

“Anti-Counterfeiting Measures”

Chapter 1. The reality of counterfeit goods

Recent Trends in Counterfeiting

(Eddy)

These days in Japan you don't see counterfeit goods sold openly in shops. Can you still buy them here?

(Sakura)

People have changed the way they shop, and vendors of counterfeit goods have changed their methods too.

(Narrator)

More and more people shop online now, so the counterfeiters have followed, selling counterfeit goods over the web rather than in stores.

(Narrator)

The Japan Patent Office's Report on Survey of Counterfeit Damages for Japan's fiscal 2012 found that among 944 companies that suffered damage from counterfeiting, 62.3% of cases were due to internet sales. That's the highest ever, and the numbers have risen every year for the last five years.

(Narrator)

Most damage comes from unauthorized use of trademarks and other intellectual property rights, and from websites selling counterfeit goods.

(Eddy)

I see really inexpensive products online claiming to be genuine. Those must be fakes, right?

(Sakura)

Probably, but you can't always tell a counterfeit goods by their price. You have to be careful since counterfeiters often charge similar prices to the genuine goods in order to confuse consumers.

(Sakura)

Vendors of counterfeit goods often use untraceable servers and domestic and foreign online shopping and auction sites. Many goods advertised as parallel imports often turn

out to be counterfeit goods.

(Sakura)

When you look at the IP rights that suffer from counterfeits sold on the internet...

(Eddy)

The biggest number is trademark infringements.

(Sakura)

Trademark infringements are most common, but there are also significant problems with design rights and copyrights.

(Narrator)

With the spread of broadband internet we've seen a rapid switch to watching movies and listening to music over the net. Simultaneously, the piracy of such content has become a large problem.

(Narrator)

Counterfeiters have developed sophisticated methods using intermediary sites and file storage sites.

(Narrator)

Intermediary sites don't host pirated content, rather they provide links to sites where it is stored. File storage sites supply uploaded copies of data stored on hard drives. The spread of such new types of sites has greatly increased the damage caused by counterfeiting.