

“Anti-Counterfeiting Measures”

Chapter 1. The reality of counterfeit goods

Types of Anti-counterfeiting Measures

(Eddy)

What kind of anti-counterfeiting measures are there?

(Sakura)

These will be different in each country, but the measures available against counterfeit goods already in circulation are administrative enforcement, criminal prosecution and civil action. Before taking such measures, you may consider sending a warning letter.

(Eddy)

What is administrative enforcement?

(Sakura)

This is when an administrative body with jurisdiction, such as an IPO, Trade Ministry or Industry Ministry, takes action to investigate the suspect and examine the suspected infringing products.

(Eddy)

Is administrative enforcement available in all countries?

(Sakura)

It's more common in countries where administrative power is relatively strong, such as China or Vietnam. In countries like Japan, the US or the UK, administrative enforcement is usually restricted to customs and border agencies.

(Narrator)

The measures taken will be different in each country, depending on that country's system, the existence of rights there, the kind of damage, and the intent of the infringer.