

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

Introduction of Chapter 3





High cost

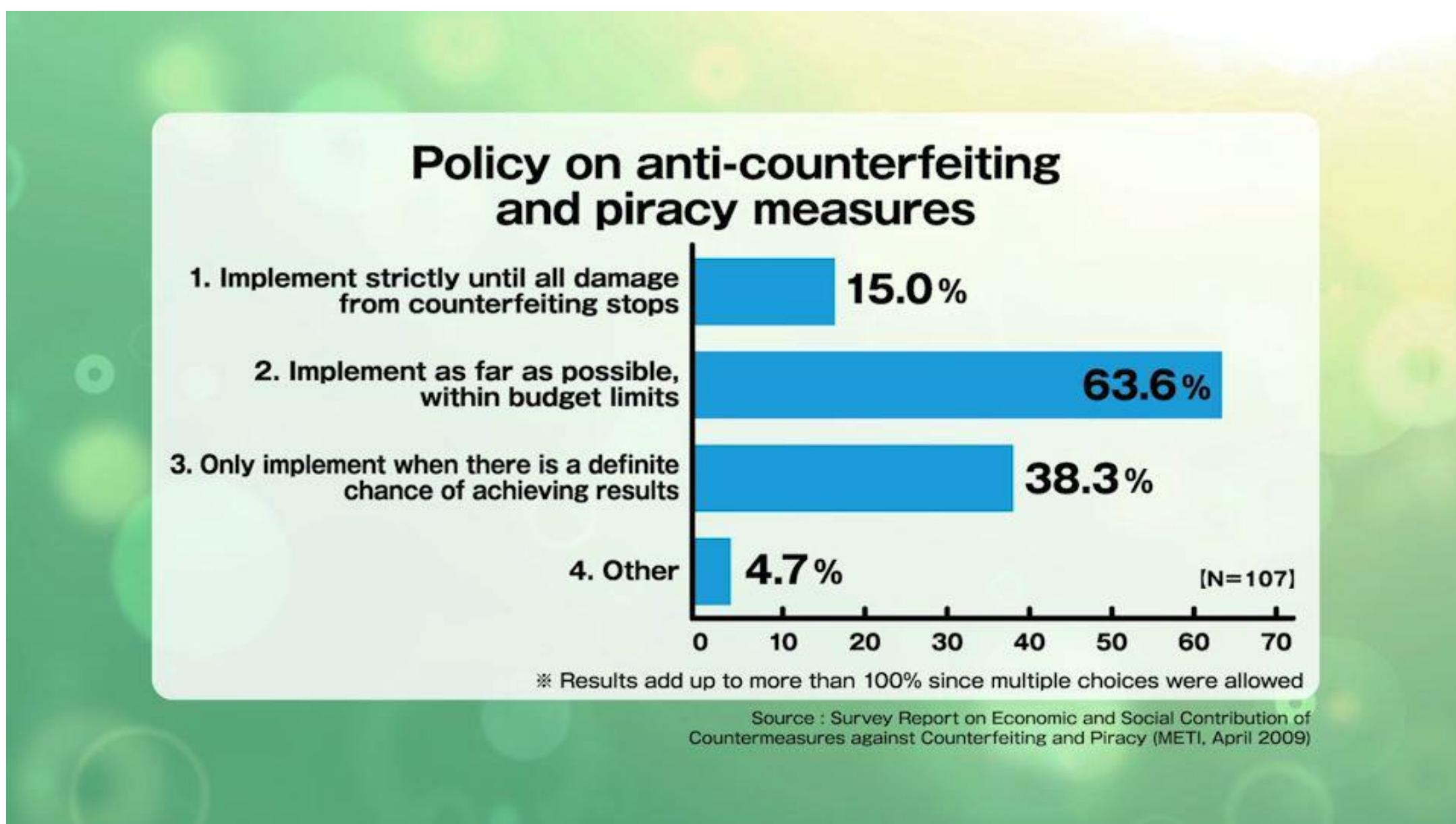


Even when the case goes to court, the cost of eliminating the counterfeit often cannot be recovered.

Weak penalties



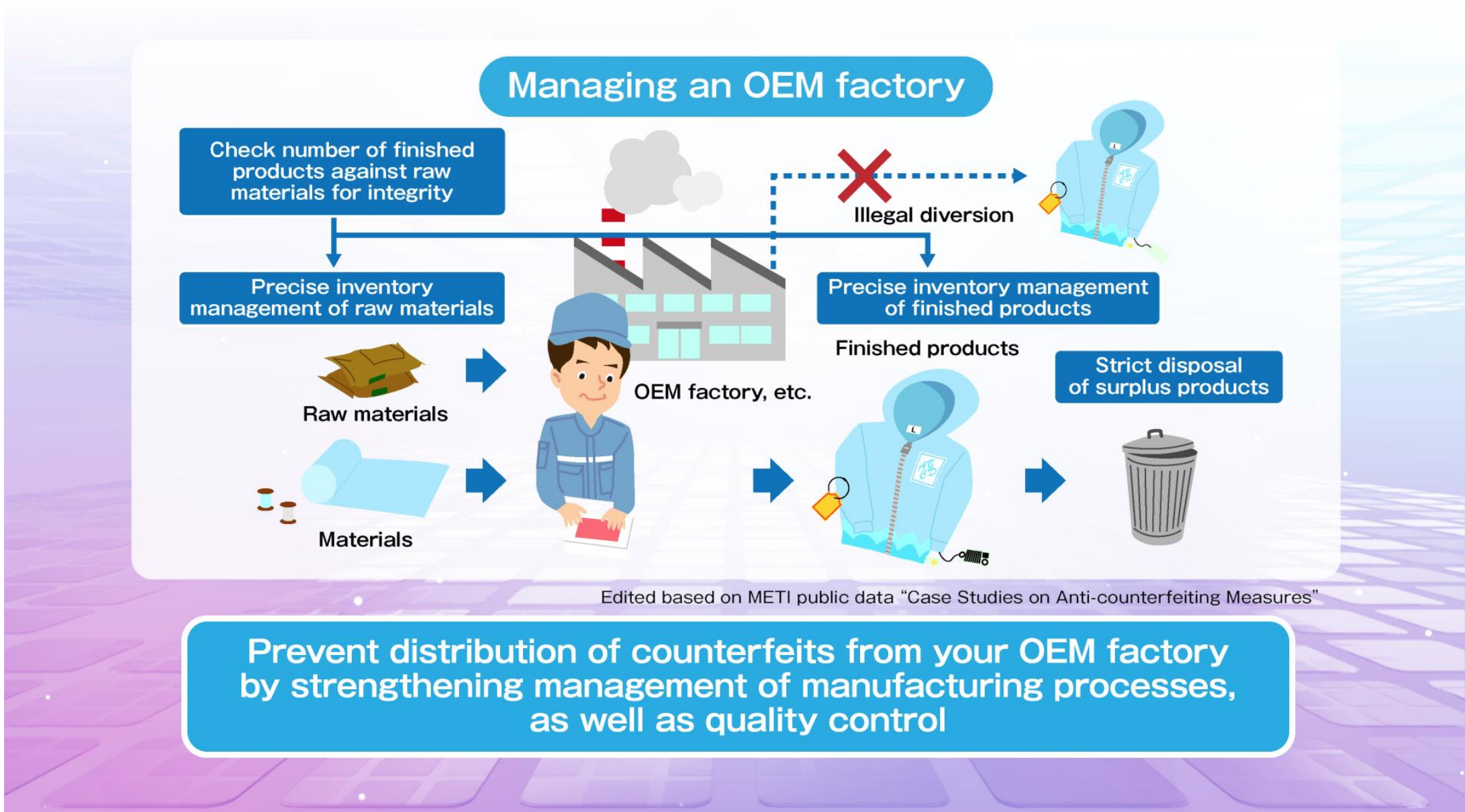
Many countries have very weak penalties, and the profits from counterfeiting often far outweigh the fines.



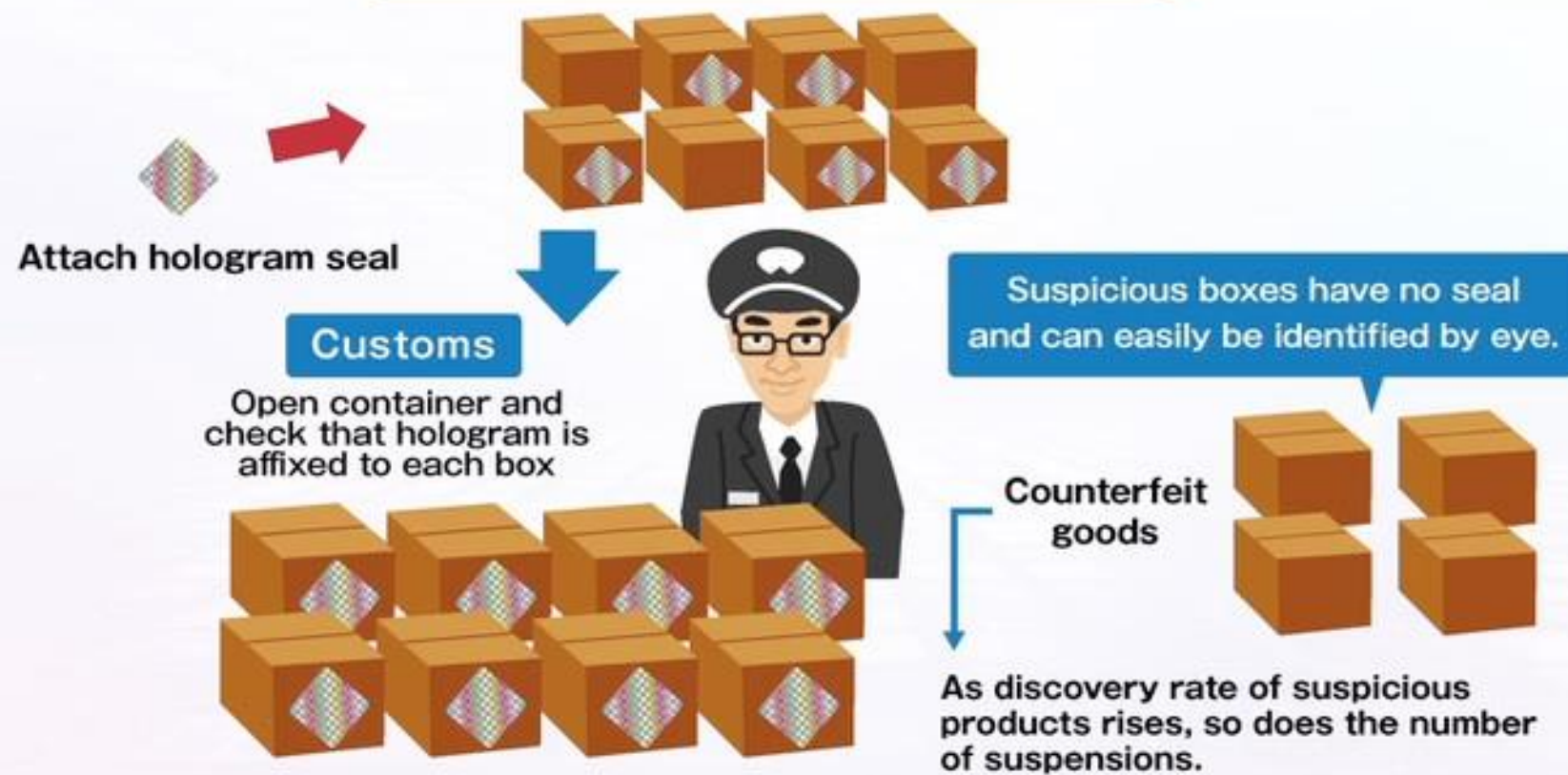
Brand Strategy and Eradicating Counterfeits



Prevention of counterfeiting

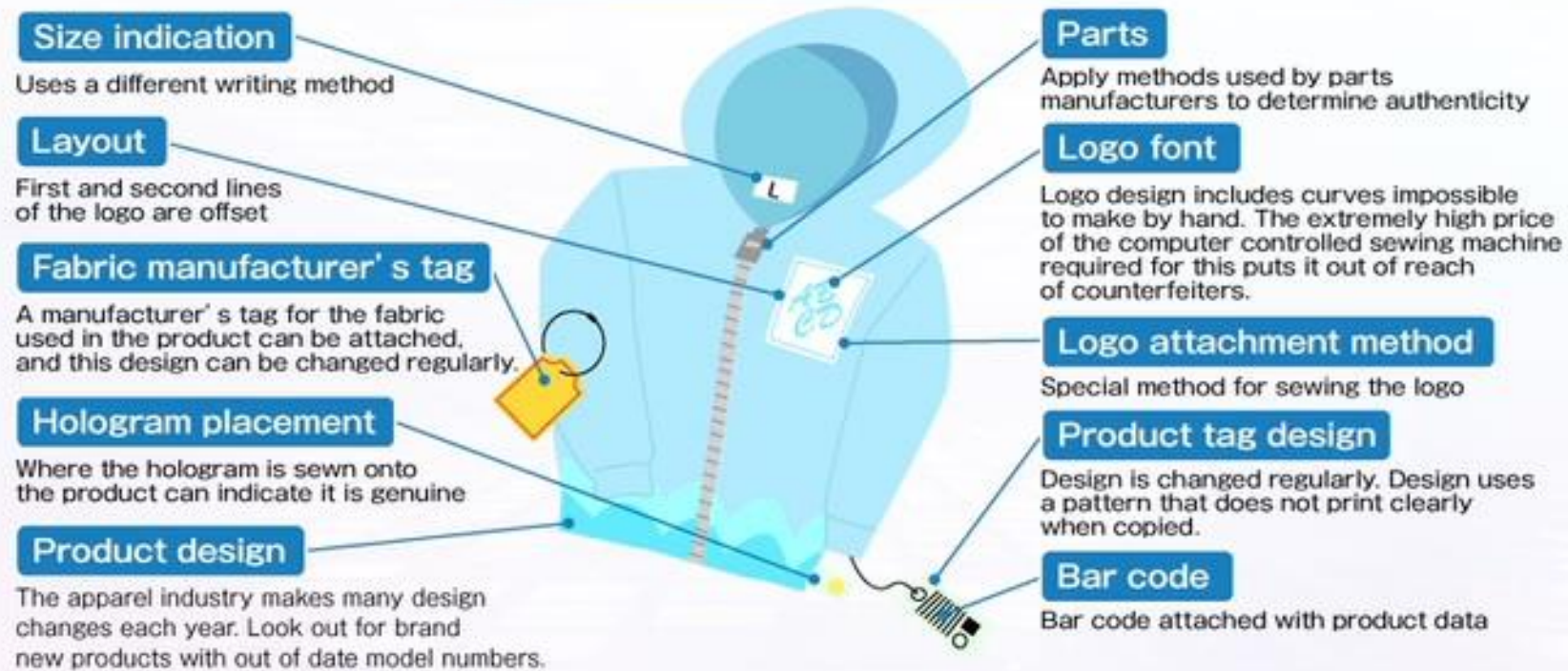


Example: using hologram seals



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

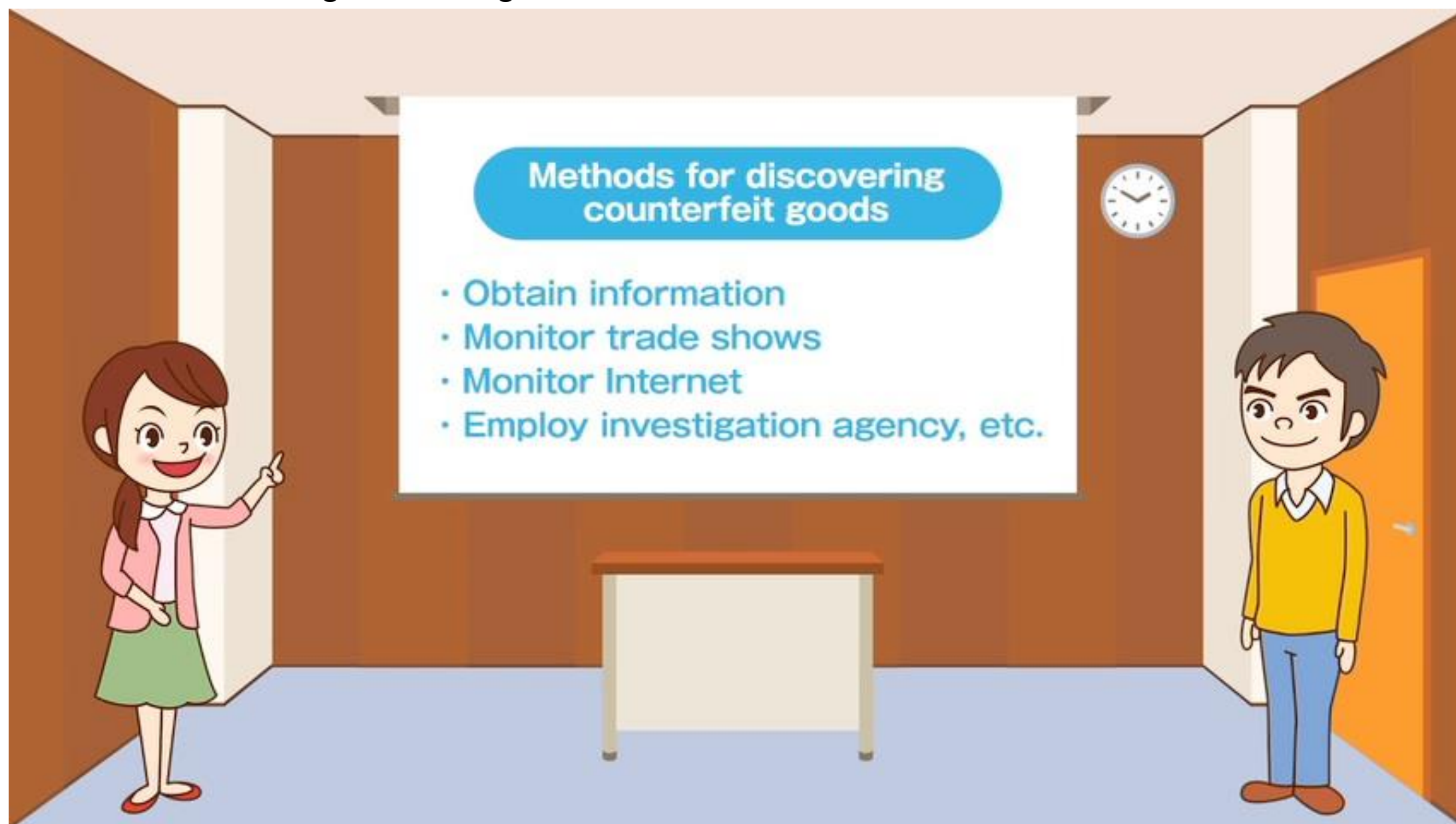
Example of combining anti-counterfeiting measures



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Apply multiple countermeasures

Methods for discovering counterfeit goods





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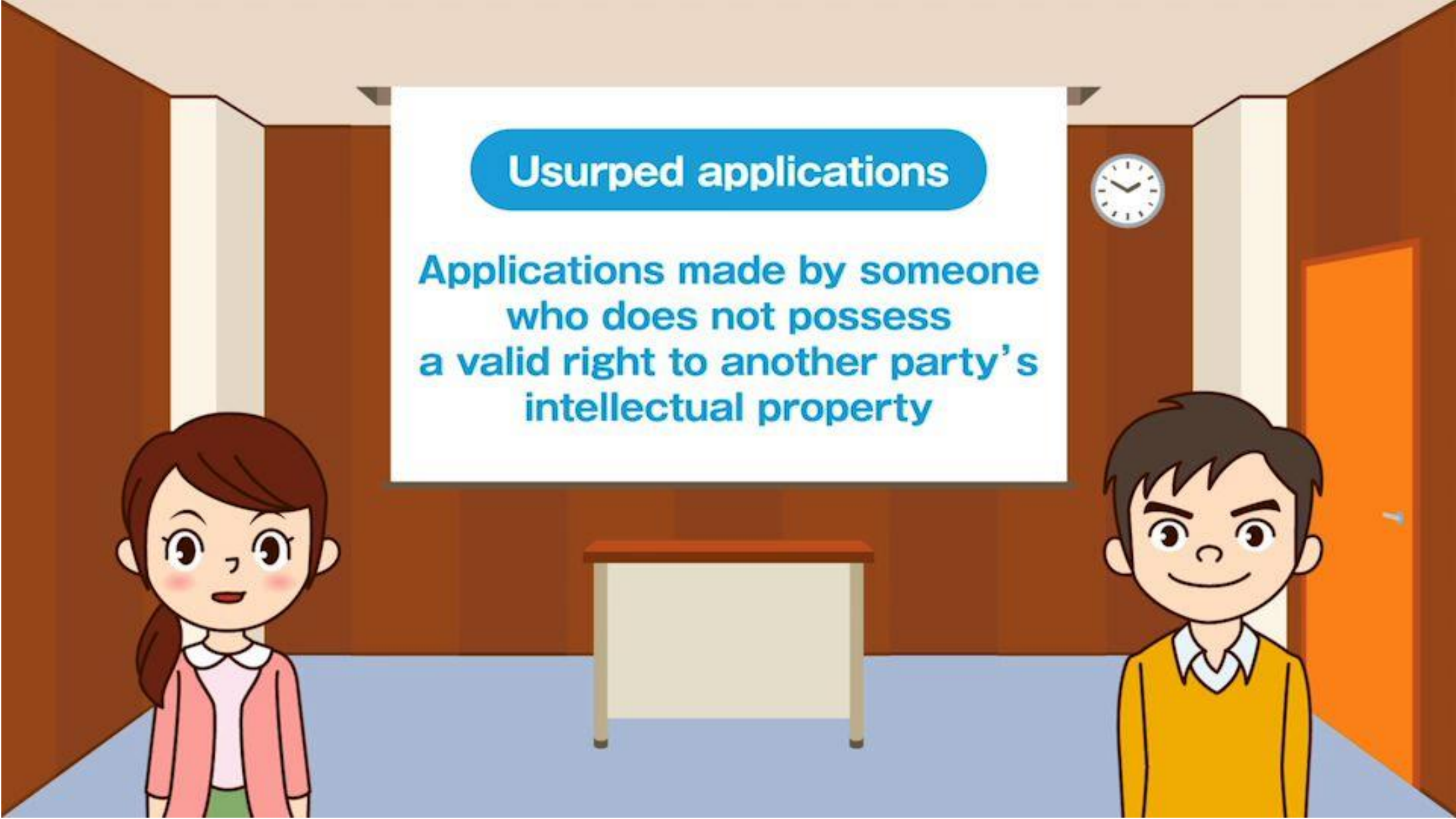


Anti-counterfeiting staff

Send anti-counterfeiting staff to monitor trade shows
Request enforcement agencies to remove counterfeits from shows



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



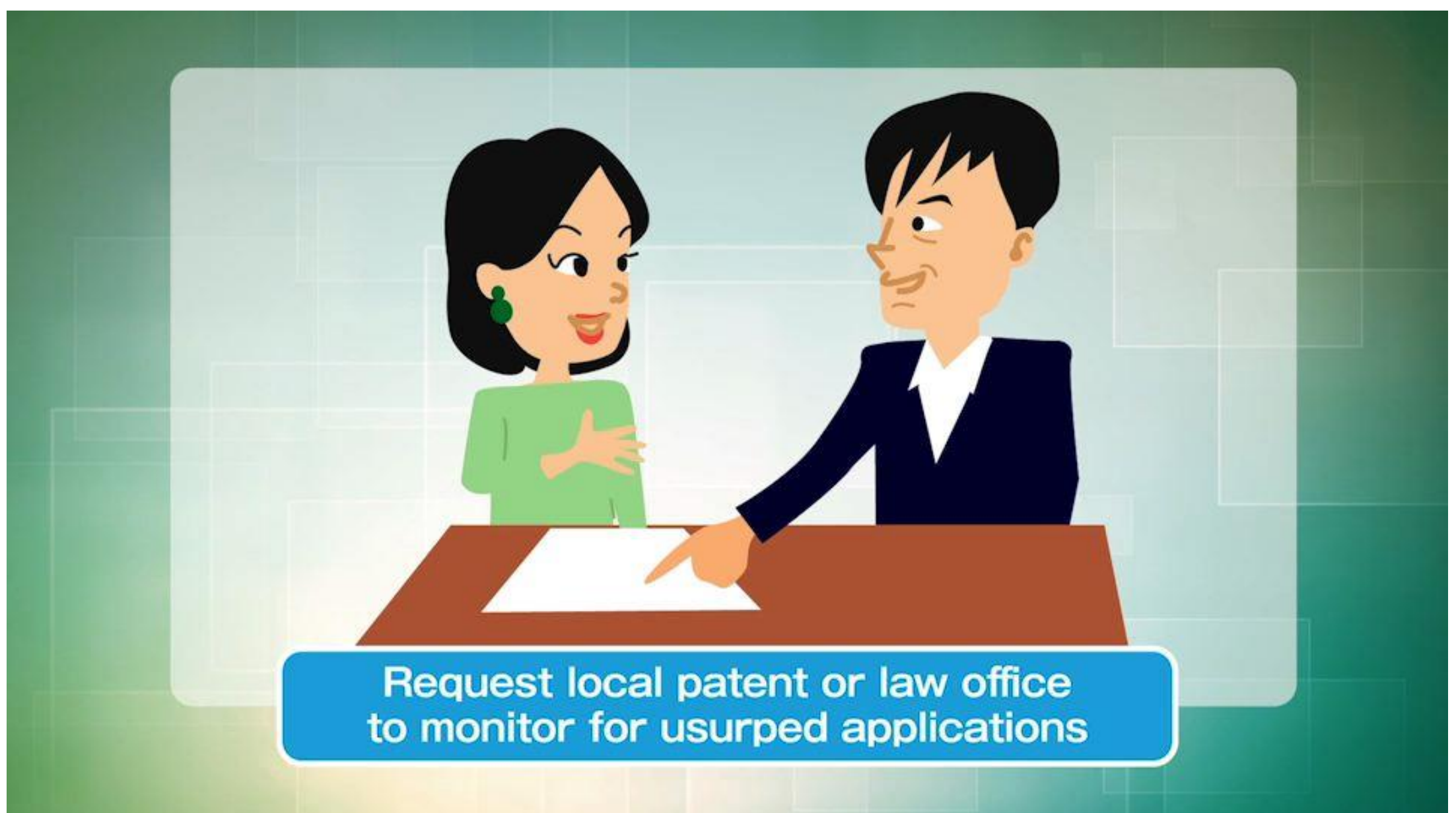
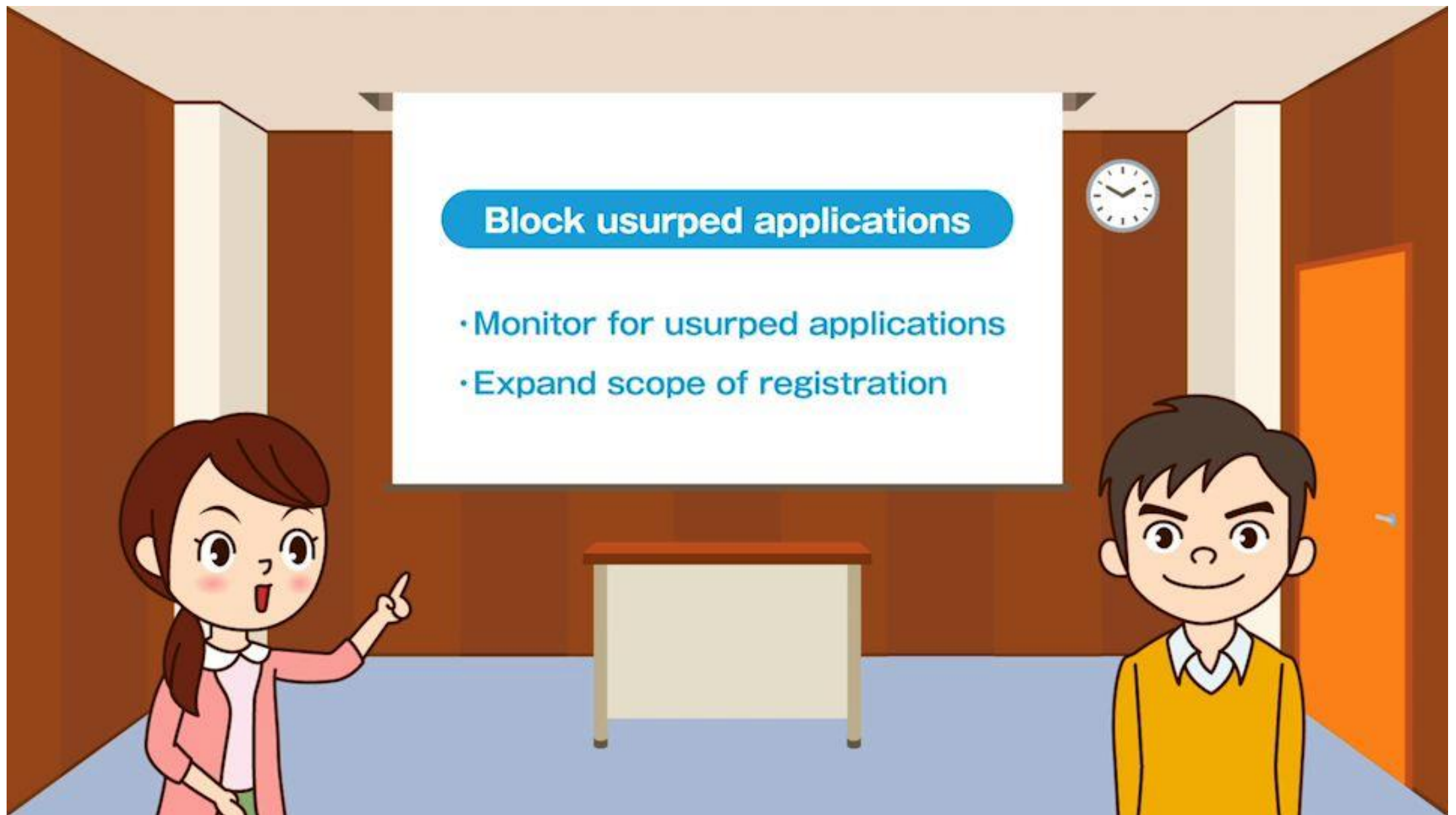
“X”

Registers trademark under Class 12

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

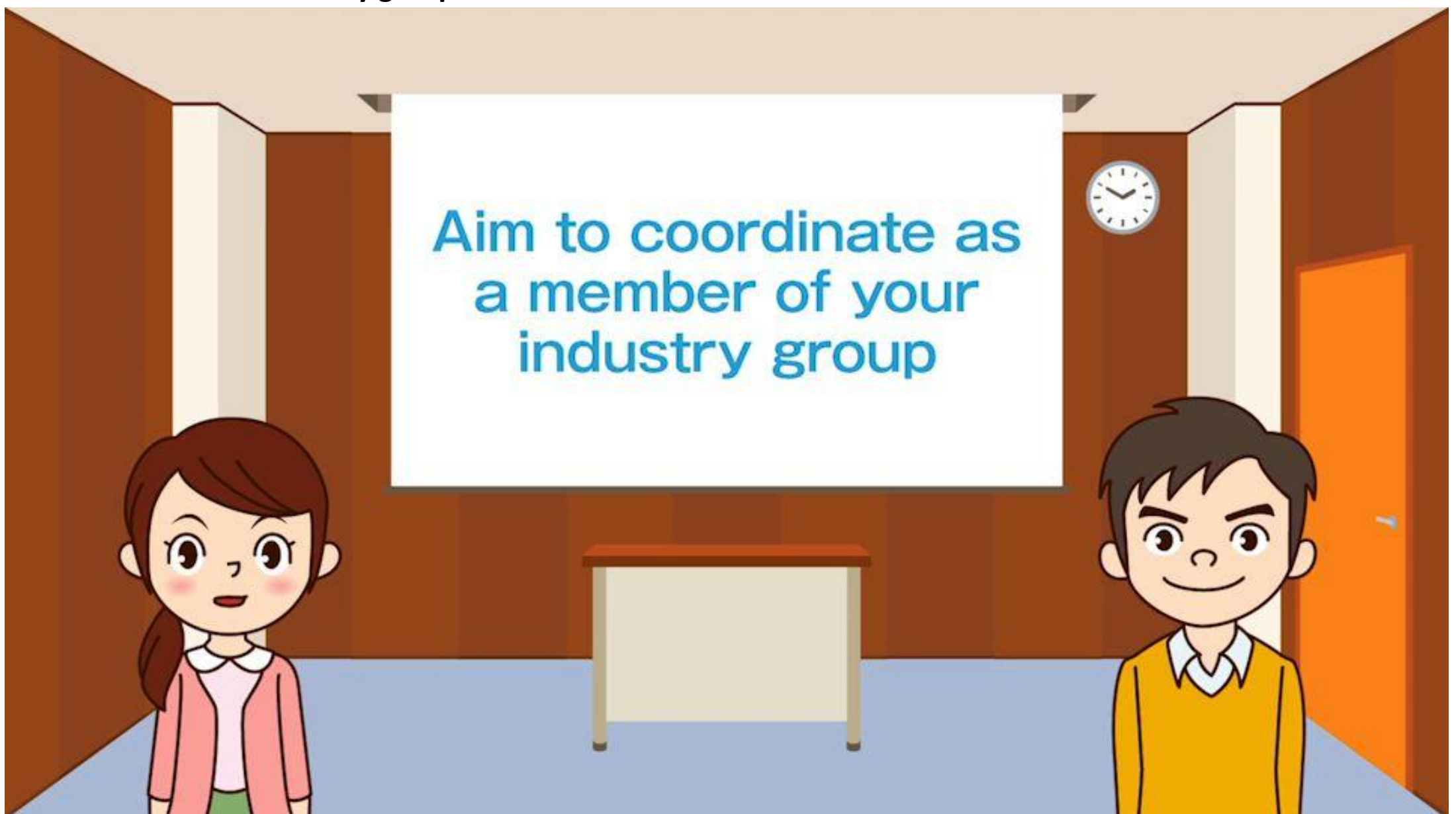
Company X has registered the trademark “X”, but Company Y can use the “X” trademark on its Class 12 products.

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Coordination with industry groups





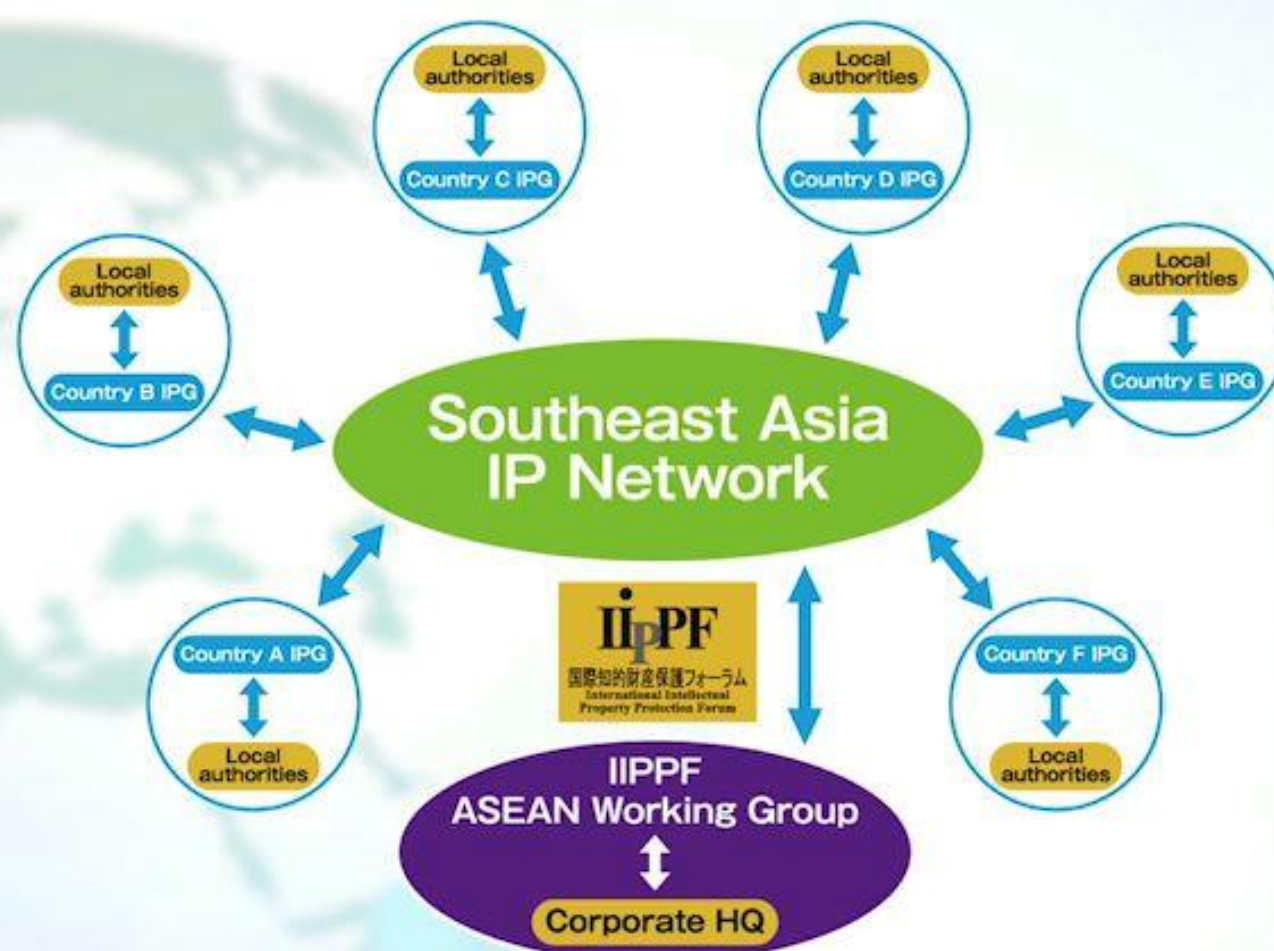
Use your industry group as a place to exchange anti-counterfeiting information with people in the same industry



As well as your own anti-counterfeiting activities, also take part in industry group activities



Have your IPR specialists assigned overseas give training to local staff



Industry group activities

Contribute to effectiveness
and lower costs of eliminating
counterfeit goods

Expectations towards government agencies

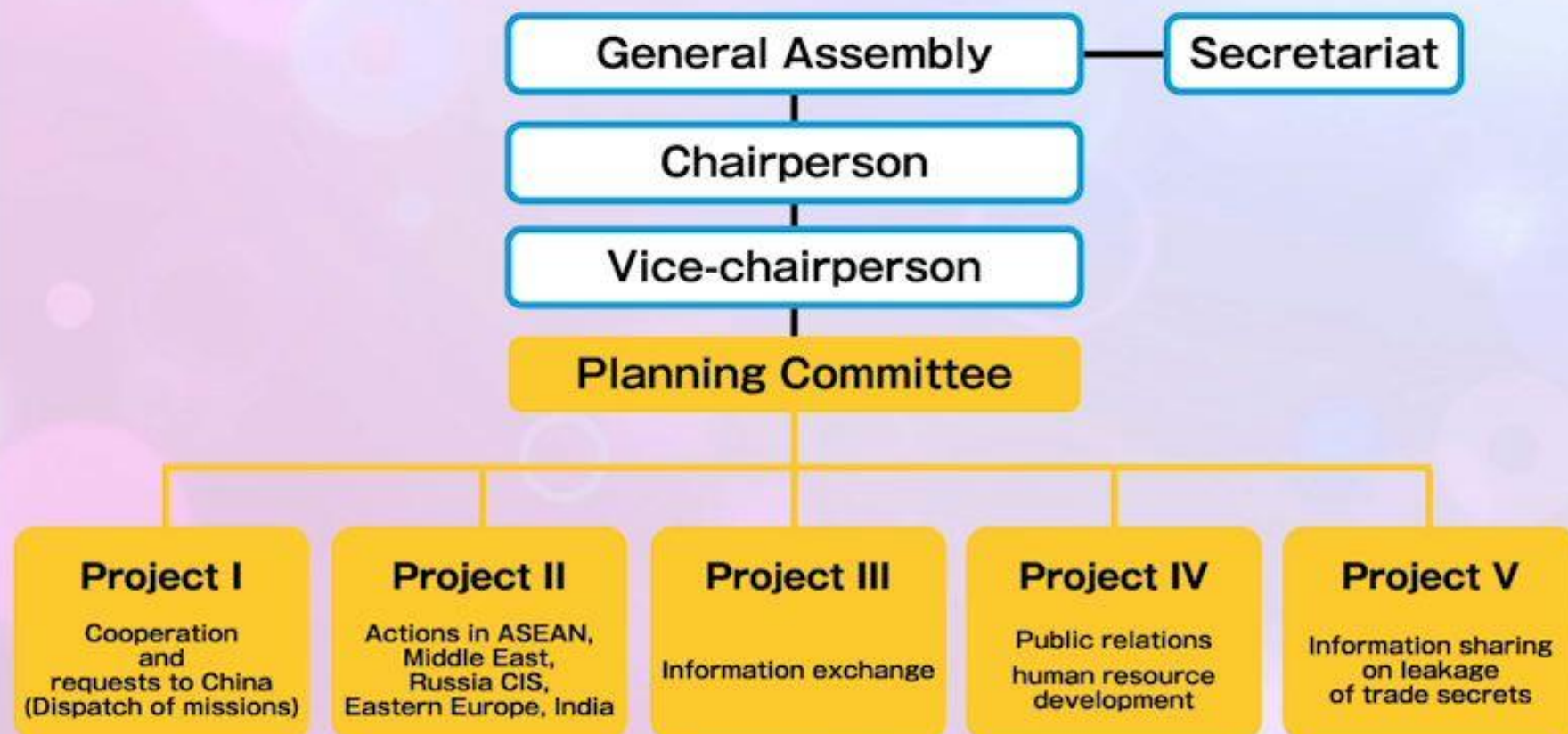
Strengthened enforcement and
increased penalties will effectively
reduce the number of victims.



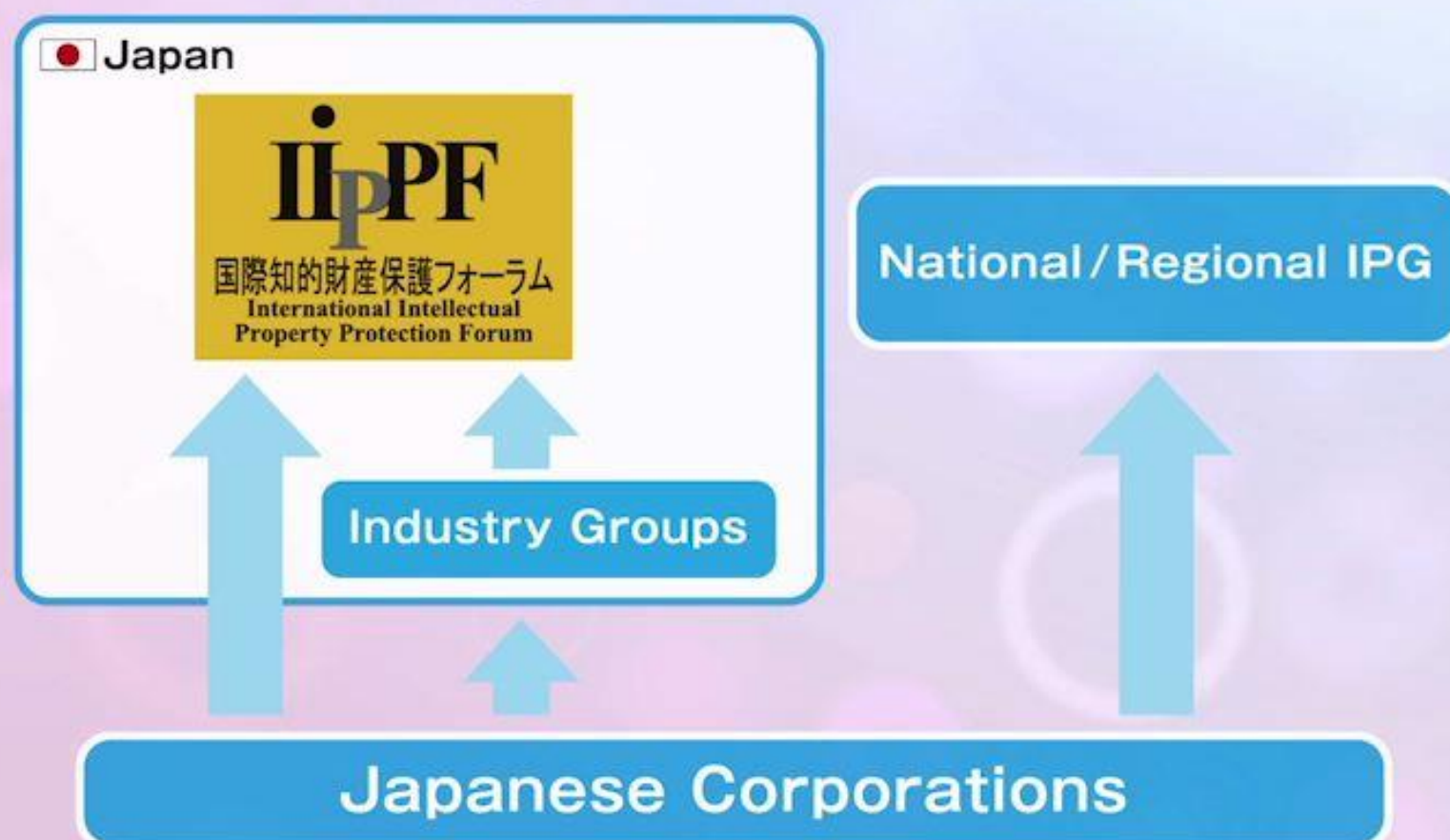
国際知的財産保護フォーラム
International Intellectual
Property Protection Forum

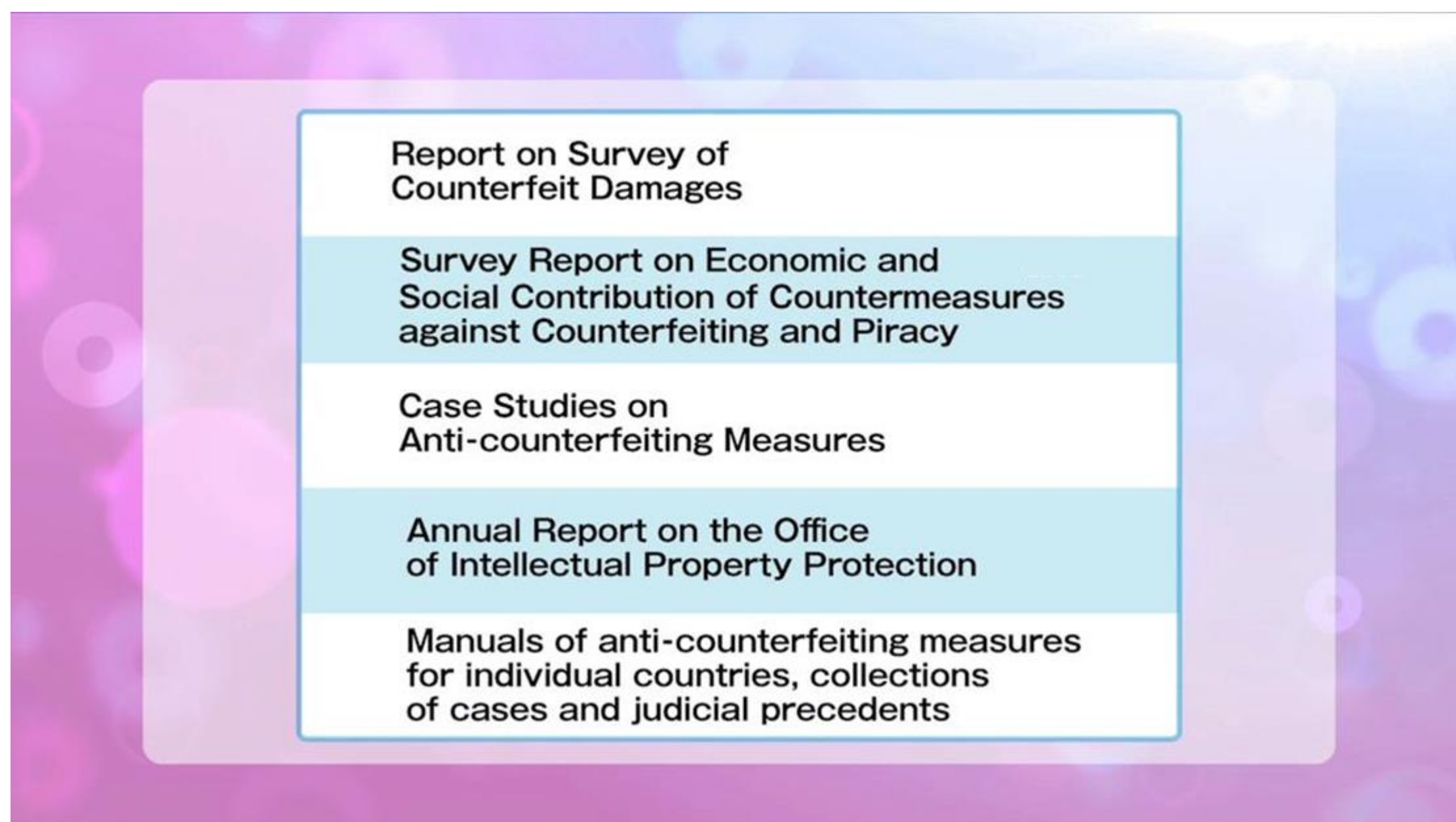
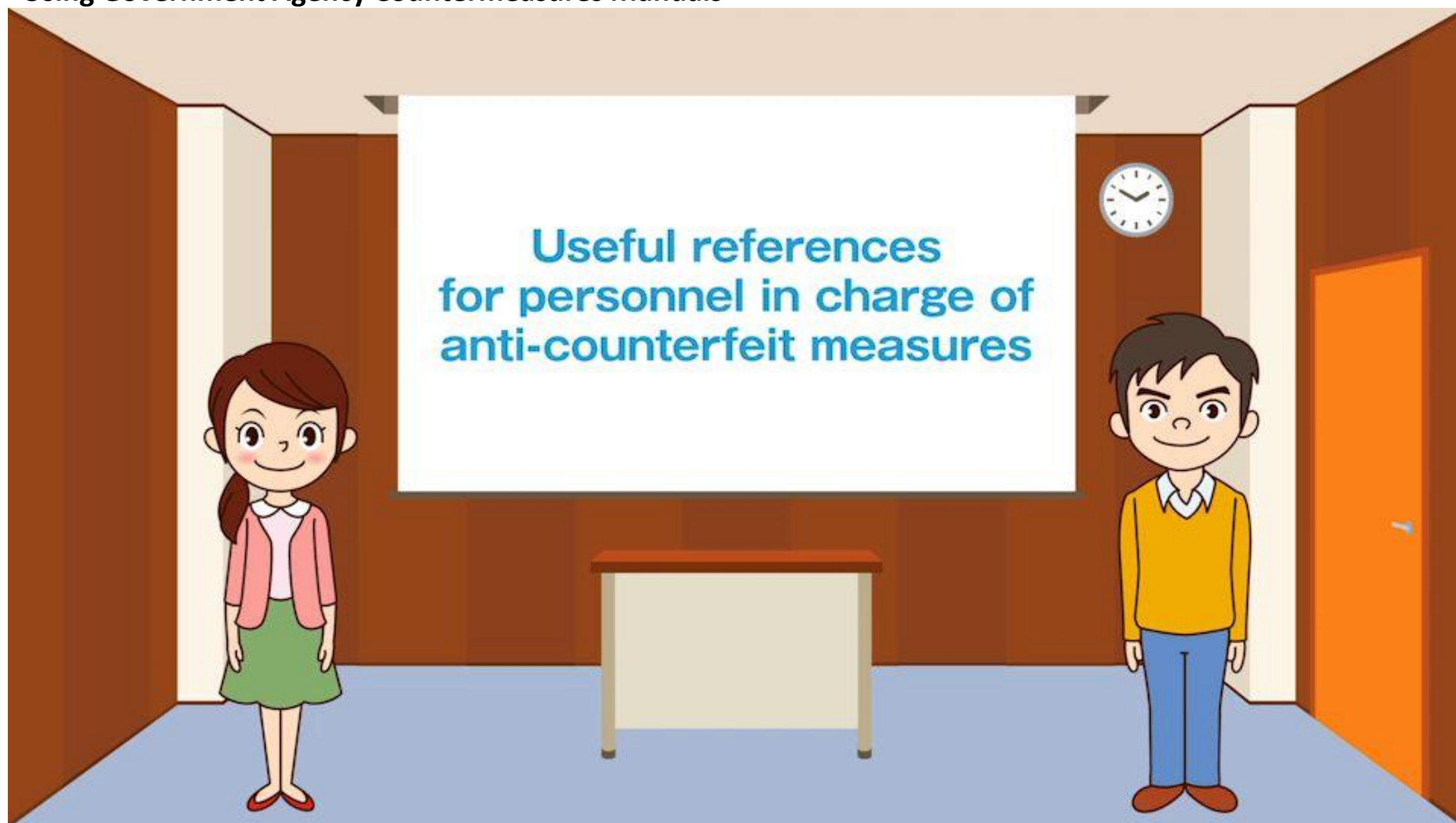
Companies suffering damage from counterfeits
and companies wanting to protect themselves
from damage coordinate their activities
with various groups

IIPPF Organization Chart

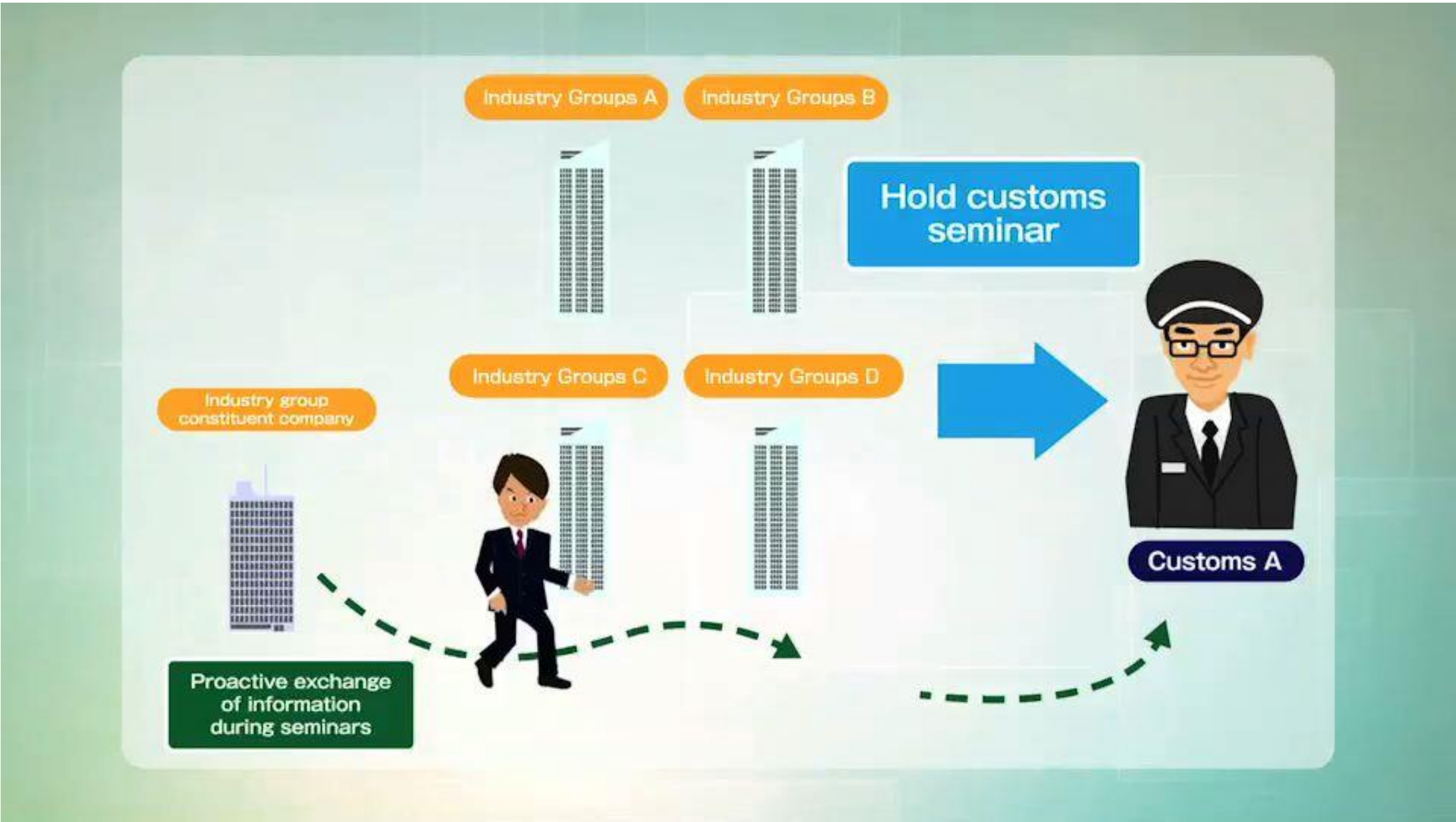


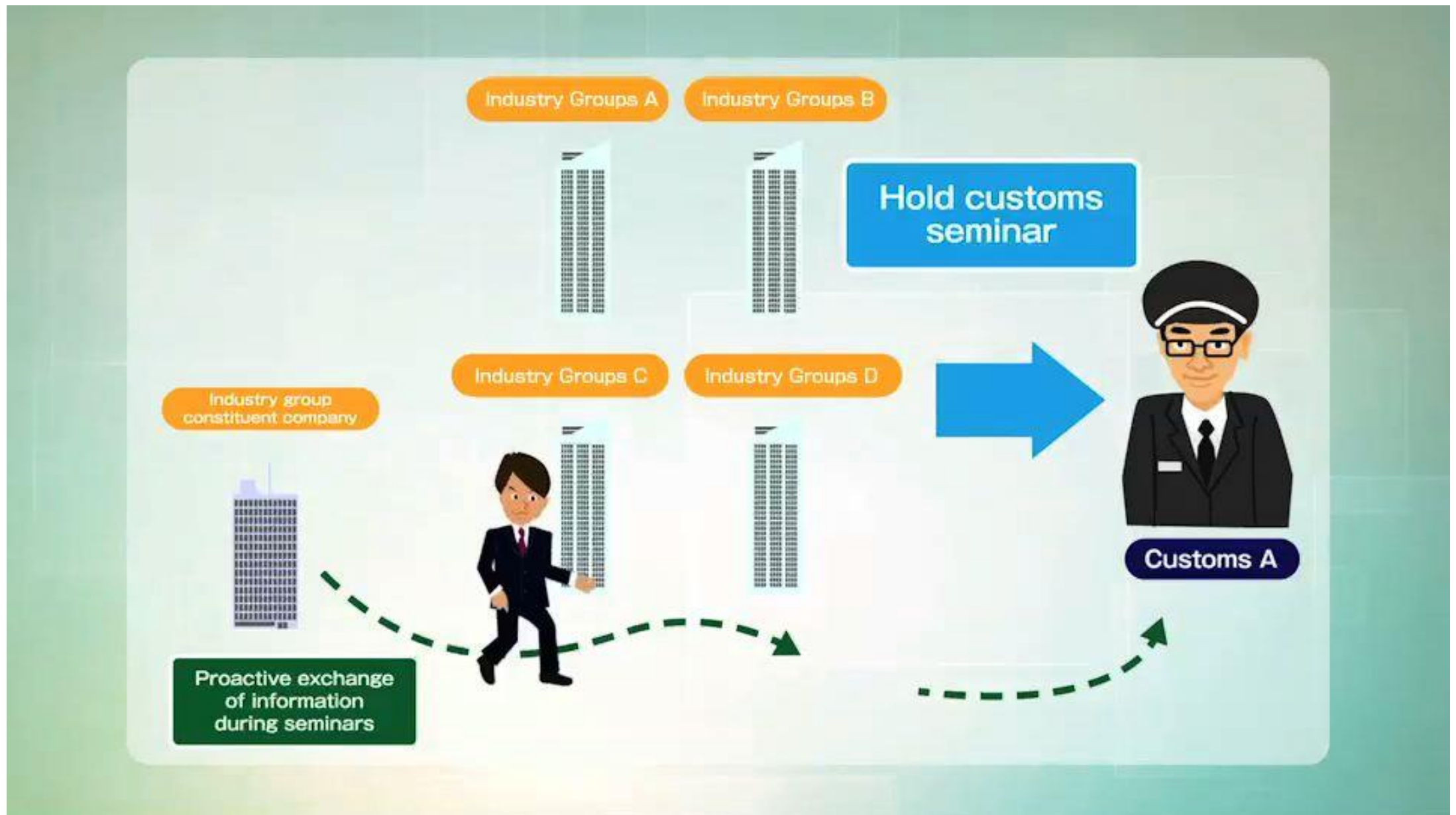
Multi-layered Coordination





Strengthen links with enforcement agencies



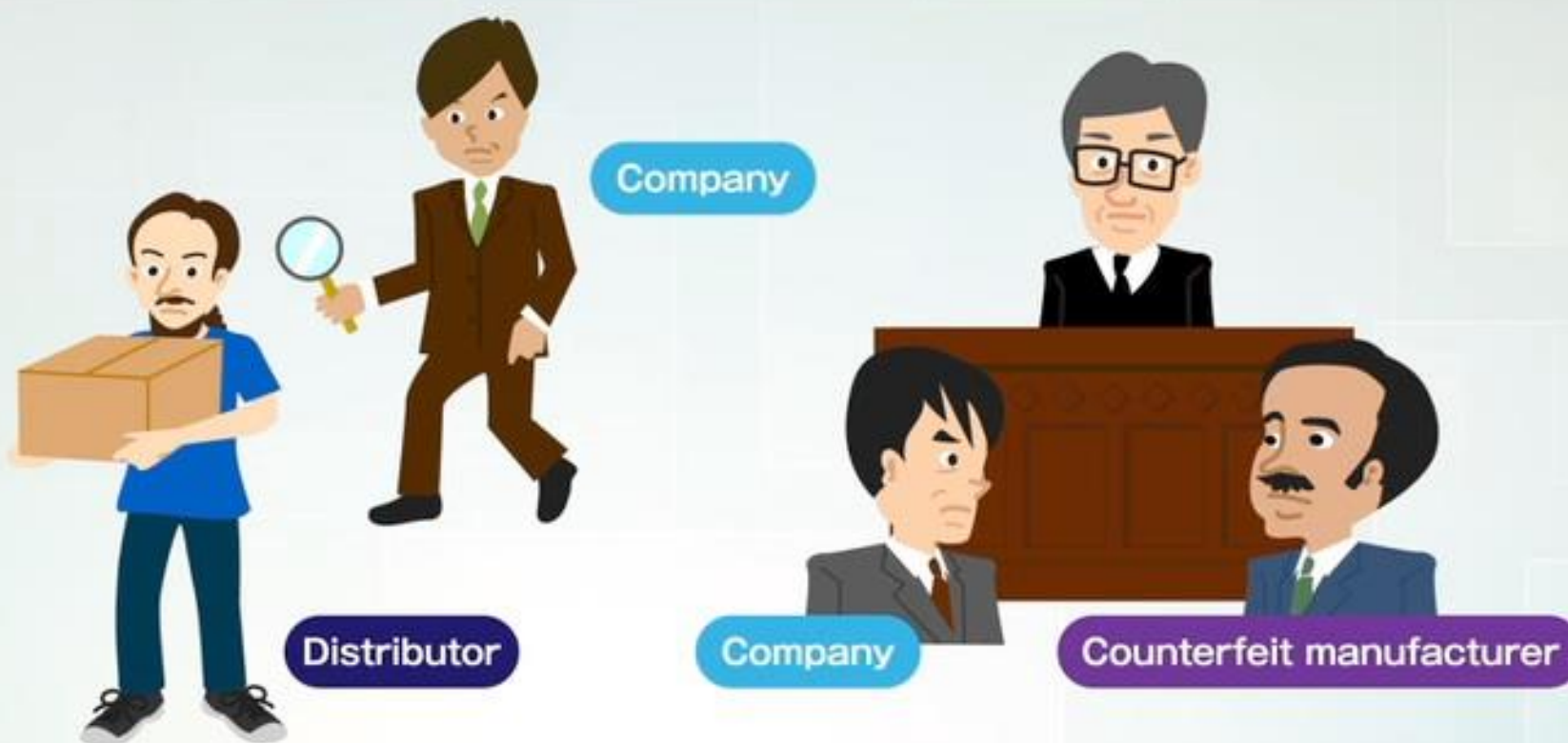


Strategic litigation





Counterfeit goods manufacturers simply deliver orders, meaning that the operation is often masterminded by another party.



Aggressively pursue distributors
Strategy of naming retailer and manufacturer as co-defendants