

“Anti-Counterfeiting Measures”

Chapter 1. The reality of counterfeit goods

What should be done first

(Eddy)

If a company discovers its products are being counterfeited, what should they do?

(Sakura)

Some decide to ignore the matter because it doesn't affect sales much, but it's always important to act immediately when you find a counterfeit.

(Eddy)

What exactly should they do?

(Sakura)

The first thing is to determine the origin of the counterfeit product. Preventing manufacture is the most effective method for eradicating counterfeits. It's important to investigate the entire channel from distributor to manufacturer, not just the vendor.

(Narrator)

If it's too difficult for a company to trace the distribution channel by itself, they can employ an investigation agency. Very often, counterfeit goods are manufactured and sold overseas and then imported, so the first step is to determine the distribution channel.

(Narrator)

Conducting investigations overseas places a heavy burden on corporations. In Japan various local authorities and organizations have set up systems to subsidize infringement investigations and help small and medium sized businesses exercise their IP rights overseas. Some of them go beyond simply supplying financial assistance, and they themselves conduct infringement investigations, drawing up warning notices to infringers based on the results of those investigations, and even implementing administrative enforcement.

(Eddy)

So once we have determined the counterfeit distribution channel, what do we do next?

(Sakura)

It's important to obtain an actual counterfeit product. This will be vital evidence for a court case or any other measures you take. You also need it to ascertain the existence of an infringement.