

“Anti-Counterfeiting Measures”

Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits

Strengthen links with enforcement agencies

(Eddy)

Is there cooperation between the different enforcement agencies?

(Sakura)

Various methods are being used to strengthen cooperation.

(Narrator)

It is sometimes difficult for enforcement agencies to distinguish between counterfeit and genuine goods. The customs authorities in each country use an IP rights registry system, and it is possible to have your product listed for enforcement. However, it has been found that more effective enforcement can be expected if individual companies provide customs with information on how to identify counterfeit copies of their products. Companies can also contribute to smoother customs operation by supplying information to help customs distinguish their official export/import agents and agents exporting or importing counterfeits.

(Narrator)

Industry groups exchange ideas and hold anti-counterfeiting seminars for customs and other enforcement agencies. Companies that are members of such groups can proactively supply information by participating in these activities.