

## **“Anti-Counterfeiting Measures”**

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

#### **Block usurped applications**

(Eddy)

Sakura, can you take action to combat counterfeits only after they appear on the market?

(Sakura)

No, there are also measures you can take before they appear. These are measures against usurped applications. A usurped application is an application made by someone who does not possess a valid right to another party's intellectual property.

(Narrator)

An example of a usurped trademark is when someone discovers a brand or product design on the Internet that has become famous in another country, submits an application before the originating company, or registers the trademark in a field of products or services not covered by the original brand, and asserts that they have the right to use that brand.

(Sakura)

There are two methods to prevent this: to monitor for usurped applications, and to expand the scope of your registration.

(Narrator)

The most common method to monitor for usurped applications is to request a local patent or law office to do it for you. You can then file an objection to prevent the registration.

(Narrator)

You can expand the scope of your trademark by applying and acquiring registration outside your company's current business domains.