Partner

Shohei Furukawa

Osaka Bar Association, Japan Federation of Bar Associations (2007)
Location
Tokyo Office

Practice Areas

Corporate and M&A

General Corporate Practice

Risk Management & Compliance

Corporate Investigation

Consumer Protection

Government Investigations (under the Premiums and Representations Act, etc.) / Government Investigations (under the Premiums and Representations Act, etc.) / Injunction Demands and Lawsuits / Consultations on Compliance with Advertising and Labelling Regulations, including the Premiums and Representations Act

Competition and Antitrust

Government Investigations / Competition/Consumer Protection Compliance

Industries

Information Technology, Internet and Telecommunications

Life Science, Pharmaceutical and Healthcare

Labelling and Advertising regulation / Health and Nursing Care / Cosmetics & Health/Beauty Care Products

Personal Data, AI, IT and Digital

Digital Law

Major Cases Handled

Response to Investigations by the Consumer Affairs Agency, etc.
Consultation Services regarding the Labeling Regulations for Various Products and Services
Consultation Services regarding B2C E-Commerce (including the Act Against Unjustifiable Premiums and Misleading Representations, the Act on Specified Commercial Transactions, etc.)
Consultation Services regarding Labeling Regulations related to Health Foods (including Functional Labeling Foods) and Health Hygiene Products (including the Act Against Unjustifiable Premiums and Misleading Representations, the Pharmaceutical and Medical Device Act, the Health Promotion Act, etc.)
Consulting Services regarding Premiums Regulations
Seminars regarding Compliance with Labeling and Premiums Regulations
Consultation regarding the Consumer Contract Act, including Revision of Clauses in the Contract
Consultation regarding Medical Advertisement

Education & Professional Experience

April 2014 - March 2016
Consumer Affairs Agency, fixed term official

2006
Doshisha University Law School (J.D.)

2003
Ritsumeikan University (LL.B.)

Publications

2025.04.15	[Series]Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part Ⅱ) - Regulatory overview and latest developments in e-commerce (2)
2025.03.15	[New Series] Course on the Specified Commercial Transactions Act for Corporate Legal Affairs (Part I) - Regulatory overview and latest developments in e-commerce (1)
2023.07.03	Overview of and Response to Stealth Marketing Regulations to be Introduced
2022.01.12	Development and Implementation of the Whistleblowing System Based on the Amended Whistleblower Protection Act (2)
2021.11.15	[Series] E-Commerce Practices （Points to Note in Drafting Terms and Conditions.etc.） (No. 12):Points to Note regarding Personal Data Protection (3)
2021.10.15	[Series] E-Commerce Practices （Points to Note in Drafting Terms and Conditions.etc.） (No. 11):Points to Note regarding Personal Data Protection (2)
2021.10	Improvement and Operation of Whistleblowing Systems in Light of the Amendments to the Whistleblower Protection Act (1)
2021.09.15	[Series] E-Commerce Practices （Points to Note in Drafting Terms and Conditions.etc.） (No. 10) :Points to Note regarding Personal Data Protection (1)
2021.05.15	[Series] E-Commerce Practices (No.9):Overview and Summary of Recent Legislative Trends related to E-Commerce
2021.04.15	[Series] E-Commerce Practices (No.8):Points to Keep in Mind in Making Representations on Websites (2)
2021.03.15	[Series] E-Commerce Practices (No.7):Points to Keep in Mind in Making Representations on Websites (1)
2021.02.15	[Series] E-Commerce Practices (No.6): Points to Keep in Mind regarding Application and Amendment of Terms and Conditions
2020.12.15	Special Topic: A Commentary on the Impact on Practices of the Judgment Rendered by the Tokyo High Court on November 5, 2020 on the Terms of Use ―From the Perspective of Business Practices under Consumer Laws (i.e. Business Operators ’ Side)
2020.12.15	[Series] E-Commerce Practices (No. 5): Points to Note in Drafting Terms and Conditions (5)
2020.11.15	[Series] E-Commerce Practices (No. 4): Points to Note in Drafting Terms and Conditions (4)
2020.10.15	[Series] E-Commerce Practices (No. 3): Points to Note in Drafting Terms and Conditions (3)
2020.09.15	[Series] E-Commerce Practices (No. 2): Points to Note in Drafting Terms and Conditions (2)
2020.08.15	[Series] E-Commerce Practices (No. 1): Points to Note in Drafting Terms and Conditions (1)
2018.11.16	Handling by the Consumer Affairs Agency of Inspections of Violations of the Act Against Unjustifiable Premiums and Misleading Representations
2018	Points to Note in the Consumer Contract Act Amended in 2018 and Measures Required of Corporations
2017.05	Compliance with the Act Against Unjustifiable Premiums and Misleading Representation
2017.02	What to be Advised of in Legal Consultations based on the Mitsubishi and Nissan Cases: Three Points on Legal Consultations for Management
2016.12	Latest Trends in the Restrictions on Premiums (Vol. 1) - An Overview of Inquiries and Answers Made under the “ No Action Letter System ” and a Quick Review Thereof
2016.09	New Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representations

2016.09	The Enforcement is Upcoming! Outline of the Act on Special Measures Concerning Consumer Court Proceedings and Points to Note in the Practice thereon (coauthor) Series 1: Is this a Japanese version of class action? - Overview of the system Series 2: Detailed commentary on “ an action for declaratory judgment on common obligations ” Series 3: Important aspects of the “ simple determination proceedings ”
2016.08	Detailed Description: The Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representation
2016.08	BUSINESS LAWYERS website (August 2016 -)
2016.06	Started in April 2016. The Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representations – Misrepresentations that We Should be Careful About and Practical Responses Thereto
2016.03	Outline of the Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representations (Effective from April 2016) (Part 2) - With an Explanation of the Cabinet Order, Cabinet Office Ordinance and Guideline
2016.02	[Commentaries by Consumer Affairs Agency Officer] Outline of the Surcharge System to be introduced under the amended Premiums and Representations Act (to be enforced as of April 1, 2016) - with commentary on the matters relating to financial businesses -
2016.02	Practical Commentary - The Surcharge System under the Premiums and Representations Act to be enforced as of April 1st, 2016 - Outline of the Cabinet Order, Cabinet Office Ordinance, and Guideline
2016.02	Outline of the Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representations (Effective from April 2016) (Part 1) - With an Explanation of the Cabinet Order, Cabinet Office Ordinance and Guideline
2015.06	Clause-by-clause Commentaries on the Surcharge System under the November 2014 Amended Act Against Unjustifiable Premiums and Misleading Representations
2015.05	An Introduction of the Penalty System under the Act Against Unjustifiable Premiums and Misleading Representations- To secure more independent and reasonable options for the general consumers - The Act Against Unjustifiable Premiums and Misleading Representations (Act No. 118 of 2014)
2015.03	Description of the Penalty System under the Revised Act Against Unjustifiable Premiums and Misleading Representations - With an Overview of the First Case of Reduction of the Penalty Amount Due to the Implementation of the Voluntary Refund.
2015.02	Feature Article on Compliance with Representations, etc., Required under the Revised Act Against Unjustifiable Premiums and Misleading Representations: “ Description of the Surcharge System under the Revised Act Against Unjustifiable Premiums and Misleading Representations ”
2015.01	[Explanation by Persons Involved] Explanation of the Act Amending the Act Against Unjustifiable Premiums and Misleading Representations, which Introduces the Penalty System _ with an Overview of Past Cease and Desist Orders concerning the Financial Industry
2015.01	Penalties have been Decided to be Introduced! Re-examination of Important Points in Making Representations of Goods, etc., for Each Industry—Enactment of the Act Amending the Act Against Unjustifiable Premiums and Misleading Representations and the Outline of the Penalty System
2015.01	[Kasumigaseki Information] Enactment of the Act Amending the Act Against Unjustifiable Premiums and Misleading Representations (Introduction of the Surcharge System)
2014.12	Enactment of the Act Amending the Act against Unjustifiable Premiums and Misleading Representations (Introduction of the Surcharge System)

Seminars/Lectures

2024.06.04	【Onsite Seminar: Tokyo】 Antimonopoly Law Seminar: Recent Initiatives of the Japan Fair Trade Commission and Actions Required of Business Operators - With Reference to the Initiatives for Realization of a Green Society and Appropriate Price Pass-Through
2022.02.28	【Online Seminar】Overview of Practical Actions Relating to the Amended Whistleblower Protection Act and Relevant Guidelines - Points to Note for Modifying the Whistleblowing System in View of the Enforcement in June 2022
2020.05.25～2020.05.28	【Online Seminar】Risk Management & Compliance Seminar ⑦ Understand the Main Points in 90 Minutes - Dealing with B2C e-commerce Regulation in Japan and China
2019.09.26	Important Issues in Business Legal Affairs in View of Latest Developments - Regulations on Representation for Consumer Protection
2019.01.24	90-Minute Review: Overview of E-Commerce Compliance in Japan, China and Singapore
2017.02	Lesson 4: Corporate Legal Practices concerning the Act Against Unjustifiable Premiums and Misleading Representations Training course to develop practitioners in the area of competition law
2017.02	Seminar on Regulations on Premiums
2016.12	Risks Involved in Each Phase of Business in Complying with the Antimonopoly Act, the Subcontract Act and the Premiums and Representations Act, and Measures Thereagainst
2016.12.01	Seminar on Practices Concerning the Act against Unjustifiable Premiums and Misleading Representations (2016 Second Half)
2016.09.16	Risk of Surcharge under the Act Amending the Act Against Unjustifiable Premiums and Misleading Representations, and Practical Responses Thereto: As Explained by a Drafter of the Act Based on Trends After It Came into Effect
2016.07	Management Risks Caused by Misleading Representations and Measures for Governance Therefor - Practical Know-How as Explained by an Author of the Amended Act Against Unjustifiable Premiums and Misleading Representations
2016.07	Risk of Surcharge under the Amended Act Against Unjustifiable Premiums and Misleading Representations and Responses Thereto
2016.07	Risks Arising from Misleading Representations in Insurance Advertisements, etc. and Countermeasures Therefor -- Practices Relating to the Insurance Business Act and the Premiums and Representations Act
2016.03	Seminar on the Surcharge System to be Introduced under the Act Against Unjustifiable Premiums and Misleading Representations
2016.03	Introduction of the Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representations
2016.03	Introduction of the Surcharge System under the Amended Act Against Unjustifiable Premiums and Misleading Representations
2016.02	Seminar on the Amended Act Against Unjustifiable Premiums and Misleading Representations
2016.02	Seminar on the Surcharge System to be Introduced under the Act Against Unjustifiable Premiums and Misleading Representations
2016.02	Outline of the Surcharge System under the Act Against Unjustifiable Premiums and Misleading Representations
2014.12	Seminar on the Act Amending Part of the Act Against Unjustifiable Premiums and Misleading Representations

Languages

Japanese and English