

**“Anti-Counterfeiting Measures”**  
**Chapter 1. The reality of counterfeit goods**

**Types of Anti-counterfeiting Measures**





## **Points to consider when studying anti-counterfeiting measures:**

- System in the country  
where measures will be taken
- Existence of rights in the country  
where measures will be taken
- Kind of damage
- Intent of infringer (willful, negligent, etc.)