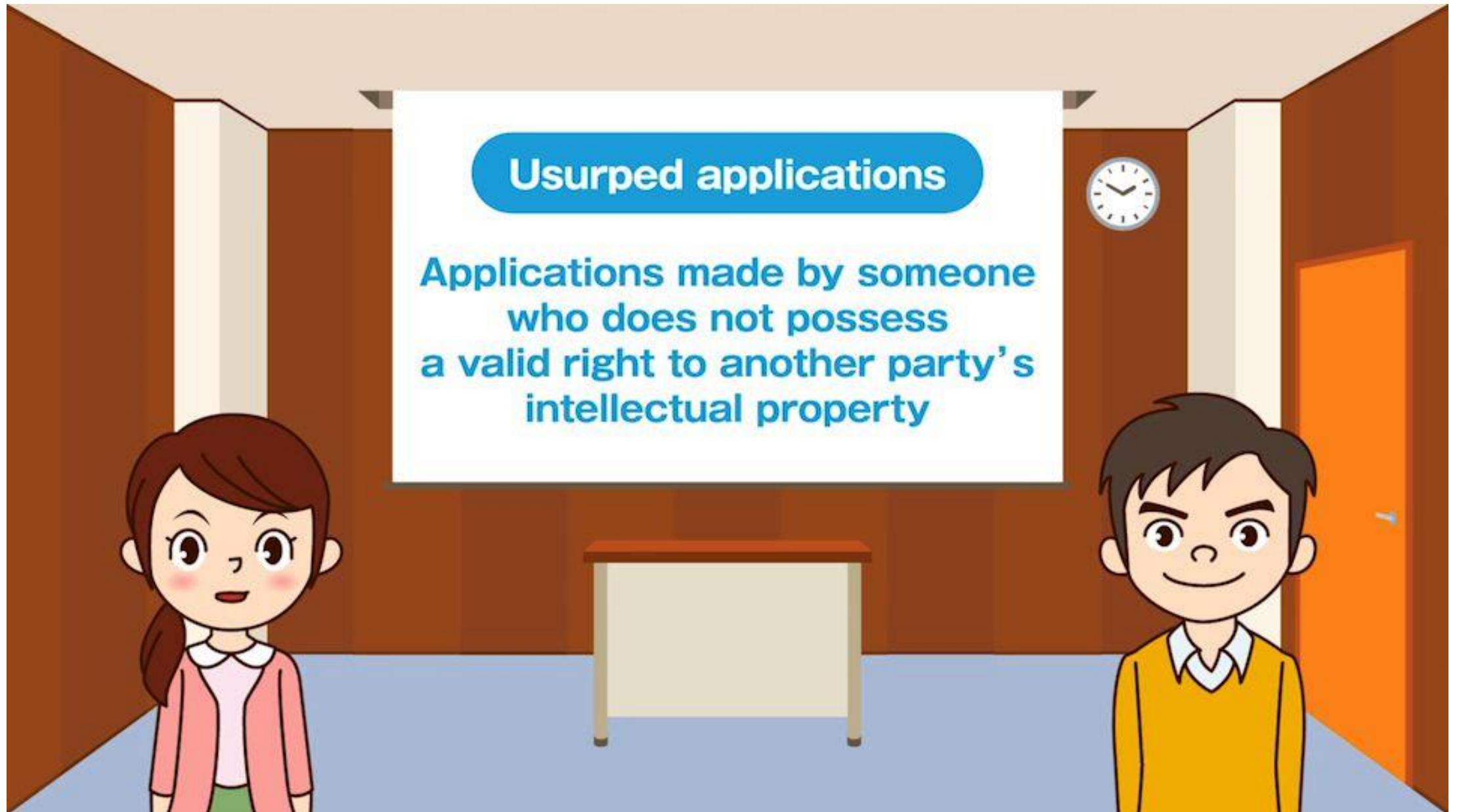


**“Anti-Counterfeiting Measures”**  
**Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits**

**Block usurped applications**



**Company X**



**“ X ”**

Registers trademarks  
in each field  
related to its business

( Company X not acquired, as class 12  
was unrelated to the business field )

**Overseas  
Company Y**



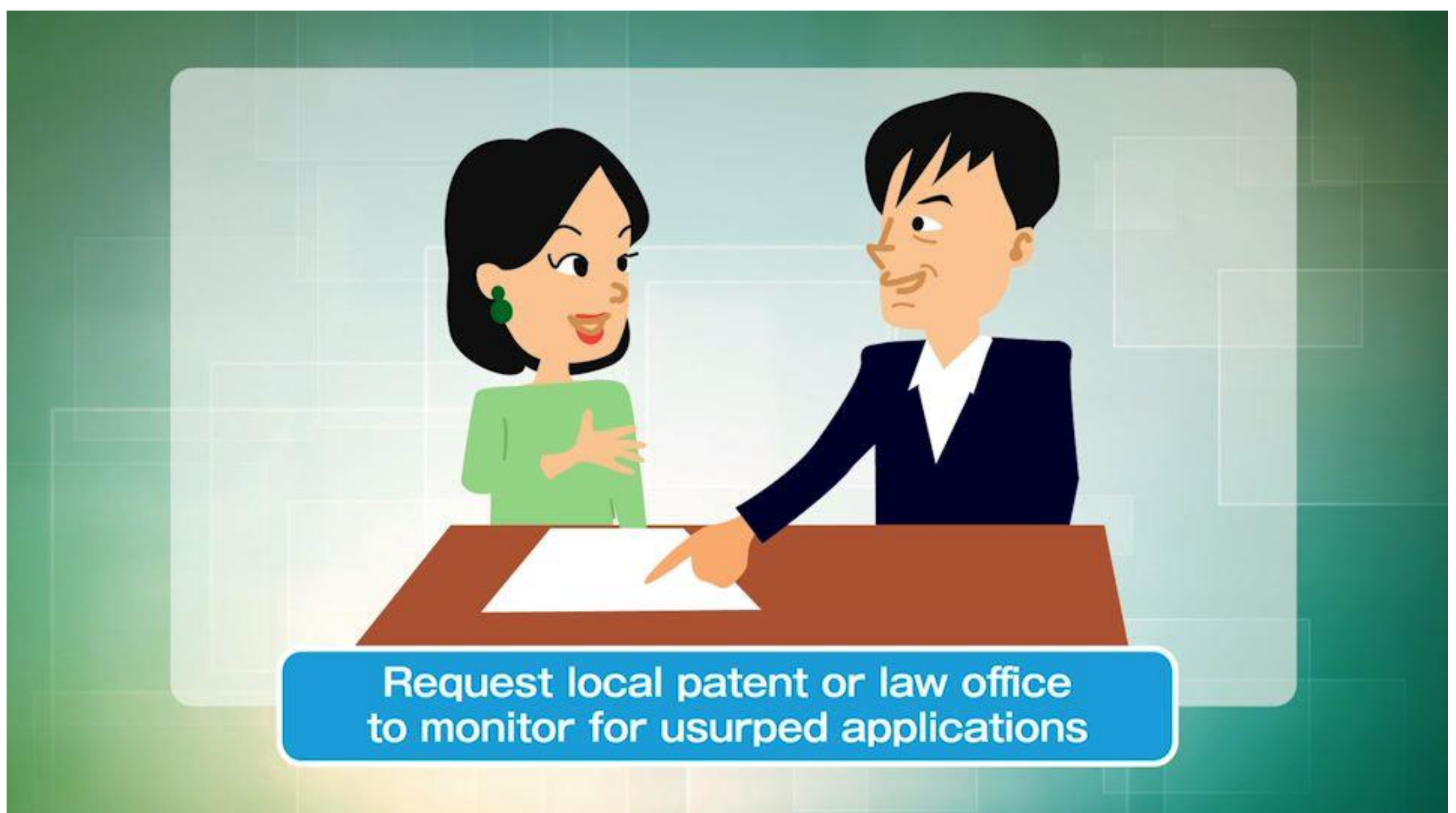
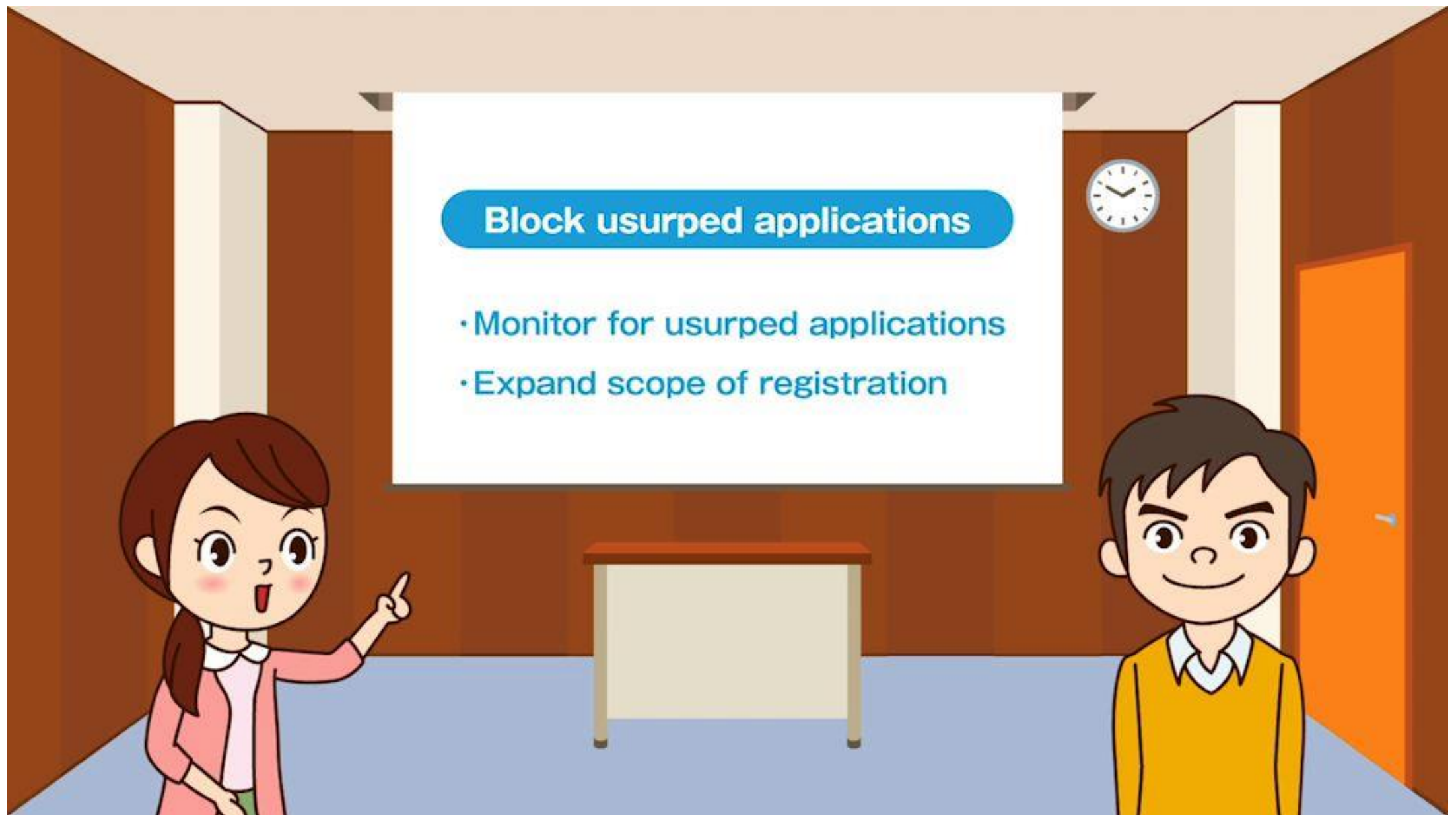
**“ X ”**

Registers trademark  
under Class 12

※ Class 12 : Devices, machines and apparatus  
for locomotion by land, air, or water

**Company X has registered the trademark “X”,  
but Company Y can use the “X” trademark  
on its Class 12 products.**

Edited based on METI public data “Case Studies on Anti-counterfeiting Measures”





**Acquire trademark registration outside  
your current business domains  
to expand protection**