

“Anti-Counterfeiting Measures”

Chapter 1. The reality of counterfeit goods

The reality of counterfeit goods

(Sakura)

Hi, I'm Sakura.

(Eddy)

And I'm Eddy.

(Sakura) and (Eddy)

Come with us and learn the measures you can take against counterfeit goods.

(Sakura)

On the Japan Patent Office website there's a game where you have to pick which product is counterfeit and which is genuine. Can you tell?

(Eddy)

Huh? They look the same to me.

(Sakura)

Actually, this counterfeit is what we call a copycat product — an almost perfect copy.

(Eddy)

How am I supposed to tell, then? OK, it's this one.

(Sakura)

Wrong! This is the genuine product.

(Sakura)

There are many counterfeit goods on the market that are so good consumers can't tell the difference. It's a significant problem that hinders growth for manufacturers of genuine goods.

(Eddy)

Is that so?

(Sakura)

Let's look at some of the measures taken to prevent counterfeiting.