

## **“Anti-Counterfeiting Measures”**

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

#### **Strategic litigation**

(Eddy)

Is there anything we should bear in mind when bringing a lawsuit?

(Sakura)

To stop counterfeiting, you must find the manufacturer of the counterfeit goods, obtain evidence and inform the enforcement authorities. However, identifying the manufacturer of the counterfeit goods is extremely difficult.

(Narrator)

These manufacturers may simply be filling an order placed by the true culprit masterminding the counterfeit scheme. And even if you uncover the identity of the mastermind or the manufacturer, local circumstances may still not permit litigation.

(Narrator)

Recently companies are reporting that they are combatting this situation by strategies such as aggressively pursuing the distributors, and when litigating locally against retailers, naming the manufacturer as co-defendant.