

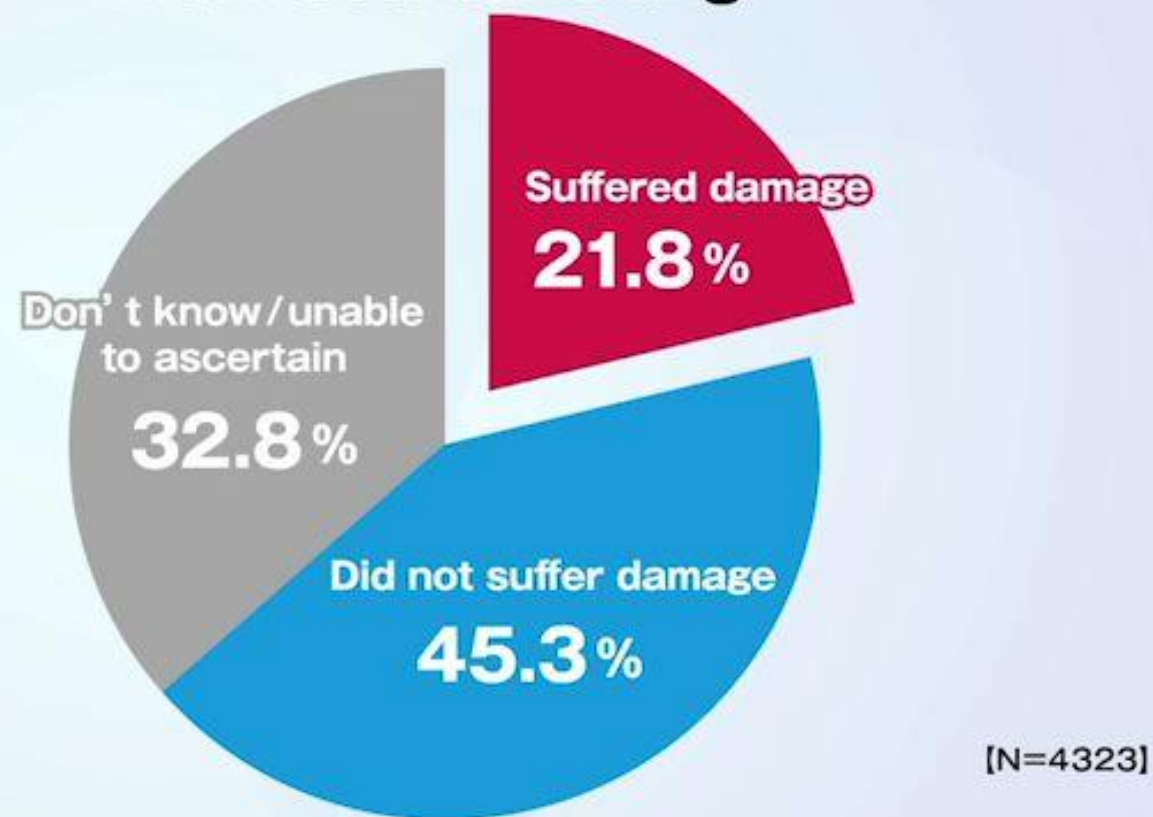
“Anti-Counterfeiting Measures”

Chapter 1. The reality of counterfeit goods

Status of Damage

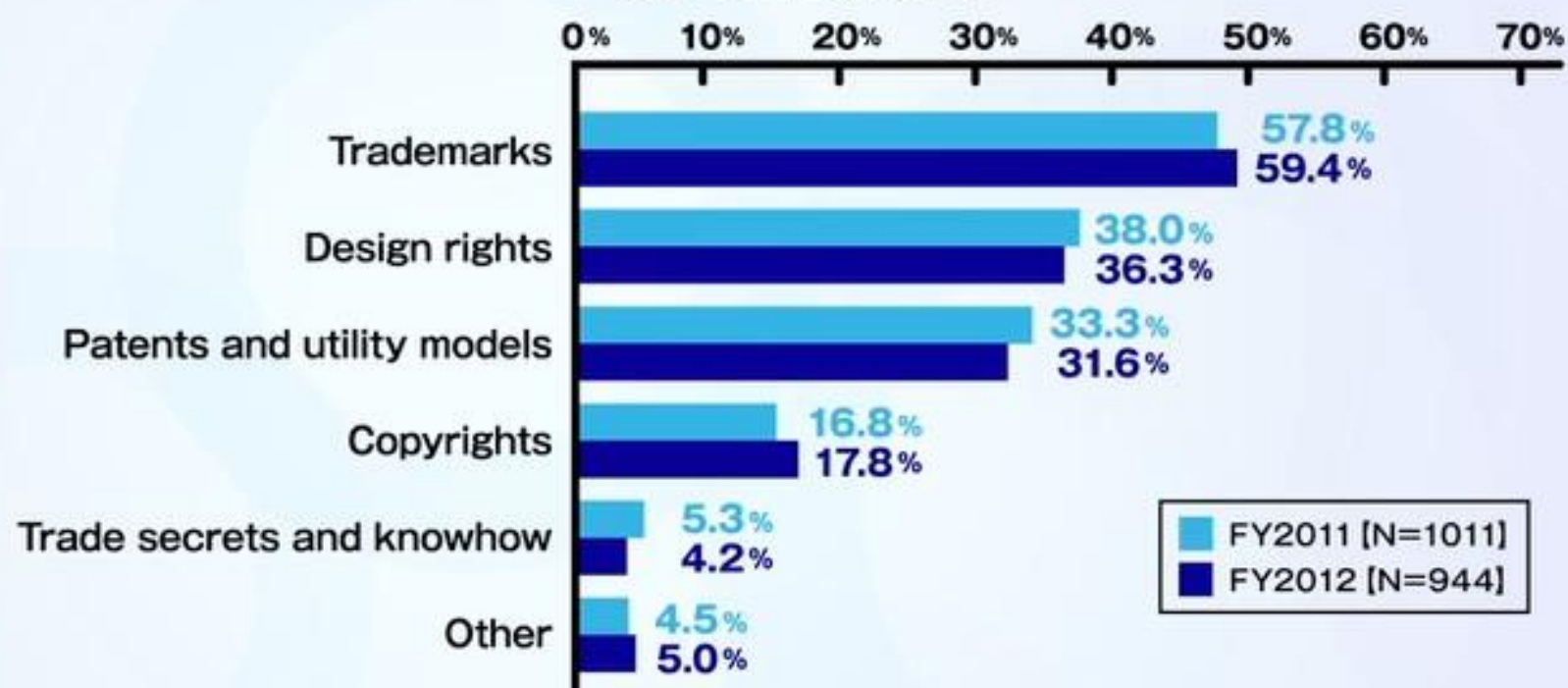


Companies Suffering Damage From Counterfeiting



Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)

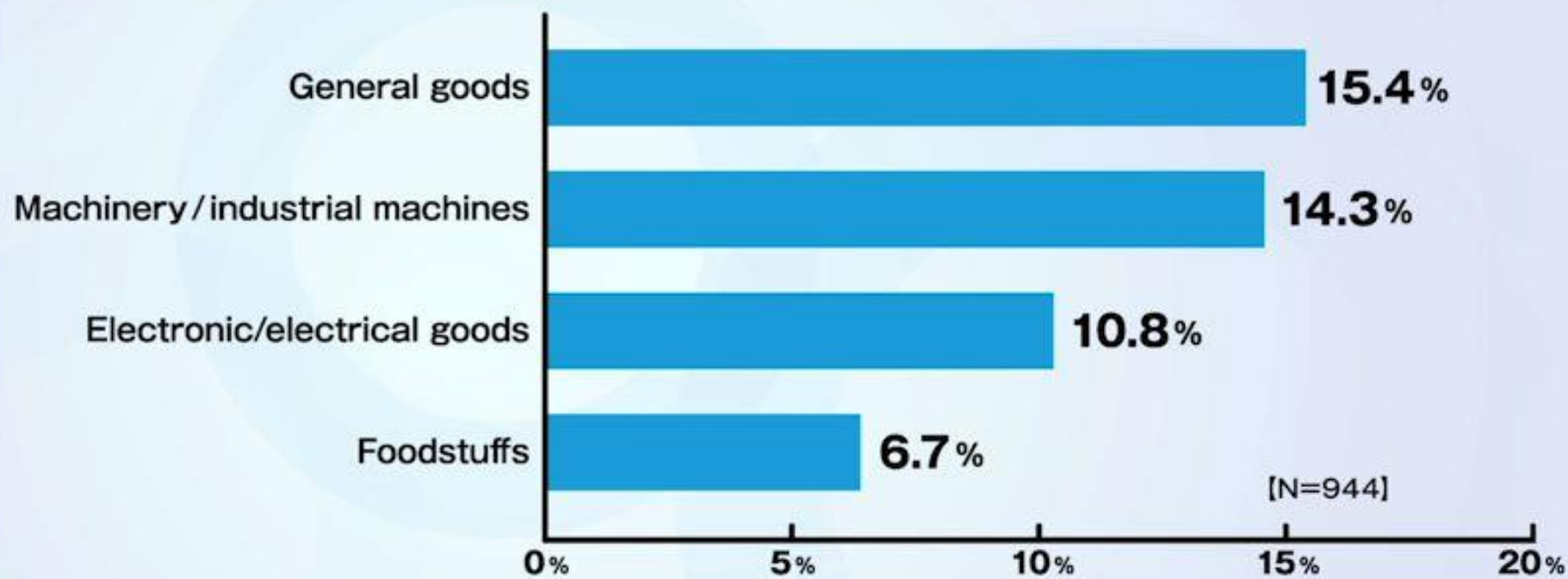
Intellectual Property Rights Infringements by Category



Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)

High level of trademark infringements

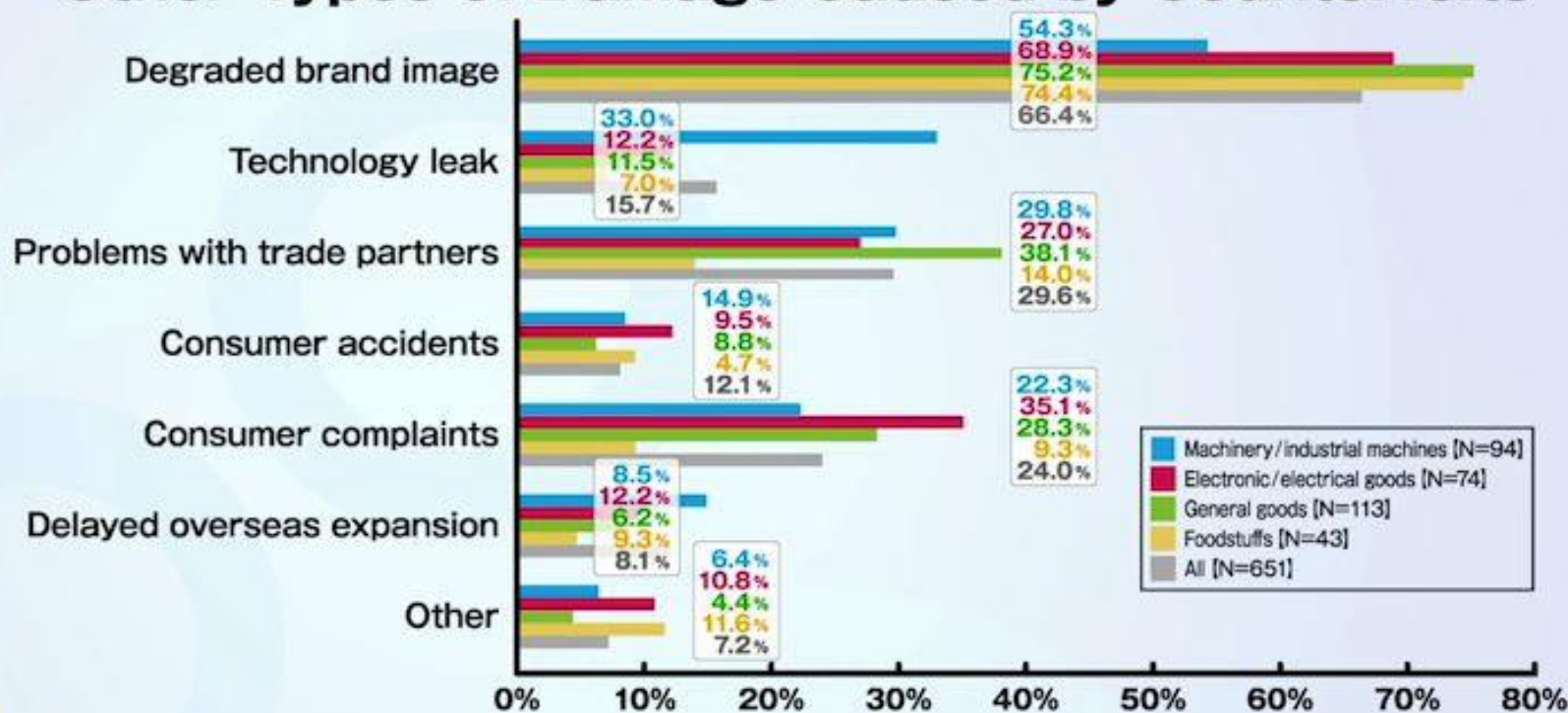
Main Types of Products Affected



Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)

Almost 50% are general goods, machinery, electronic/electrical goods, and foodstuffs

Other Types of Damage Caused by Counterfeits



Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)

Corporate and brand images suffer in a market rife with counterfeits



Reduced sales and market share

< When market contains both genuine and counterfeit products >



Edited from "Results of Anti-counterfeiting and Piracy Measures" (METI)