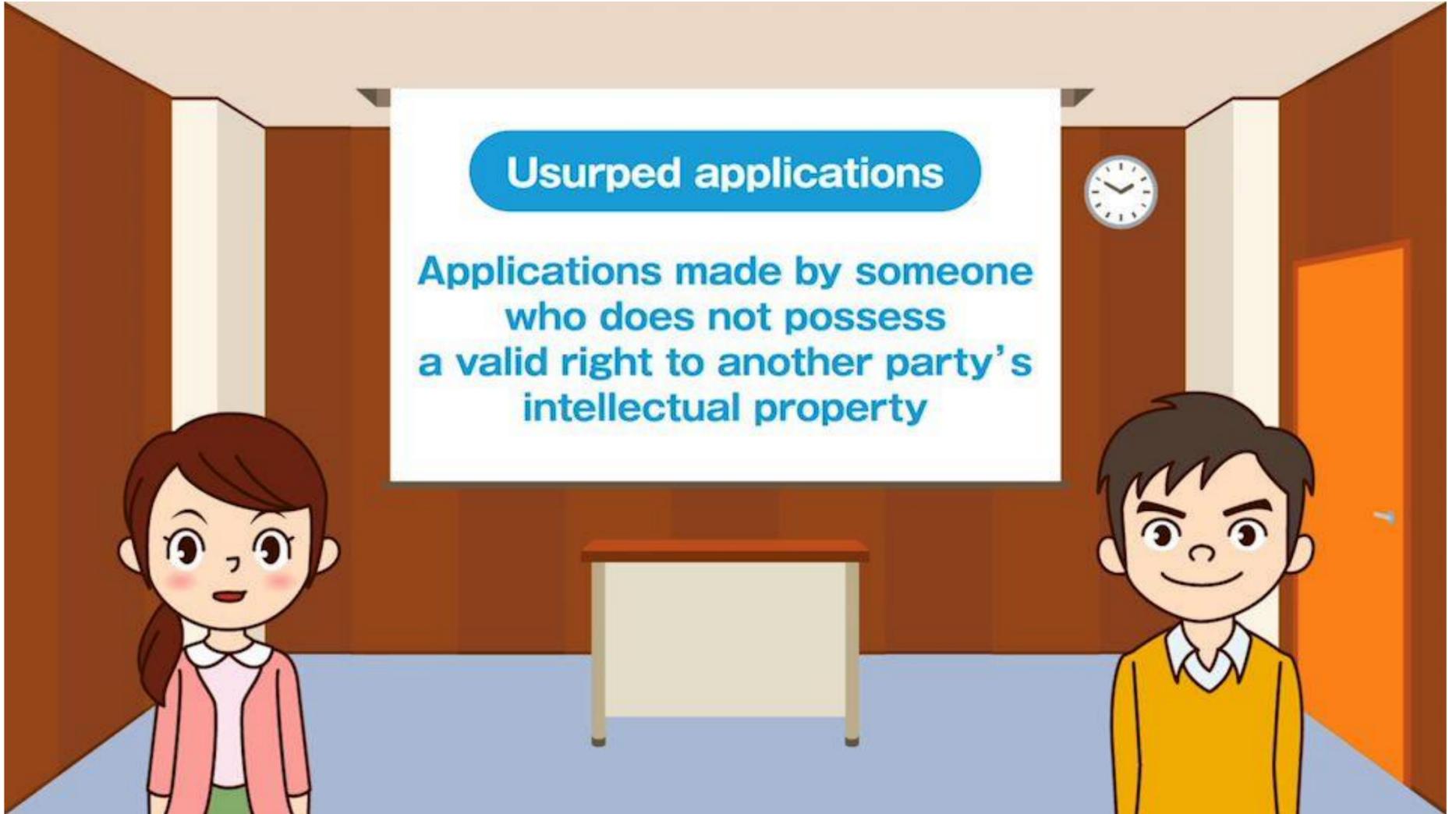


“Anti-Counterfeiting Measures”
Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits

Block usurped applications



The diagram compares trademark registration for two companies. On the left, "Company X" is shown with a camera icon and the trademark "X". It registers trademarks in each field related to its business, but it is noted that it did not acquire the trademark in Class 12 because that class is unrelated to its business field. On the right, "Overseas Company Y" is shown with a motorcycle icon and the trademark "X". It registers the trademark under Class 12, which includes devices, machines, and apparatus for locomotion by land, air, or water. A summary note states that Company X has registered the trademark "X", but Company Y can use the "X" trademark on its Class 12 products.

Company X

Registers trademarks in each field related to its business

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

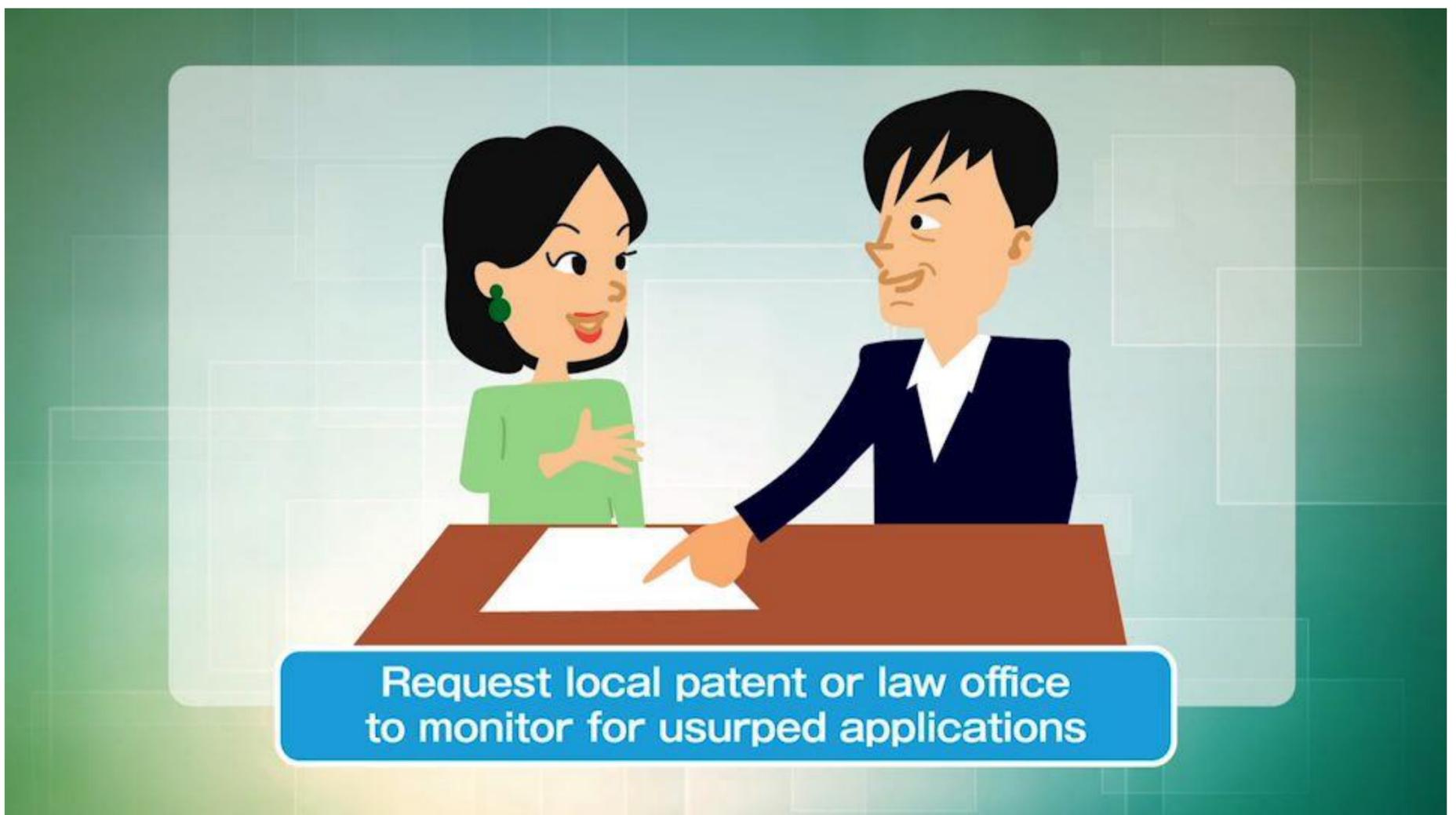
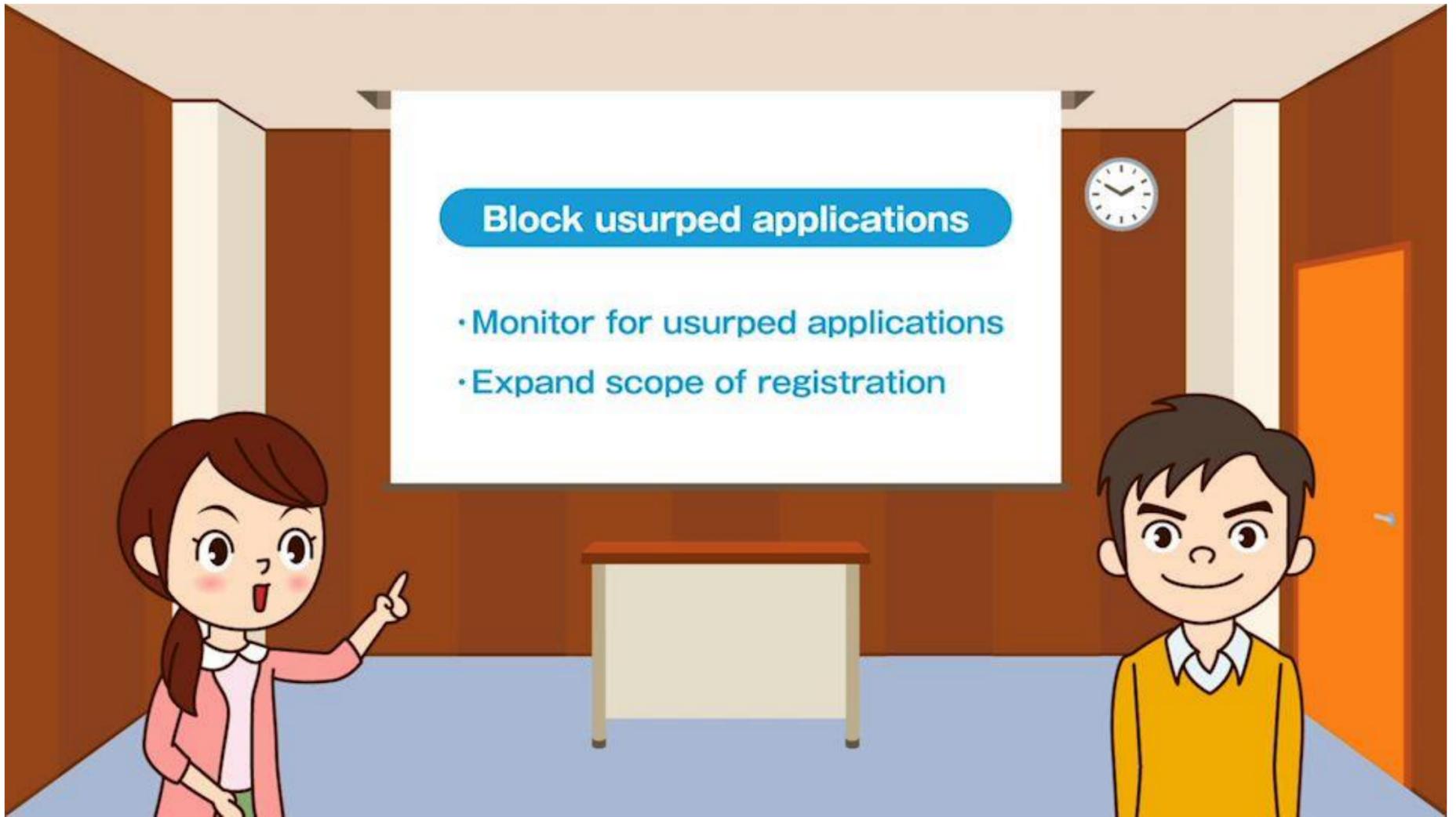
Overseas Company Y

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**