

## **“Anti-Counterfeiting Measures”**

### **Chapter 4. Conclusion**

(Sakura)

I hope you found our explanation informative. We’ve seen how counterfeit goods are manufactured and distributed, the anti-counterfeiting system initiatives conducted by government agencies in Japan, and how Japanese corporations are responding to the situation.

(Sakura)

A special characteristic of the Japanese approach is that companies do not only combat counterfeiting on their own, they also use cross-industry collaboration to proactively attempt to eliminate counterfeit goods from the market. Since their most important objective is to prevent damage from counterfeit goods, many companies do develop proactive measures. Many companies are developing pro-active anti-counterfeiting measures because they’re aware that the best way to avoid damage is to prevent it. In order to respond to corporate efforts and promote fair economic activities, the government is introducing various laws and regulations and support measures to stem the flood of infringing products.

(Eddy)

Businesses need a constantly evolving system to provide timely measures to deal with counterfeiting.

(Sakura)

That’s exactly right. If you just stick with measures developed before the Internet became so widespread, you cannot hope to adequately combat counterfeiting.

(Sakura)

It is important to keep the spotlight on actual counterfeit transactions in order to keep companies, governments and consumers aware of the harmful effects of selling and purchasing counterfeits, so that we can proactively fight this problem.

(Sakura)

And as normal exports expand, it becomes more important to institute a system to intercept counterfeits.

(Eddy)

Counterfeiting is a significant intellectual property issue that can only be solved through global efforts.

(Sakura)

In order to eradicate counterfeits, everyone around the world must think seriously about measures to this effect—and then take action. Everyone, please start with what you yourself can do personally!

(Sakura) and (Eddy)

Thank you for watching.

**End of Chapter 4**