

## **“Anti-Counterfeiting Measures”**

### **Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits**

#### **Methods for discovering counterfeit goods**

(Eddy)

What methods can we use to discover counterfeits?

(Sakura)

Methods include obtaining information, monitoring trade shows, monitoring the Internet, and employing investigation agencies.

(Narrator)

One method of obtaining information is to get it from sources such as Japanese corporate employees, local branch office staff overseas, expatriate staff and dealers.

(Narrator)

Customers should be persuaded not to buy counterfeits, since these have been made without consideration for safety and could harm users. Information about counterfeits can also be obtained from customers.

(Narrator)

Other methods include sending corporate anti-counterfeiting staff to monitor trade shows and requesting enforcement agencies to remove counterfeits from the shows.

(Narrator)

As the number of online shopping sites and auction sites dealing in counterfeits continues to grow, Internet monitoring has also become an important way to discover counterfeit goods.

(Narrator)

You can obtain information from local investigation agencies and aggressively use investigation agencies to search for counterfeits. Companies are finding that they can increase the accuracy of their information by employing multiple investigation agencies on annual contracts and by offering contingency fees.