

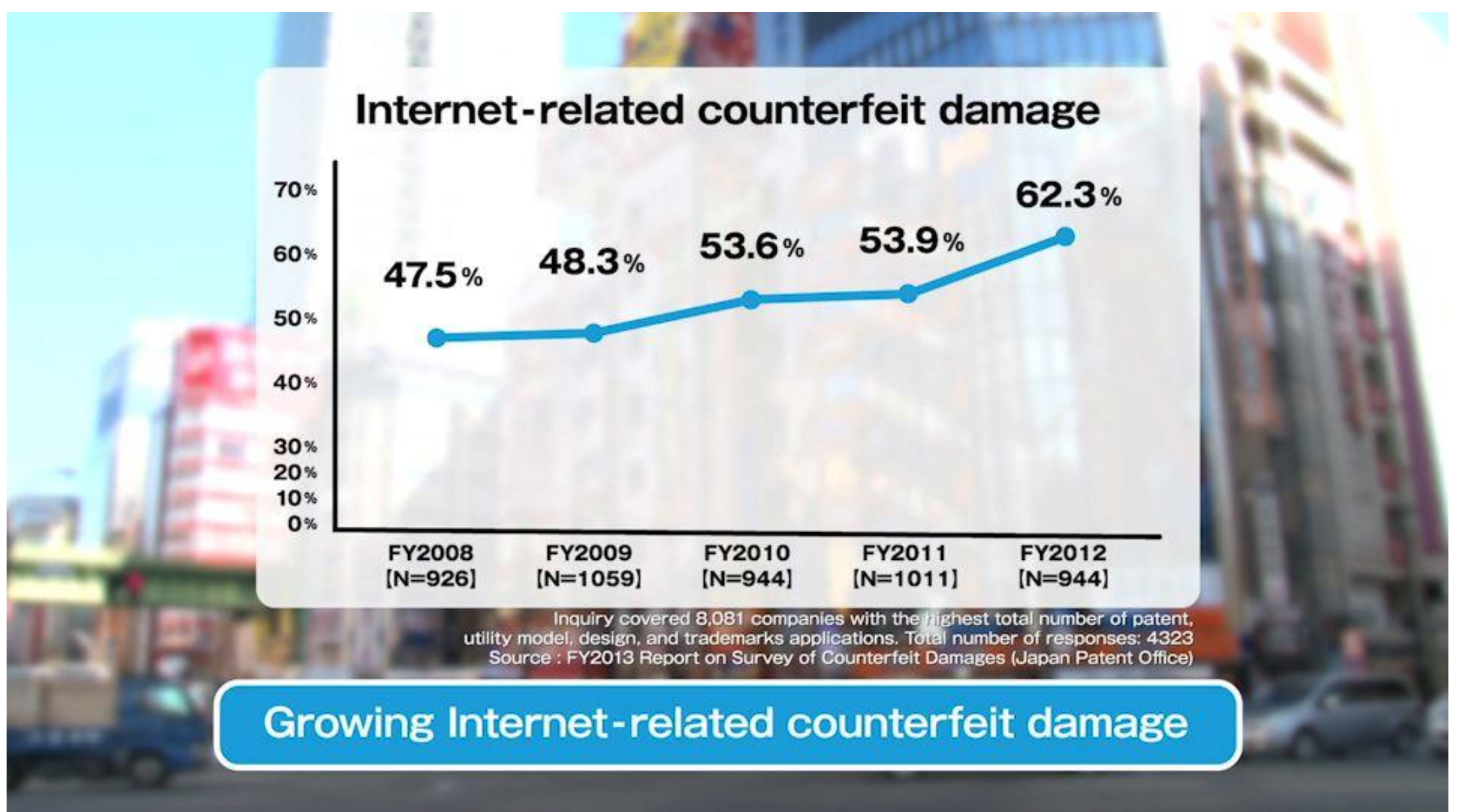
“Anti-Counterfeiting Measures”

Chapter 1. The reality of counterfeit goods

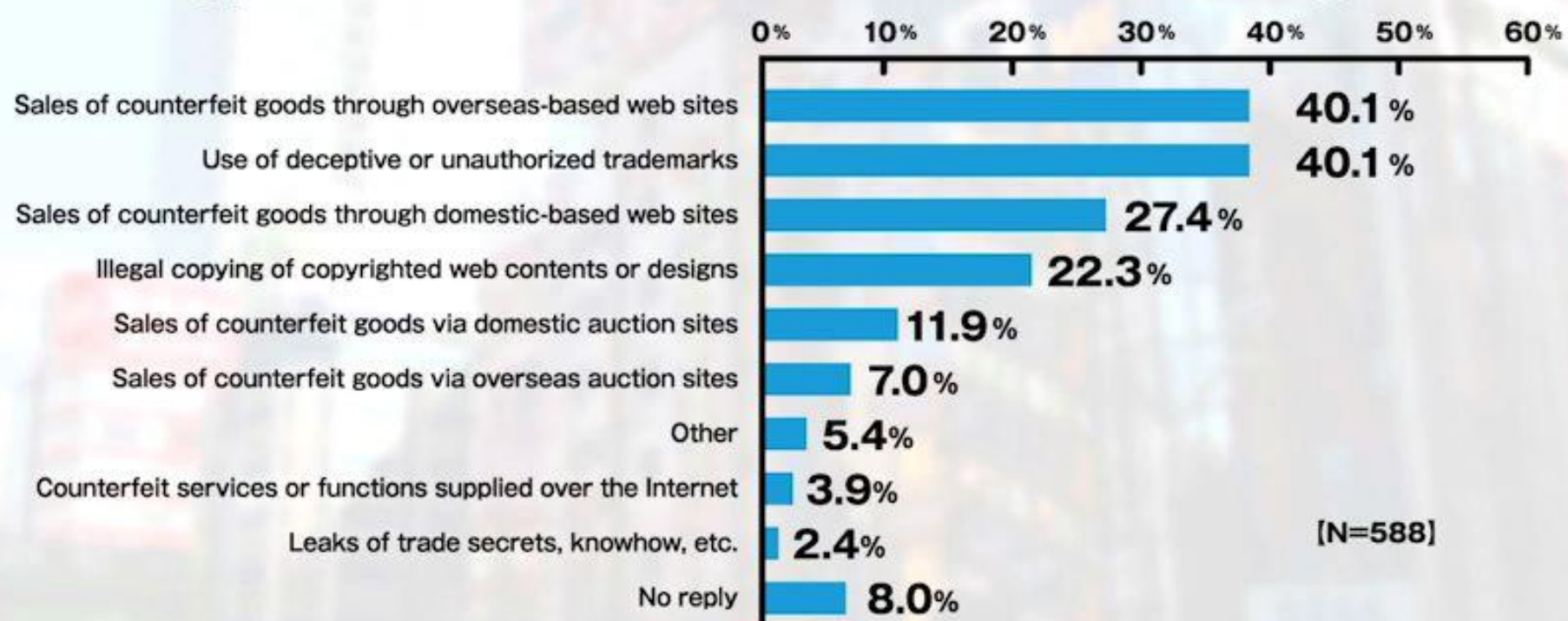
The reality of counterfeit goods



Recent Trends in Counterfeiting



Types of Internet-related counterfeit damage



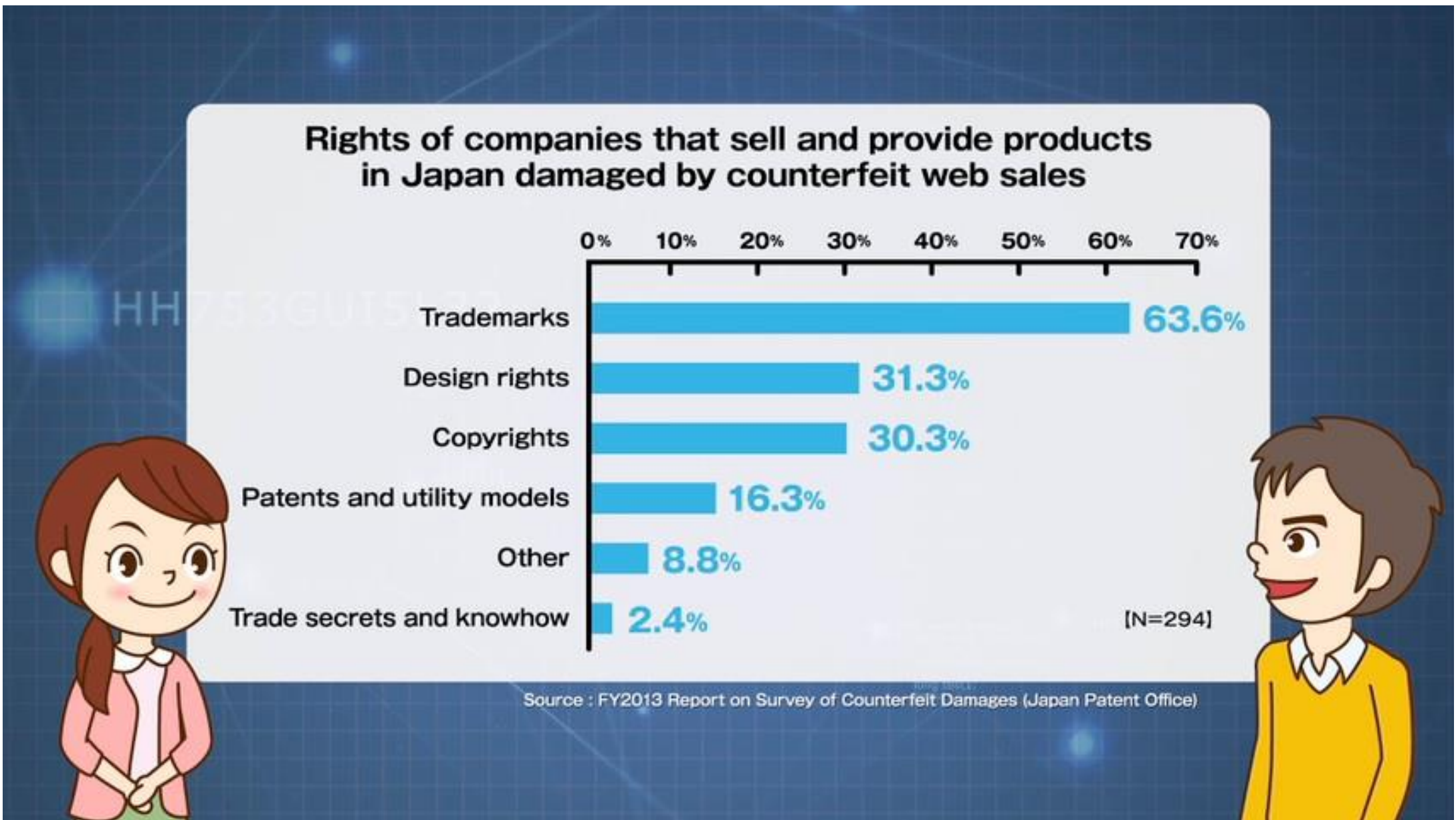
Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)

Much damage from counterfeiting comes from online shopping sites and unauthorized use of trademarks.

Pricing of counterfeit goods and services

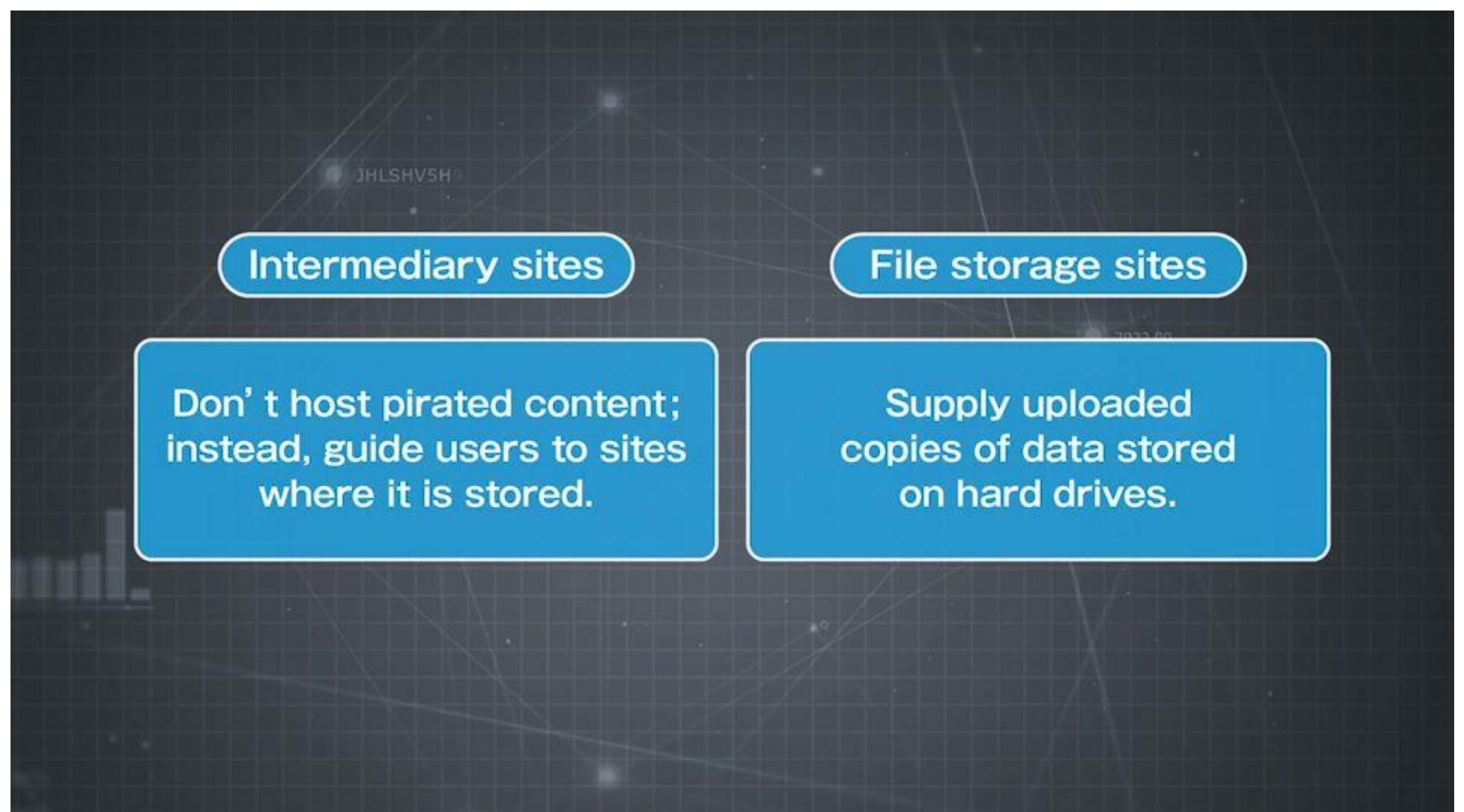


Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)



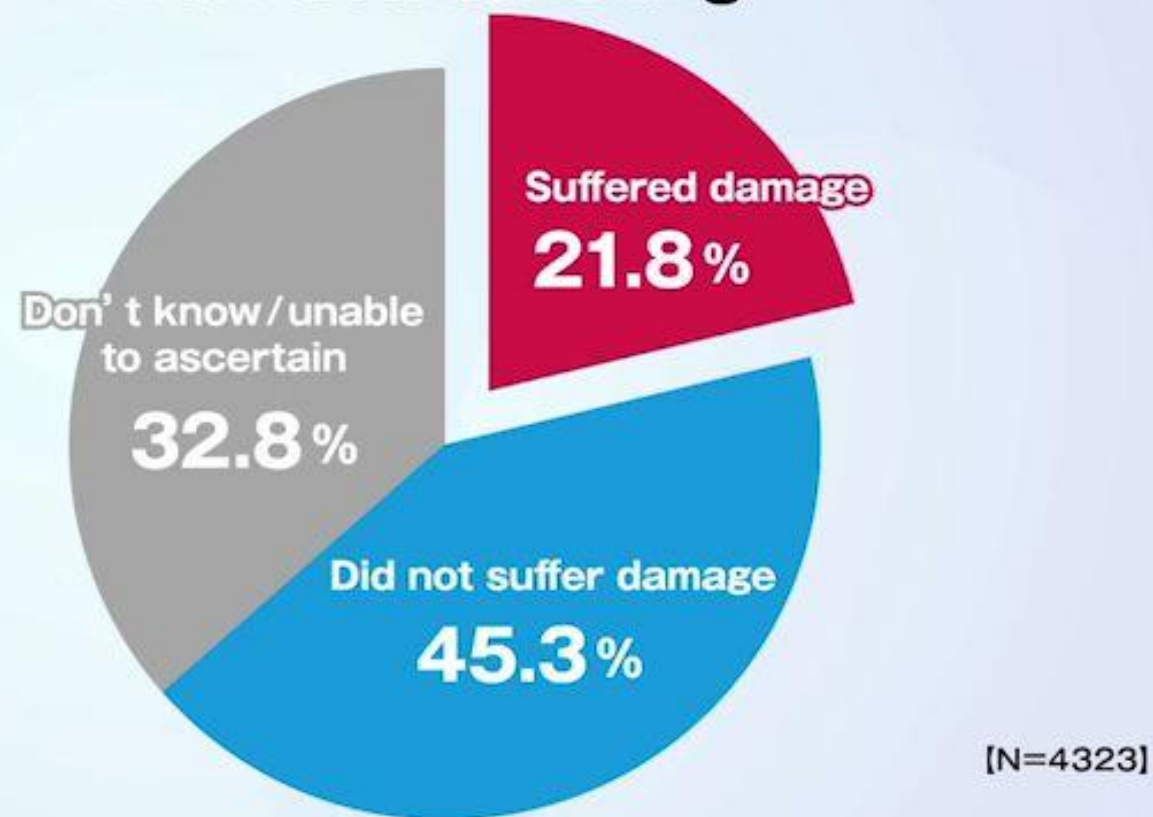


**Huge rise in software and content piracy
Increasingly serious copyright damage**



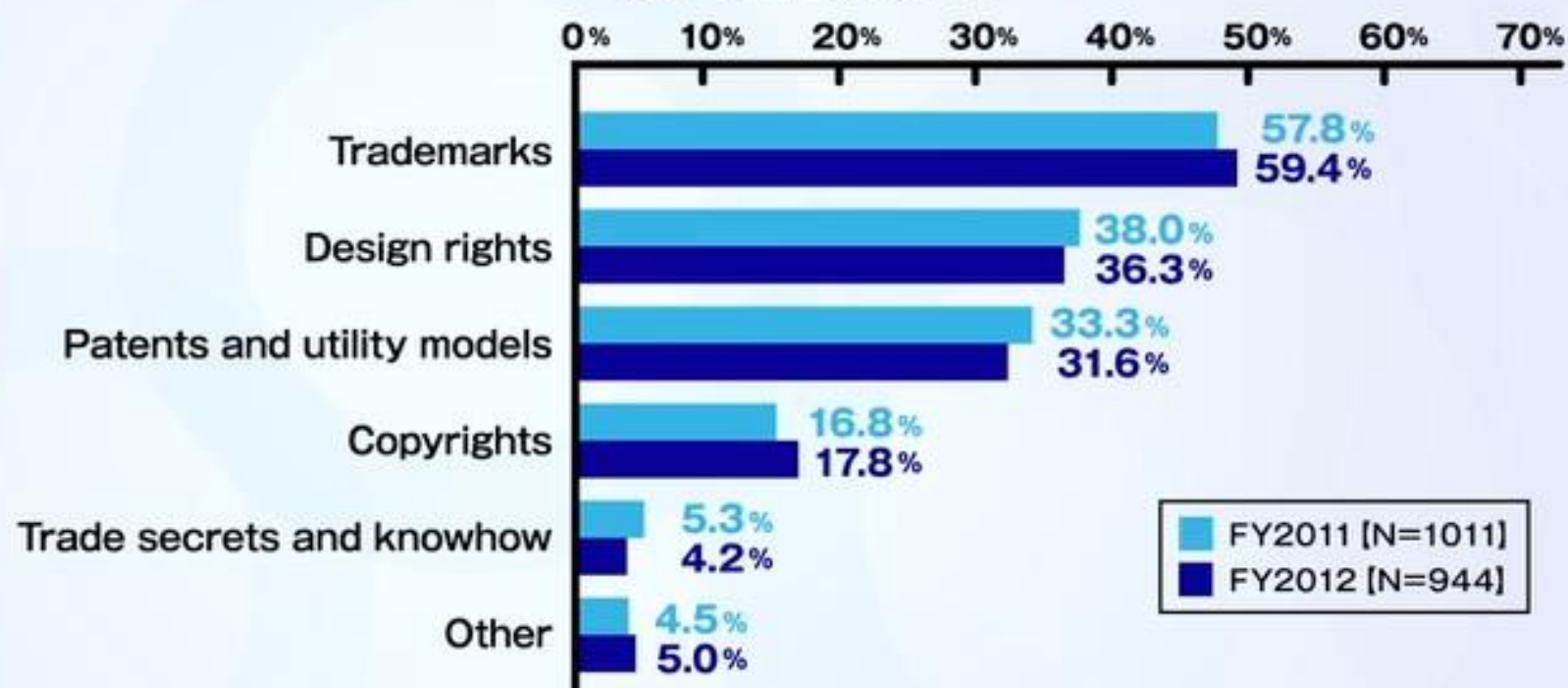


Companies Suffering Damage From Counterfeiting



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

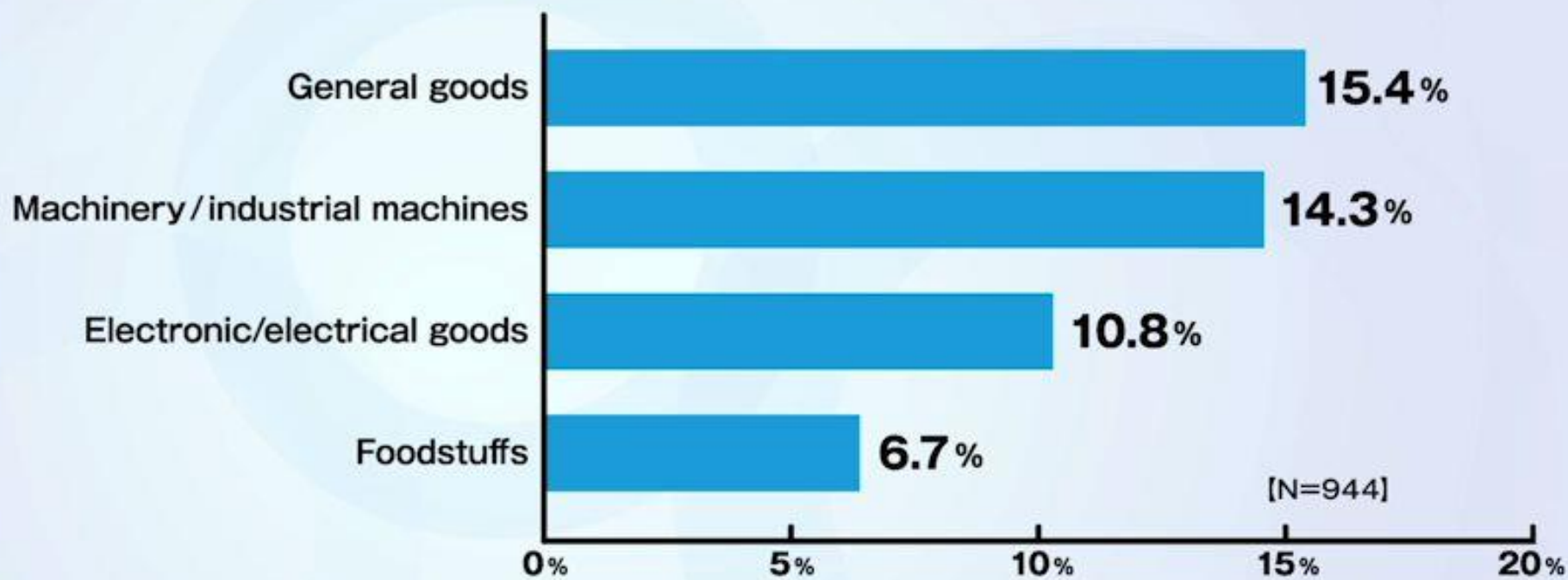
Intellectual Property Rights Infringements by Category



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

High level of trademark infringements

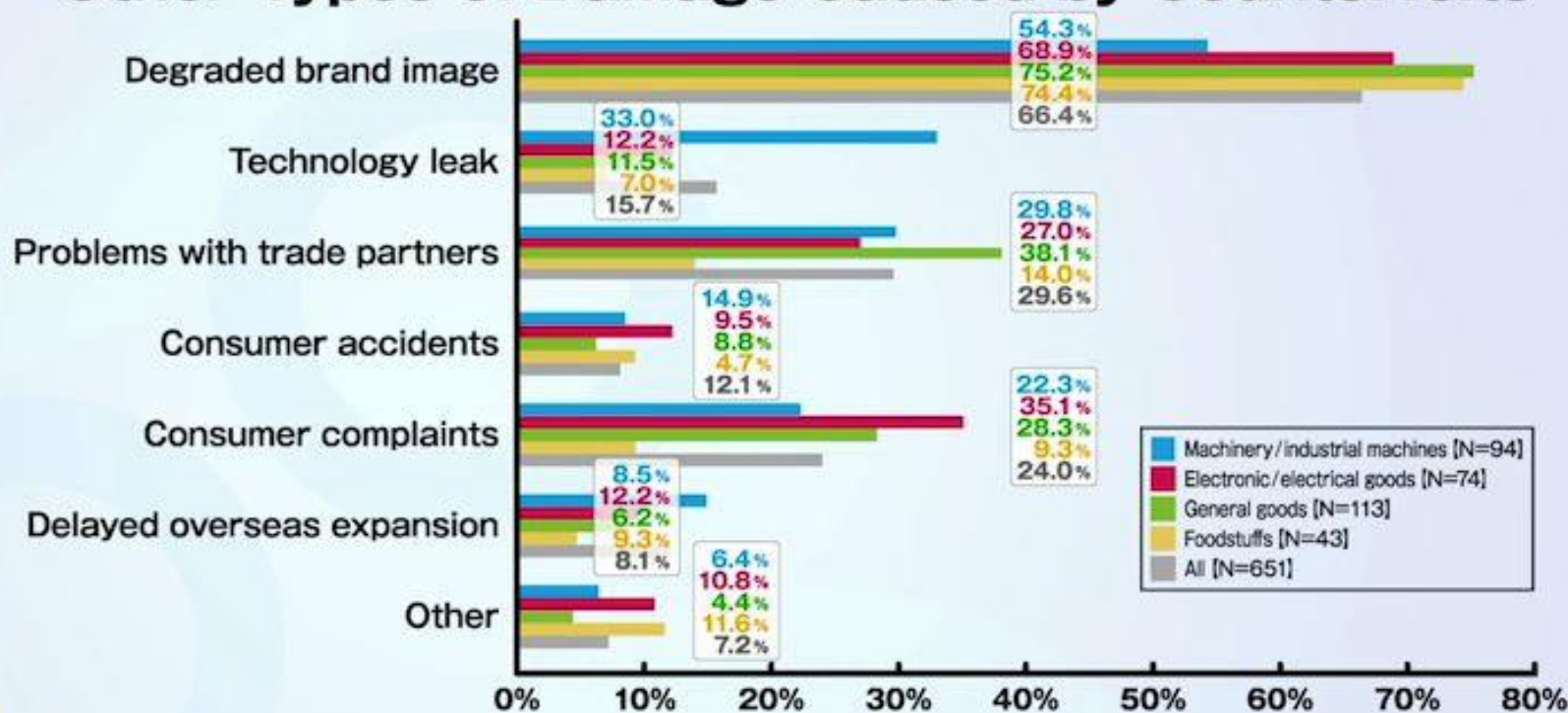
Main Types of Products Affected



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

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

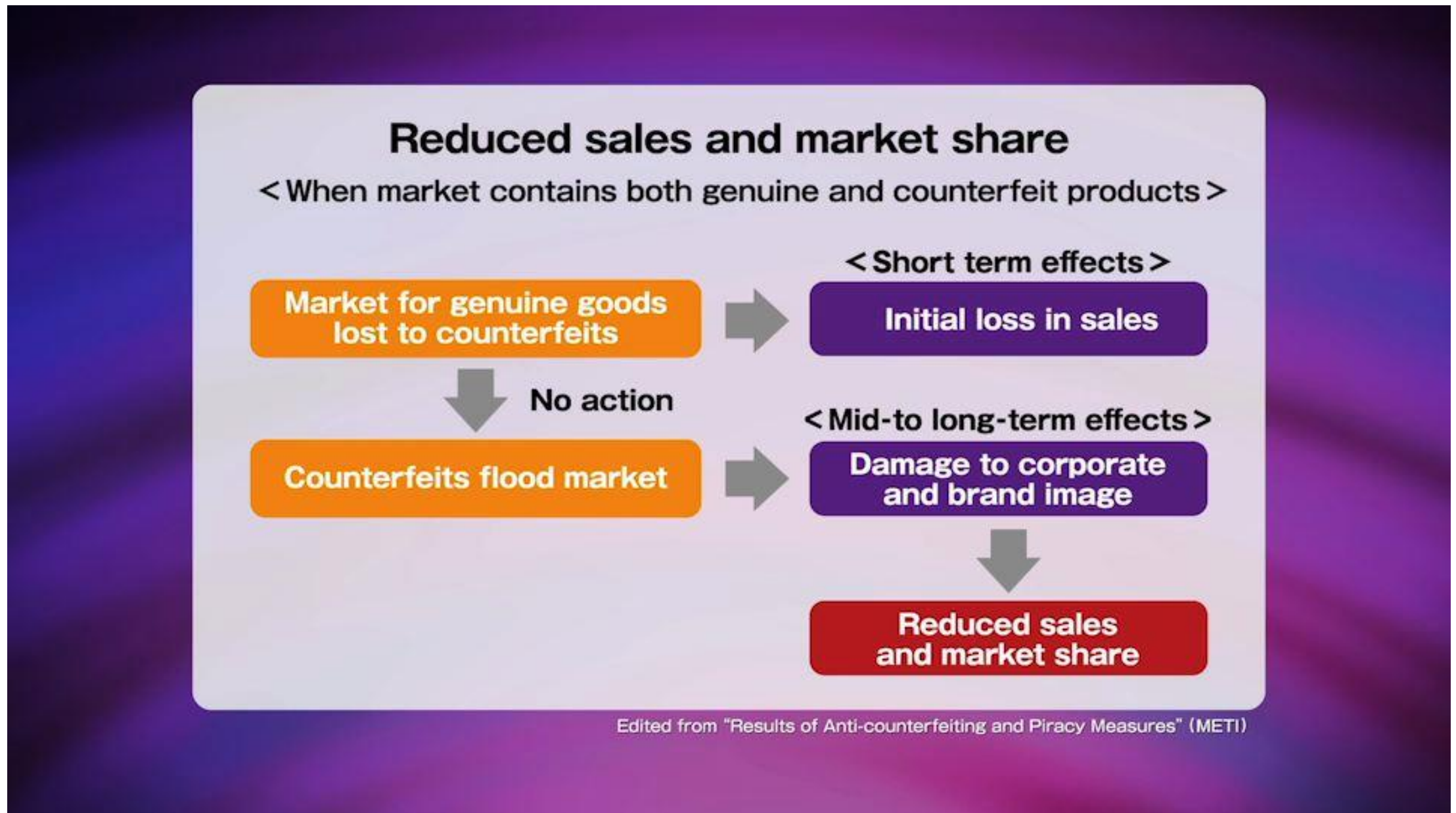
Other Types of Damage Caused by Counterfeits



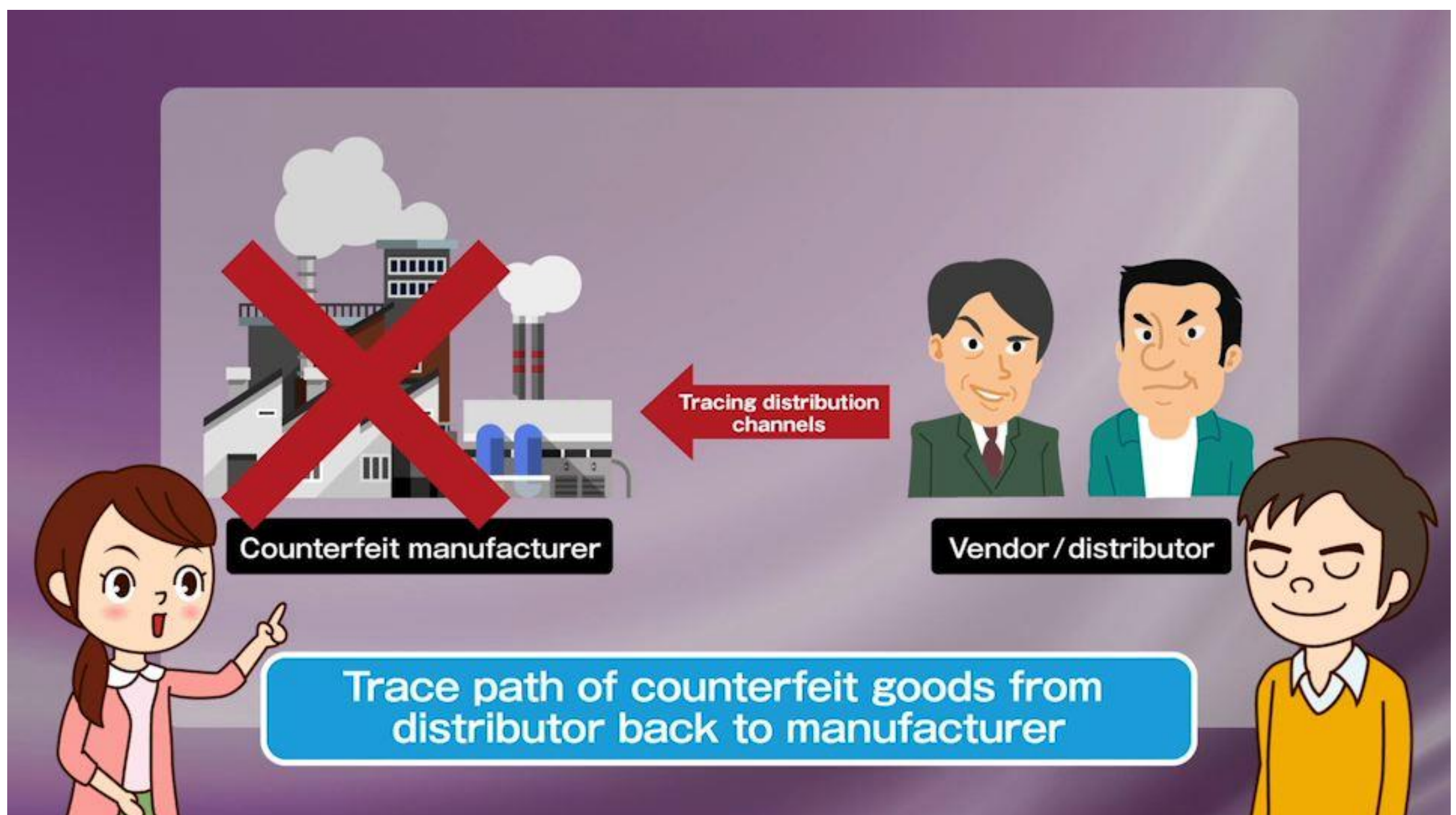
Source : FY2013 Report on Survey of Counterfeit Damages (Japan Patent Office)

Corporate and brand images suffer in a market rife with counterfeits





What should be done first





Counterfeit manufacturer



Investigation agency

Use an investigation agency



Consulting service

Use local authorities and organizations that have a subsidy system for damage investigations



Existence of supporting IP rights





Types of Anti-counterfeiting Measures





Administrative enforcement:

↓

Action taken by an administrative body with jurisdiction, such as an IPO, Trade or Industry Ministry, toward suspected illegal infringers (such as investigations and crackdowns)



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.)