

# WIPO



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**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
GENEVA

## **CONSULTATION MEETING ON ENFORCEMENT**

**Geneva, September 11 to 13, 2002**

INFORMATION ON ANTI-COUNTERFEITING EFFORTS  
CARRIED OUT BY THE JAPAN PATENT OFFICE

*Document prepared by the Secretariat*

The Japan Patent Office requested the Secretariat to distribute at the Consultation Meeting on Enforcement a paper concerning the anti-counterfeiting efforts carried out by the Japan Patent Office. The text of the document is reproduced in Annex.

ANNEX

ANTI-COUNTERFEITING EFFORTS BY THE JAPAN PATENT OFFICE

September 2002  
Japan Patent Office

Background

In recent years, Japanese companies operating in the Asian region have been suffering serious damage due to counterfeit. In addition to conventional trademark/design infringements, industrial development has enabled counterfeiters to produce goods infringing patents, and not just copying a logo. And the number of infringements is still growing. With the recent economic globalization, counterfeit goods have been marketed throughout the world. Sometimes, they are even exported back to Japan. Thus, the scale of damage is expanding.

The damage caused by the flood of counterfeit goods includes: losses of potential profits in overseas markets; lowering of brand image for consumers who purchased inferior goods; and increased troubles over product liability. Thus, Japanese companies are now suffering increasingly serious damage.

To overcome this situation, the Japan Patent Office (JPO) has been actively implementing various anti-counterfeiting measures such as those mentioned below.

Also, on July 3, 2002, the "Intellectual Property Policy Outline" ([http://www.kantei.go.jp/foreign/policy/titeki/kettei/020703taikou\\_e.html](http://www.kantei.go.jp/foreign/policy/titeki/kettei/020703taikou_e.html)) was compiled by the Strategic Council on Intellectual Property headed by Prime Minister Koizumi. The Outline shows specific action policy towards making Japan a nation built on intellectual property. In the Outline, the counterfeit problem is taken up as an important issue. Under the Outline, the ministries and agencies concerned are to work together to put in place more effective anti-counterfeiting measures. The measures include bilateral/multilateral negotiations with other countries and improvement of border measures in Japan.

1. Assistance to developing countries/regions

(1) Activities under WIPO Japan Funds-in-Trust

a) Acceptance of trainees (FY1998 -)  
FY2001 (ending March 31, 2002)

Accepted a total of 14 trainees from China, Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and Iran

FY2002

Accepted a total of 19 trainees from China, India, Indonesia, Malaysia, Iran, the Philippines, Sri Lanka, Thailand, and Vietnam

b) Workshop (FY 2002 -)

- Venue: Thailand (to be confirmed)
- Date: February 2003 (to be confirmed)
- Target trainees: Officials of enforcement authorities in 23 Asia-Pacific nations

(2) Enforcement seminar held outside Japan (FY 1999 -)  
FY 2001

- Venue: Republic of Korea
- Date: June 2001
- Participants: 27 persons
- Target trainees: Officials of enforcement authorities in Vietnam, China, and Republic of Korea
- Venue: Singapore
- Date: March 2002
- Participants: 36 persons
- Target trainees: Officials of enforcement authorities in Thailand, Malaysia, Singapore, the Philippines, and Indonesia

## 2. Cooperation with industrial circles

### (1) Support to the International Intellectual Property Protection Forum

In Japan, on April 16, 2002, an umbrella organization, the International Intellectual Property Protection Forum (IIPPF) was set up with the aim of promoting cross-industrial cooperation and implementing effective measures against counterfeit activities in other countries. The Japanese government will fully support the IIPPF and promote closer collaboration with the private sector toward effective anti-counterfeiting measures.

#### OUTLINE OF THE IIPPF

Chairman: Mr. Yoichi Morishita (Chairman of the Board, Matsushita Electric Industrial Co., Ltd.)

Secretariat: The Japan Institute of Invention and Innovation (JIII)

Participating companies/organizations:

156 (87 companies/69 organizations) --- as of the end of July 2002)

Activities: The IIPPF plans to implement the following projects.

- Project to formulate recommendations from the industrial circle to the Japanese government regarding counterfeit problems
- Project to call on foreign governments to reinforce their anti-counterfeiting measures
- Project to exchange information and conduct research
- Project to develop human resources

(2) Provision of information/advice to Japanese corporations

In 1998, the Counterfeiting Hotline was established within the JPO to give advice to Japanese corporations. The JPO also prepared anti-counterfeiting manuals by country in which damage is caused due to counterfeiting goods. In addition, we have been providing the know-how necessary to implement anti-counterfeiting measures by holding seminars for Japanese companies operating their business overseas.

3. Promotion of Public Awareness

To heighten public awareness of how counterfeit goods are actually marketed as well as to inform them of the importance of the protection of intellectual property rights, the JPO prepared "*Fabriqueur*," a pamphlet for consumers and "No Fakes," a pamphlet for distributors in fiscal 1999 and 2000 respectively. In fiscal 2001, an Internet website for Internet users "Fake Town" was set up.

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