1948
Incorporated	July 31, 1956
Address	5F Nakano Central Park East, 4-10-1, Nakano, Nakano-ku, Tokyo 164-0001
Operations	Produces, markets, and licenses animation. Carries out the same business overseas.
Stock Market Listing	Tokyo Stock Exchange Standard Market (code 4816)
Date of Listing	December 8, 2000

Exhibit Q135-9 - AJA Officer Notice, 2009

Fact evidenced. AJA officer notice of 1 June 2009: a Managing Director of the Applicant appointed Vice President of AJA

Source. Association of Japanese Animations, notice of officers dated 1 June 2009. Captured 4 August 2026. (<https://aja.gr.jp/date/2009>)

Relevant passage. The notice records the officers elected at the general meeting of 29 May 2009. The entry for Vice President identifies the officer's company as the Applicant. The officer is not named in this document because no verified English rendering of the name exists; the Japanese source records it.

Relevance to Question 135. This evidence extends the Applicant's board-level representation back to 2009, so that representation is shown in 2002, 2009 and 2026 rather than at two endpoints only.

