

## **“Anti-Counterfeiting Measures”**

### **Chapter 2. Anti-Counterfeiting Measures in Japan**

#### **Government and Public Organization Initiatives**

(Sakura)

When the market is flooded with counterfeit goods it causes significant damage for both businesses and consumers, and also affects economic growth. Let's look at the measures the Japanese government is taking to counter this influx of counterfeits.

(Narrator)

The Cabinet Office has set up the Intellectual Property Strategy Headquarters. This implements various measures based on the Strategic Program for the Creation, Protection and Exploitation of Intellectual Property.

(Narrator)

The Ministry of Economy, Trade and Industry has established the Office of Intellectual Property Protection and also provides financial assistance to small and medium enterprises for rights registration and counterfeit-related investigations.

(Narrator)

Other basic approaches to preventing the distribution of counterfeit goods and persuading consumers not to buy them include campaigns to eradicate counterfeit and pirated products. International initiatives include bilateral symposiums with countries of origin of the counterfeit goods entering Japan, exchanging memorandums, and holding seminars.

(Sakura)

It's not only the Ministry of Economy, Trade and Industry that takes action to protect IP rights. Many ministries and agencies have their own initiatives.

(Eddy)

What kind of things are they doing?

(Narrator)

The Ministry of Agriculture, Forestry and Fisheries has a system to monitor trademark applications as a measure to prevent counterfeits abroad masquerading as Japanese origin food products or agricultural, forestry or fishery products. The Ministry of Internal Affairs and Communications and the Agency for Cultural Affairs deal with Internet copyright violations, and the Consumer Affairs Agency has also set up a consulting service to control the spread of rights damage. The Ministry of

Foreign Affairs supports Japanese enterprises expanding abroad by providing consultations and conveying requests to other countries.