

## **“Anti-Counterfeiting Measures”**

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

#### **Using Government Agency Countermeasures Manuals**

(Eddy)

Are there any reference materials for staff put in charge of anti-counterfeiting measures?

(Sakura)

Of course.

(Narrator)

It's very hard for a company to devise anti-counterfeiting measures based simply on its own experience. Case studies and manuals prepared by government agencies and other organizations provide far wider access to knowledge. A single company would have to spend an unknown number of years at great expense to accumulate this information. Instead, government produced materials can provide encouragement and support to companies that aren't sure of how to tackle the problem of counterfeiting.