

Current Status of Domestic Awareness-Raising Initiatives Regarding Counterfeit Goods

**Contribution prepared by Mr. Shinichiro Hara,
Director, Overseas Business Support Office,
Japan Patent Office, Tokyo, Japan**

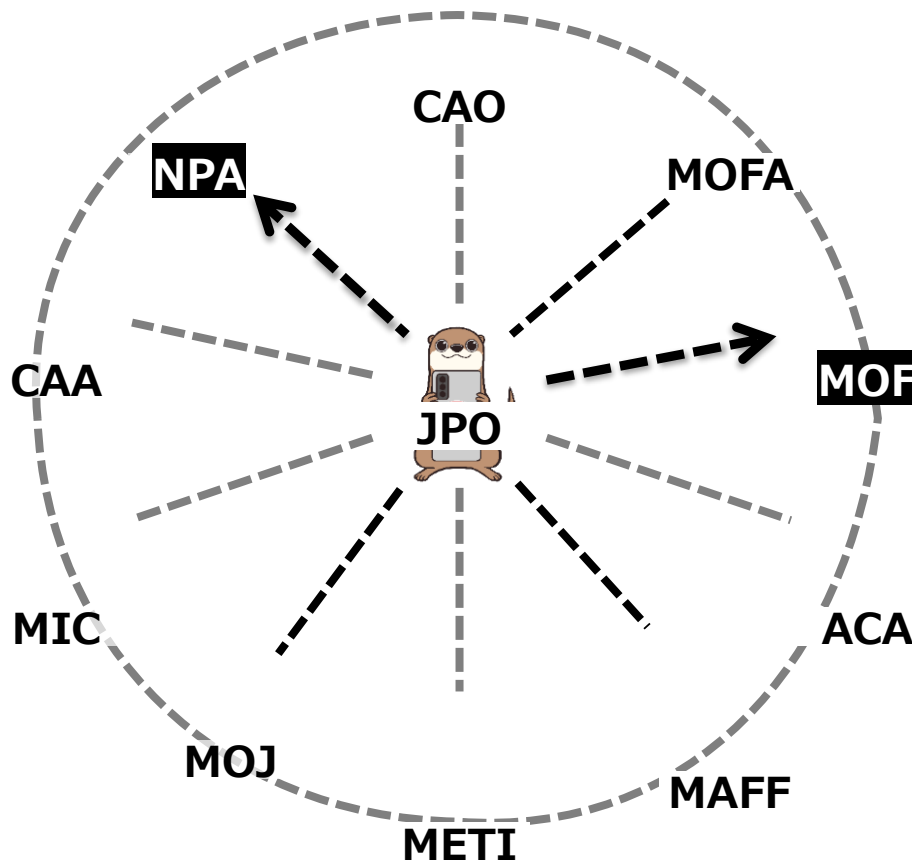
February 2025

Outline of this Presentation

- Introduction: Collaborations
- Domestic E-Commerce market
- Current Status of Counterfeit Goods Distribution (Survey Results)
- Domestic Awareness Raising: Campaign Evolution (Since 2017)
- Educational Initiatives
- Conclusions and Future Directions

Collaboration with other governmental agencies

- Established in 2004 by **IP Strategy HQs** (headed by PM) as **centralized point of contact** for counterfeiting / piracy matters
- The Office collaborates with relevant government agencies to address counterfeit issues both domestically and internationally



■ With **law enforcement agencies**:

- shares information regarding counterfeit products received from rights holders and consumers.
- personnel exchanges and mutual training programs with the Ministry of Finance (Customs).



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

- ## MANAGEMENT

- 

ACTIVITIES

- PJs

- ## CURRENT ACTIVE MEMBERS



Partnership with Other Countries

- We have been actively building positive **partnerships with other countries, in a close collaboration with industries**, in countering counterfeits



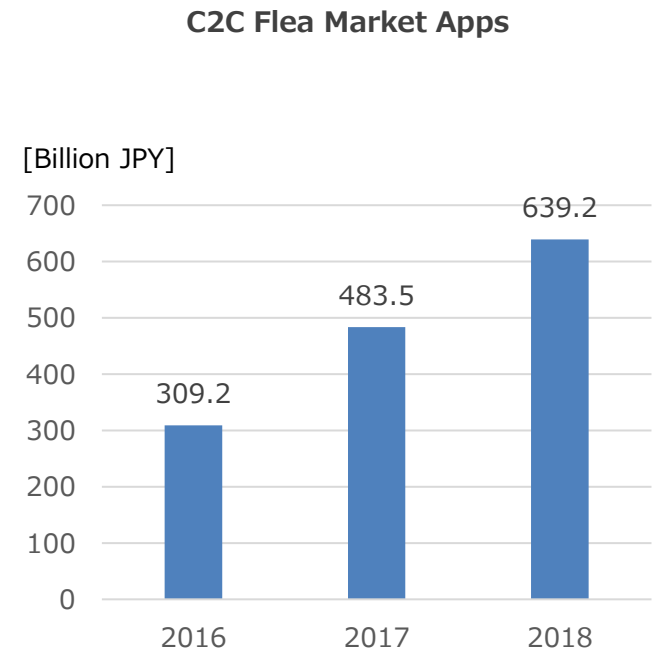
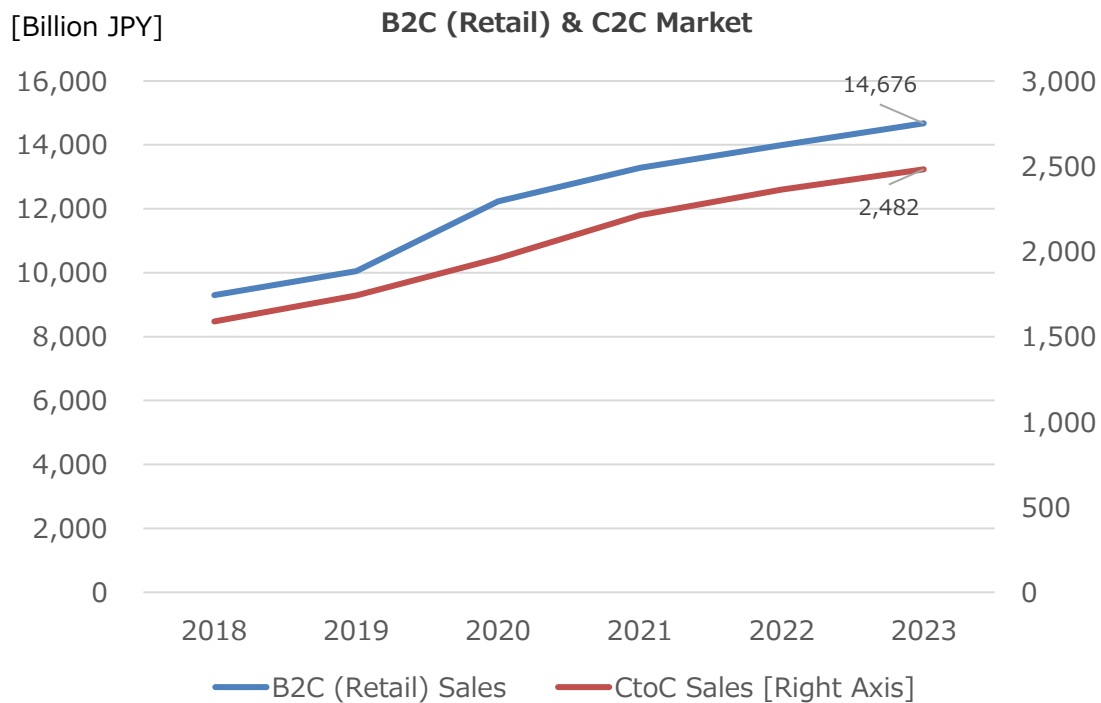
MOU by IIPPF (Chair Kobayashi) & Vietnam DMS (DG Linh),
witnessed by JPO Commissioner Ono, December 2024



11th Japan-China IP Working Group
with officials & industries of both sides, January 2025

Current Situation of the Domestic E-commerce Market (2023)

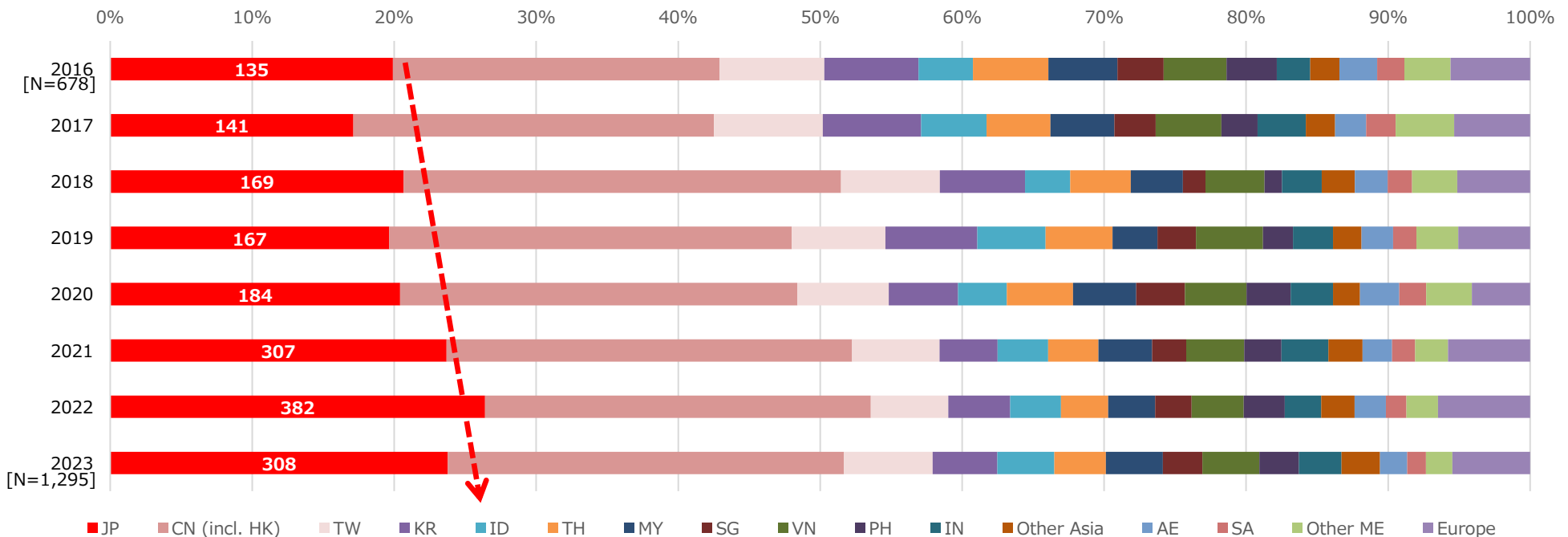
- B2C market (Retail): 14.6 trillion yen (+9.23% y/y)
- C2C market: 2.48 trillion yen (+5% y/y), growth of C2C market in 2010s due to the rise of flea market apps and second-hand market



Current Status of Counterfeit Goods Distribution (Annual Survey Results)

- Survey participants: Applicants in Japan, including corporations, individuals, universities, and public research institutions, who have filed five or more applications for any of the following industrial property rights (i.e. patents, utility models, designs, and trademarks) in the two years preceding the survey year [7,066 applicants in 2023 survey]
- Question: **“what is the countries/regions where counterfeits of your brands were sold?”**

Trends in Consumer Countries/Regions
(Multiple Responses; Excluding Africa, Americas, and Oceania)



Domestic Awareness Raising: Campaign Evolution (Since 2017)

- [late 2000s -] Initial focus on social harms of counterfeits
- [late 2010s -] Targeting younger consumers: "Dealing in counterfeits is uncool"
- [2020s] Entire shift to digital platforms and social media engagement



Posters in late 2000s

Domestic Awareness Raising: Campaign Evolution (Since 2017)

- [late 2000s -] Initial focus on social harms of counterfeits
- [late 2010s -] Targeting younger consumers: "Dealing in counterfeits is uncool"
- [2020s] Entire shift to digital platforms and social media engagement



Banners in 2010s

買う人は、失う人。

No! コピー商品

Domestic Awareness Raising: Campaign Evolution (Since 2017)

- [late 2000s -] Initial focus on social harms of counterfeits
- [late 2010s -] Targeting younger consumers: "Dealing in counterfeits is uncool"
- [2020s] Entire shift to digital platforms; new educational initiatives started



It might be a counterfeit if:

- 🐾 No returns are accepted.
- 🐾 The vendor carries a large stock of the latest releases and/or high demand products.
- 🐾 A direct bank transfer is the only method of payment accepted.
- 🐾 The product description is minimal.



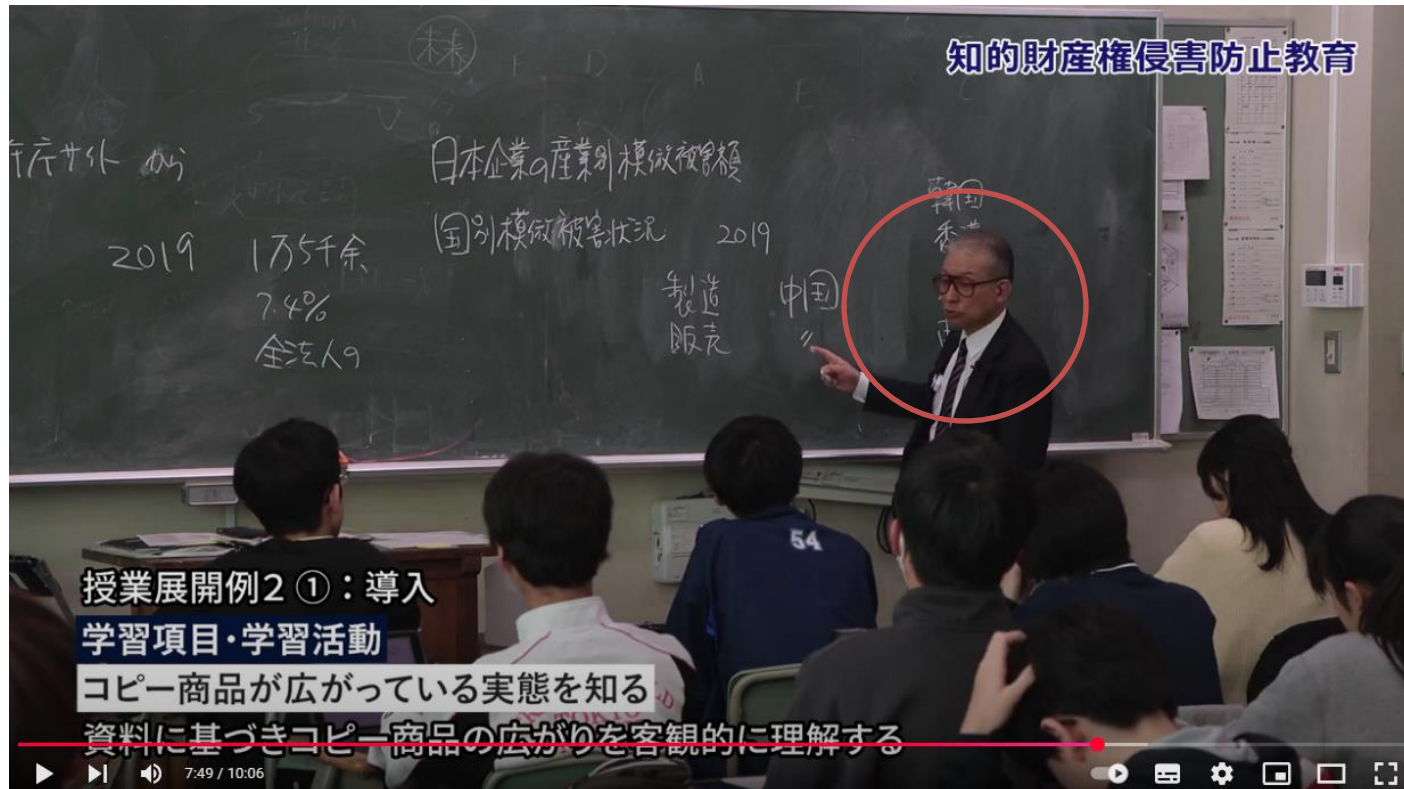
Domestic Awareness Raising: Campaign Evolution (Since 2017)

**絶対買わんぞ!
コピー商品**

Kawanzo the Otter says NO to counterfeits!

Educational Initiatives (1)

- We have started a close collaboration with “**National Association for Civic and Social Studies Education**,” which is a study group of high-school social studies teachers all over Japan



Mr Kenichiro Shinoda, high-school social studies teacher and Secretary General of National Association for Civic and Social Studies Education, in a model lesson

Educational Initiatives (2)

- By the leadership of the Association's secretary general, the following **four set of materials** which could be useful in conducting lessons on counterfeits have been developed
- Some **classroom scenes are also uploaded** to help teachers prepare for the classes

Flow of Lesson
for teachers

Sample slides
for teachers

Worksheets
for students

Reference
material
for students

Educational Initiatives (3)

- Feedback from students after the classes indicated that over 95% found the lessons easy to understand
- Significant increase in the number of students who felt that the issue of IP infringement through counterfeit goods was "relevant to them"



Conclusions and Future Directions

- Promotion and continuous reassessment of initiatives - Members of Association continue their discussion for improvement through model lessons
- Support by, or possible collaboration with, industries and JPO, in conducting classes
- Learning from international best practices to combat counterfeiting

THANK YOU



From our new mascot “Kawanzo the Otter”
say NO to counterfeits

E-MAIL: hara-shinichiro@jpo.go.jp

For IIPPF: IIPPF@jetro.go.jp



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

IP AWARENESS ACTIVITIES AGAINST COUNTERFEITING AND PIRACY:

**A STRATEGIC APPROACH TO INCREASE THE LEVEL OF IP AWARENESS
IN THE PHILIPPINES AND ENCOURAGE RESPECT FOR IP RIGHTS**

Presented by:

**Atty. Christine Pangilinan-Canlapan
Supervising Director, IP Rights Enforcement Office
Intellectual Property Office of the Philippines**

FEBRUARY 2025

WIPO IP AND CITIZEN JOURNALISM FOR SCHOOLS PROJECT

IPOPHL, in partnership with the World Intellectual Property Organization (WIPO), with the funding support of the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea, organized the IP and Citizen Journalism for Schools from October 9-13, 2023.



**Philippine Science High School
(PSHS) Main Campus**



**Polytechnic University of the Philippines
(PUP) Laboratory High School**

WIPO IP AND CITIZEN JOURNALISM FOR SCHOOLS PROJECT

The students also learned from a journalist how to properly conduct interviews and make documentaries. After developing their skills, they participated in a short video competition which is one of the highlights of the program. Among the video entries submitted, three (3) videos for each school won bronze, silver and gold awards, respectively, which were awarded at the plenary session.

**Polytechnic University of the Philippines
(PUP) Laboratory High School**



WIPO IP AND CITIZEN JOURNALISM FOR SCHOOLS PROJECT

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**Philippine Science High School (PSHS)
Main Campus**



IPOPHL'S ANTI-PIRACY AMBASSADOR

IPOPHL, with the support of WIPO, engaged Mr. Matteo Guidicelli, a known actor and singer, to help IPOPHL in its anti-piracy advocacy and to promote respect for IP rights in the country.

The four (4) main videos produced and posted to encourage the public to understand and take action against piracy generated a total of 1.617 million views.



No To Piracy!



Have you considered the influence of your decisions during family... ...



ello, everyone! Meet the Philippines' Anti-Piracy... ...

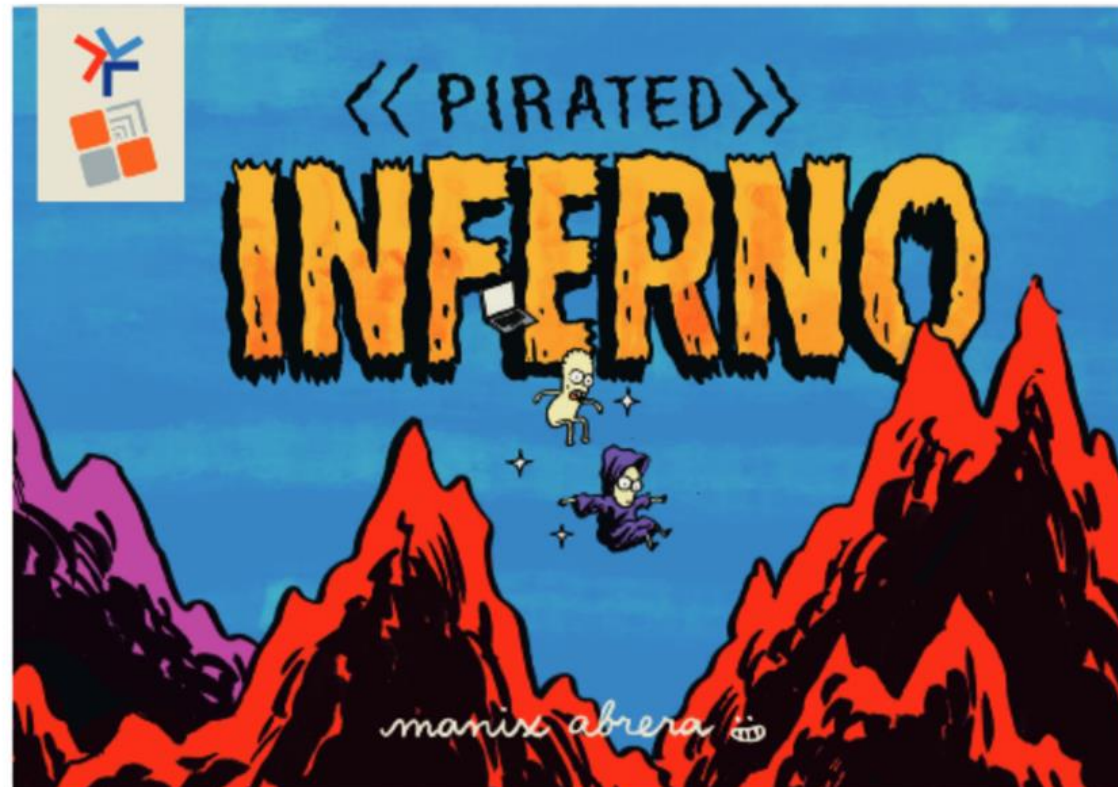


Piracy is a CRIME - Matteo Guidicelli, Philippines' Anti-Piracy... ...

THE “PIRATED INFERNO” COMIC BOOK

The IPOPHL in collaboration with the National Book Development Board commissioned Mr. Manix Abrera, a famous comic book illustrator and author, to create a comic book on the perils of piracy.

Inspired by Dante's Inferno, Abrera wrote the “Pirated Inferno” which depicts the various effects of piracy to the authors and creators.



CAMPAIGN AGAINST ILLICIT STREAMING IN PARTNERSHIP WITH A MEDIA COMPANY



To strengthen the campaign against online piracy, IPOPHL teamed up with GMA Network, Inc., one of the largest media companies in the Philippines, on the anti-piracy campaign, "Stream Responsibly: Stop Piracy".



Through this project, GMA Network produced videos of celebrities and film actors/actresses encouraging the public and Filipinos overseas to watch films and TV shows through subscriptions of legal streaming services.

RADIO AND TELEVISION GUESTING AND INTERVIEWS



To spread awareness about IP and promote a culture of respect for IPR, IPOPHL also participates in TV and radio guestings to talk about IP and its various initiatives to curtail IP violations.

IP WORKSHOP FOR LAW ENFORCEMENT AGENTS AND PUBLIC PROSECUTORS WITH PRODUCT IDENTIFICATION TRAINING



The workshop on IP for prosecutors and law enforcement agents focused on imparting specialized knowledge to law enforcement officers, public prosecutors and other National Committee on Intellectual Property Rights (NCIPR) members, enabling them to identify and investigate IP infringements across domains.

GREENHILLS SHOPPING CENTER TRADERS CAPACITY BUILDING



The 2-day program was attended by the representatives of Greenhills Shopping Center Administration and around 405 GSC Traders. This was an opportunity to introduce the Intellectual Property Office of the Philippines (IPOPHL) and promote compliance to Intellectual Property Laws.

IP ENFORCEMENT SUMMIT



IP stakeholders were invited to attend the IP Enforcement Summit entitled “IP Protection and Enforcement: Strategies for a Resilient Market and Digital Space” which focused on the discussion of urgency and importance of effective enforcement measures in safeguarding the fruits of innovation and creativity. The Summit was an opportunity for knowledge sharing, networking, and engaging in thought-provoking discussions.

IP KEY SEA FORUM ON INDUSTRY COOPERATION AGAINST IP INFRINGEMENTS



The forum aims to increase awareness among the SEA enforcement officials of the availability of voluntary industry cooperation agreements as a means of addressing IPR infringements in the online environment.

ANTI-PIRACY SYMPOSIUM



The IPOPHL held an Anti-Piracy Symposium in partnership with the Alliance for Creativity and Entertainment (ACE) of the Motion Pictures Association (MPA), GMA Network, and Globe Telecom.

This event highlighted the growing risks and challenges posed by digital piracy, including its impact on the Filipino creative industry, consumer cybersecurity, and economic contributions.

CONTINUOUS ANTI-COUNTERFEITING AND ANTI-PIRACY POLICY CAMPAIGN



IPOPHL's Anti-Counterfeiting and Anti-Piracy (ACAP) Policy campaign is part of its broader efforts to combat IP violations and promote awareness about the economic and cultural impact of counterfeiting and piracy, and to encourage local government units (LGUs), Higher Education Institutions (HEIs), and National Government Agencies (NGAs) to implement their own ACAP Policy.

DIGITAL CAMPAIGNS



The banner features a blue and orange color scheme with a background of digital data and a hand reaching forward. At the top left is the Intellectual Property Office of the Philippines (IPOPHIL) logo with the tagline "Rising. Shining. Beckoning." At the top right are the logos for IP Academy and the Intellectual Property Enforcement Office (IEO). The central text reads "IP FORWARD" with a double arrow icon, followed by "IP Enforcement Edition" in large white letters. Below this, it states "October 9, 2024 | 11:00 - 5:00 PM | via Zoom". A call to action says "Unlock the power of Intellectual Property rights with IP Forward: Enforcement Edition and protect what's yours!". At the bottom left, it says "Register Now" and "ilaw.ipophil.gov.ph". At the bottom right, a large orange box contains the word "FREE". The footer includes social media icons and the text "IPOPHIL | www.ipophil.gov.ph".

IP FORWARD ➡

IP Enforcement Edition

October 9, 2024 | 11:00 - 5:00 PM | via Zoom

Unlock the power of
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with IP Forward: Enforcement Edition
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FREE

IPPOPHIL | www.ipophil.gov.ph



PROMOTION AND OFFER OF FREE ONLINE LEARNING SESSIONS

The sessions focus on education of followers about IP enforcement through tutorials, webinars, or online courses.

DIGITAL CAMPAIGNS



The graphic is a blue rectangular banner. At the top left, it says "Legit Check" in white, with a large orange checkmark icon. To the right of this, there is a small logo for the Intellectual Property Office of the Philippines (IPOPHIL) and the slogan "Rising. Shining. Beckoning." in white. Below the text, there are two side-by-side photographs of white Gucci sneakers with a green and red stripe and a yellow flower. The left photo is labeled "A" and the right photo is labeled "B". At the bottom left, it says "REPORT IP VIOLATIONS" and "operations@ipophil.gov.ph" in white. At the bottom right, there is a circular logo for the Intellectual Property Office of the Philippines (IPOPHIL) and the acronym "IEO".

Legit Check

INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

Rising. Shining. Beckoning.

A B

REPORT IP VIOLATIONS
operations@ipophil.gov.ph

IPOPHL | www.ipophil.gov.ph

IEO

INFORMATION ON IDENTIFYING WHICH IS FAKE AND WHICH IS GENUINE

The identification is done by engaging the social media audience to distinguish authentic products from counterfeit ones using actual products.

DIGITAL CAMPAIGNS



The campaign aims to raise awareness on the negative impacts of piracy and counterfeiting on businesses and consumers.

DIGITAL CAMPAIGNS



IPOP HL intensifies work with Greenhills and stakeholders to cleanse mall of counterfeits

📱📱📱📱 IPOP HL | www.ipophl.gov.ph



Counterfeits seized in 2023 reach record-high at near P27 billion mark

📱📱📱📱 IPOP HL | www.ipophl.gov.ph



GUESS Group and Trimark join E-Commerce MOU to combat online counterfeit trade

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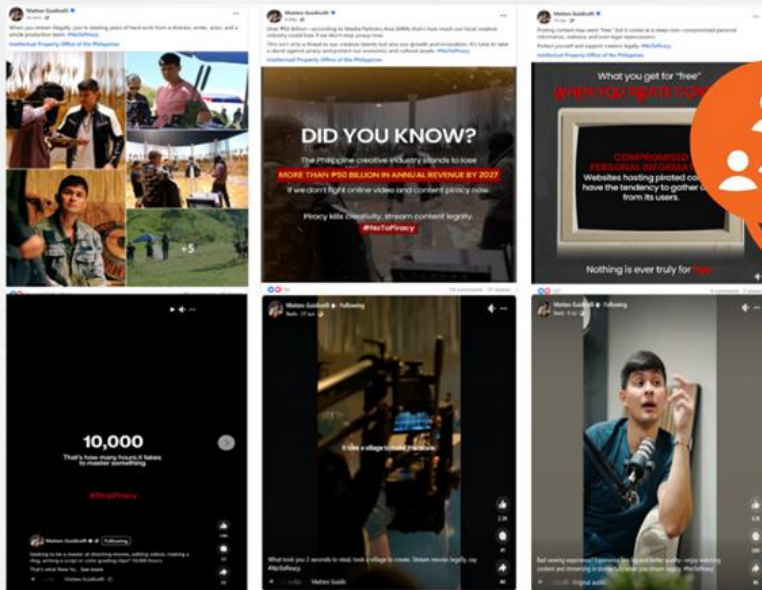
IPOP HL issues first site-blocking request on one of the world's biggest piracy sites

📱📱📱📱 IPOP HL | www.ipophl.gov.ph



**PUBLICITY FOR TRUST BUILDING:
PARTNERSHIPS, INSTITUTIONAL
ACTIONS, AND SUCCESS**

This highlights the collaborative efforts between IPOP HL, private entities, and international partners in fighting piracy through articles, press releases, and social media updates to report on partnerships.



ANTI-PIRACY AMBASSADOR'S VARIOUS POSTINGS IN SOCIAL MEDIA TO ENCOURAGE HIS FOLLOWERS TO AVOID PIRACY

CAMPAIGNS FOR PRO-ACTIVE COMMUNITY "REPORT IP VIOLATIONS"



IPOPHL CAMPAIGNS TO REPORT IP VIOLATIONS

STOP PIRACY
Respect Intellectual Property Rights

REPORT IP VIOLATIONS

IPOPHLIEO
operations@ipophil.gov.ph
0995 022 0522 via SMS (Globe)

     IPOPHL
www.ipophil.gov.ph





 

Photo by Bermix Studio, Markus Spiske and on Unplash

Akala mo original, pero FAKE pala?

I-report mo!

IPOPHLIEO
operations@ipophil.gov.ph
0966 769 1448 via SMS (Globe)

     IPOPHL
www.ipophil.gov.ph

Intellectual Property Office of the Philippines

Rising. Shining. Beckoning.

25 YEARS

IPOPHL encourages the public, through online campaigns, to report IP violations to the agency for appropriate actions.



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

THANK YOU!



सूक्ष्म , लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
**MICRO, SMALL &
MEDIUM ENTERPRISES**



Challenges and Opportunities faced by Indian MSMEs in IP Enforcement (Awareness Building Initiatives by the Ministry of MSME)

By- Mr. Neeraj Arora, Deputy Director & Mr. Satish Kumar,
Asstt. Director, Ministry of MSME, Government of India

MSMEs in India



2nd

Largest
Employer after
Agriculture



200 Mn

Employment



46 Mn

MSMEs
Registered

MSME Sector Contributes:

29%

to GDP

(*2021-22, Latest
Available Data)

36%

**to Manufacturing
Output**

(**2021-22)

44%

To EXPORT

(***2022-23)

*National Statistical Office, Ministry of Statistics & Programme Implementation

**73rd round of NSS, Ministry of Statistics & Programme Implementation

***Data culled out Portal of Directorate General of Commercial Intelligence and Statistics (DGCIS)

Why IP Enforcement Matters for MSMEs

Protects
Innovations and
Business assets

Prevents
Counterfeiting and
Piracy

Enhances Business
Credibility and
Market expansion

Ensures fair
Competition

Key Challenges in IP Enforcement for MSMEs

Lack of Awareness

- No realization on importance of IP rights
- Lack of understanding of the processes regarding Registration and Enforcement

Cost Concerns

- Cost is a deterrent for Small businesses with limited resources
- Considered an expense rather than investment.

Complex Registration Processes

- Process is complex and time-consuming.
- Need for legal expertise adds to the complexity.

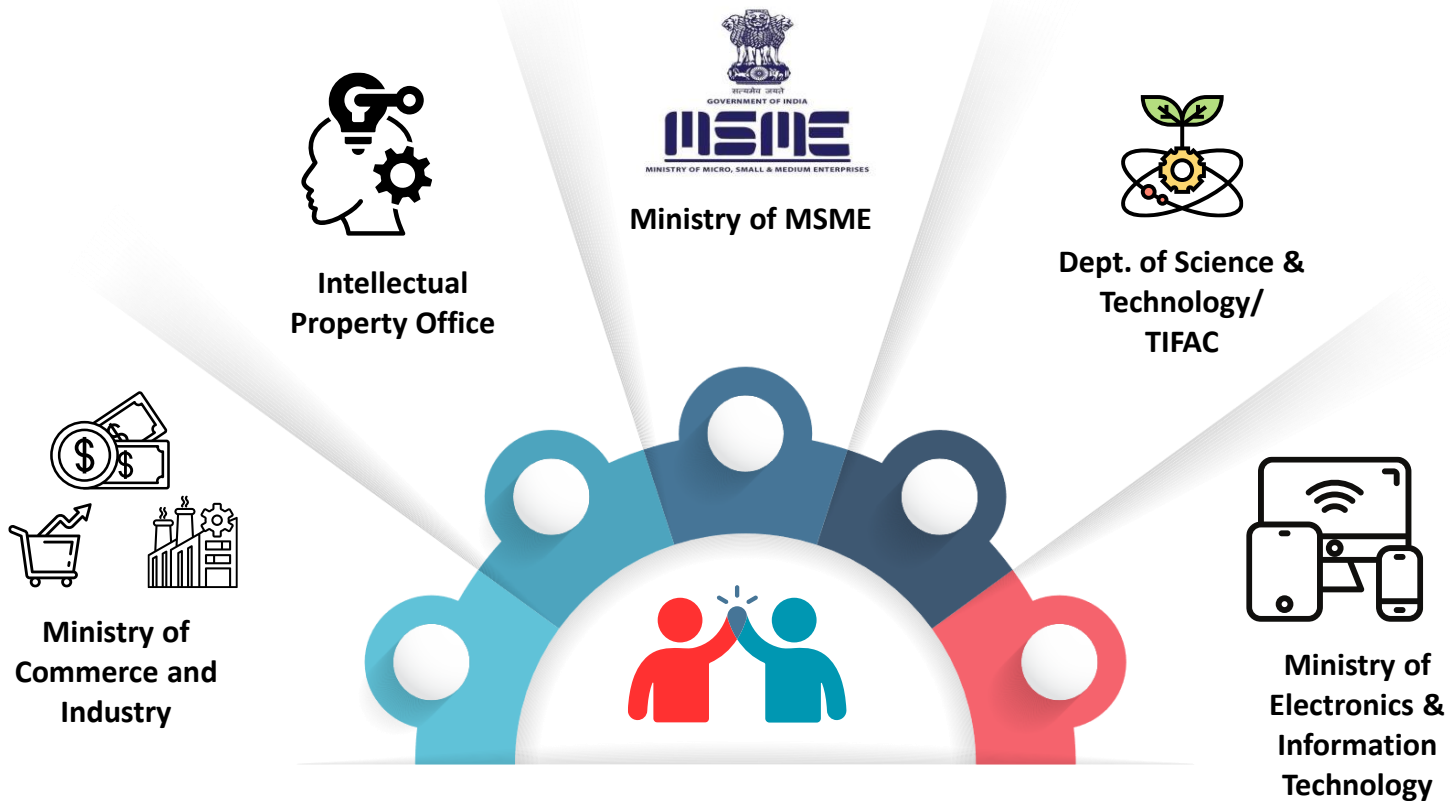
Enforcement Difficulties

- Enforcement is a challenge while dealing with Infringement and Privacy.
- MSMEs lack technical know-how to act against infringement.

Regional and Cultural Disparities

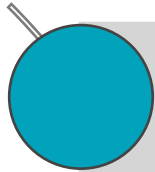
- Traditional Knowledge & Traditional Cultural Expressions interlocked with IP rights. However not been mainstreamed & recognized under IP Rights as defined in WIPO
- Remote areas have limited access to support services.

Key Institutions Involved



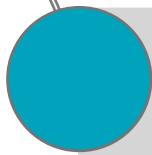
Legal Framework

**Patents Act,
1970**



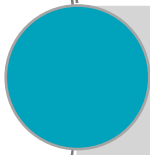
Governs the process of patenting inventions in India, including filing, examination, grant, and enforcement of patents.

**Trademarks Act,
1999**



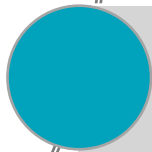
Deals with the registration, protection, and transfer of trademarks, ensuring brand identity protection.

Copyrights Act, 1957



Protects original literary, dramatic, musical, and artistic works, including software..

Designs Act, 2000



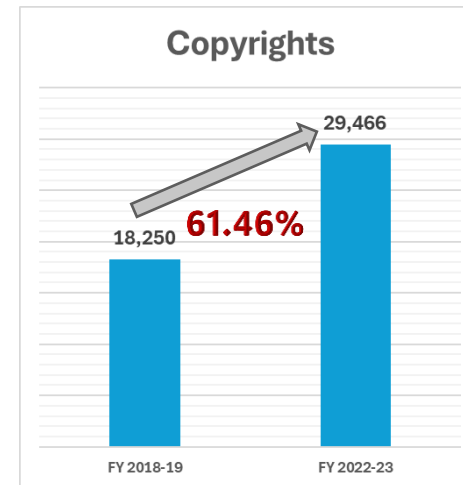
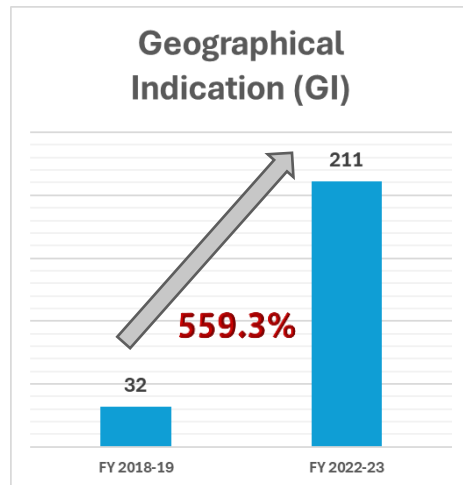
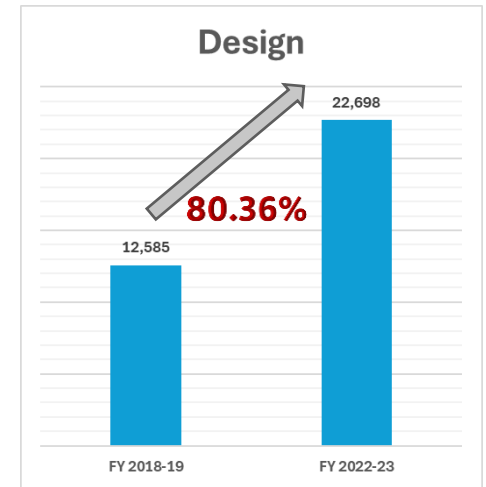
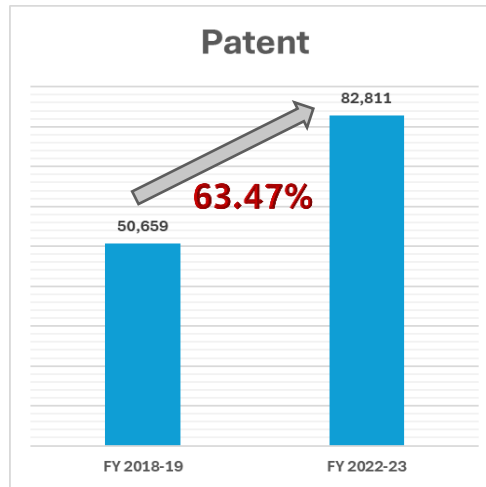
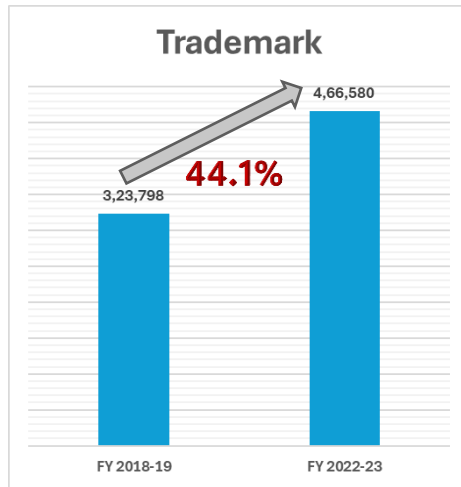
Safeguards the visual design of objects that are not purely utilitarian.

**GI of Goods Act
1999**



Protects goods that have a specific geographical origin and possess qualities or a reputation due to that origin.

Last 4 Years Trend of IP Filings in India



Initiatives Taken by Ministry of MSME in India

IPR Scheme (A Component of MSME Innovative Scheme):

IPR Awareness campaign under the scheme:

- **IP Yatra:** These two-day events have facilitated invaluable brainstorming sessions, knowledge sharing, and heightened IP awareness among MSMEs, Industries, Entrepreneurs, Central Govt/State Govt officials across the country each year.
- **IP Awareness Programs in Aspirational Blocks/Districts:** A single day awareness programme is a concerted effort to extend our outreach to the grassroots level, we initiated IP awareness programs across **500 Aspirational Blocks nationwide and more than 17000+ MSMEs have participated during the year 2023-24.**
- **One District One GI Initiative:** This initiative aims at nurturing the GIs at the district level. It encompasses providing support to existing GI products or potential products for GI registration in districts lacking GI products. During the year 2023-24, we have sanctioned funds to facilitate handholding in **168 districts**, with the ultimate goal of covering every district nationwide.
- **GI Mahotsav (Mega Exhibition) :** These 3 days exhibitions serve as a platform to showcase the rich diversity and heritage of GI products, drawing attention to their unique qualities and potential for economic development.

Intellectual Property Facilitation Centres (IPFCs) under IPR Scheme:

IPFCs are established to promote awareness, act as a SPOC for IP for IP protection, advisory and technology transfer for MSMEs, adoption of IPRs among the various stakeholders, including MSMEs, start-ups. The initiative is part of the broader effort to stimulate a culture of innovation and creativity in the country, thereby enhancing competitiveness in the global market.

IP Facilitation Services by IPFCs

Pre-Protection Stage

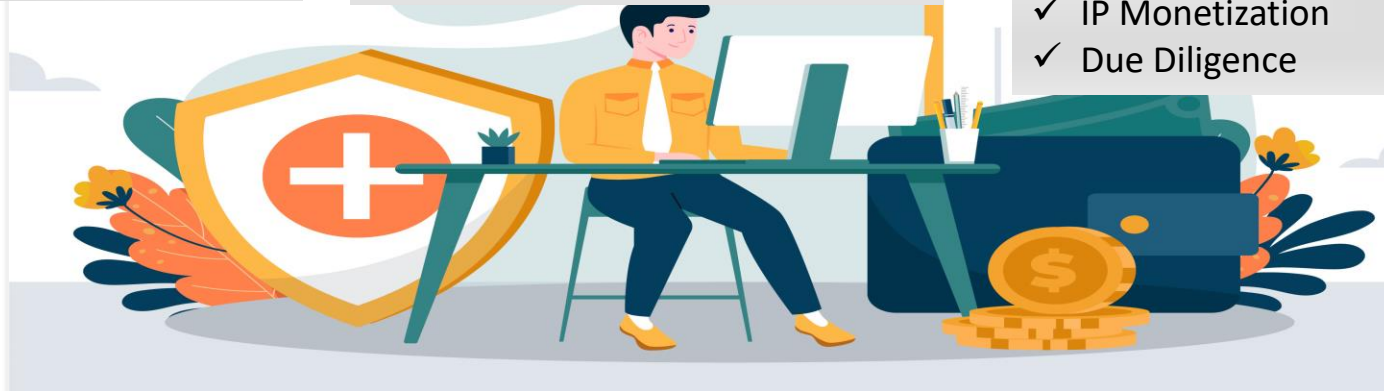
- ✓ IP Searches
- ✓ Prior Art searches
- ✓ Novelty Searches
- ✓ Validity Searches
- ✓ Advisory & Consultation

Protection Stage

- ✓ Patent
- ✓ Trademark
- ✓ Geographical Indication
- ✓ Copyrights & Related Searches
- ✓ Designs etc

Post-Protection Stage

- ✓ IP Maintenance
- ✓ Advisory of IP Enforcement
- ✓ Infringement, Oppositions, Suits
- ✓ Valuation of IP Assets
- ✓ IP Monetization
- ✓ Due Diligence



Financial Assistance under the IPR scheme

For Setting up IPFC

Grant upto 10 Million INR in milestone-based three or more instalments

Patent

Domestic: Upto 100,000 INR International: Upto 500,000 INR

Trademarks

upto 10,000 INR International : Upto 150,000 INR

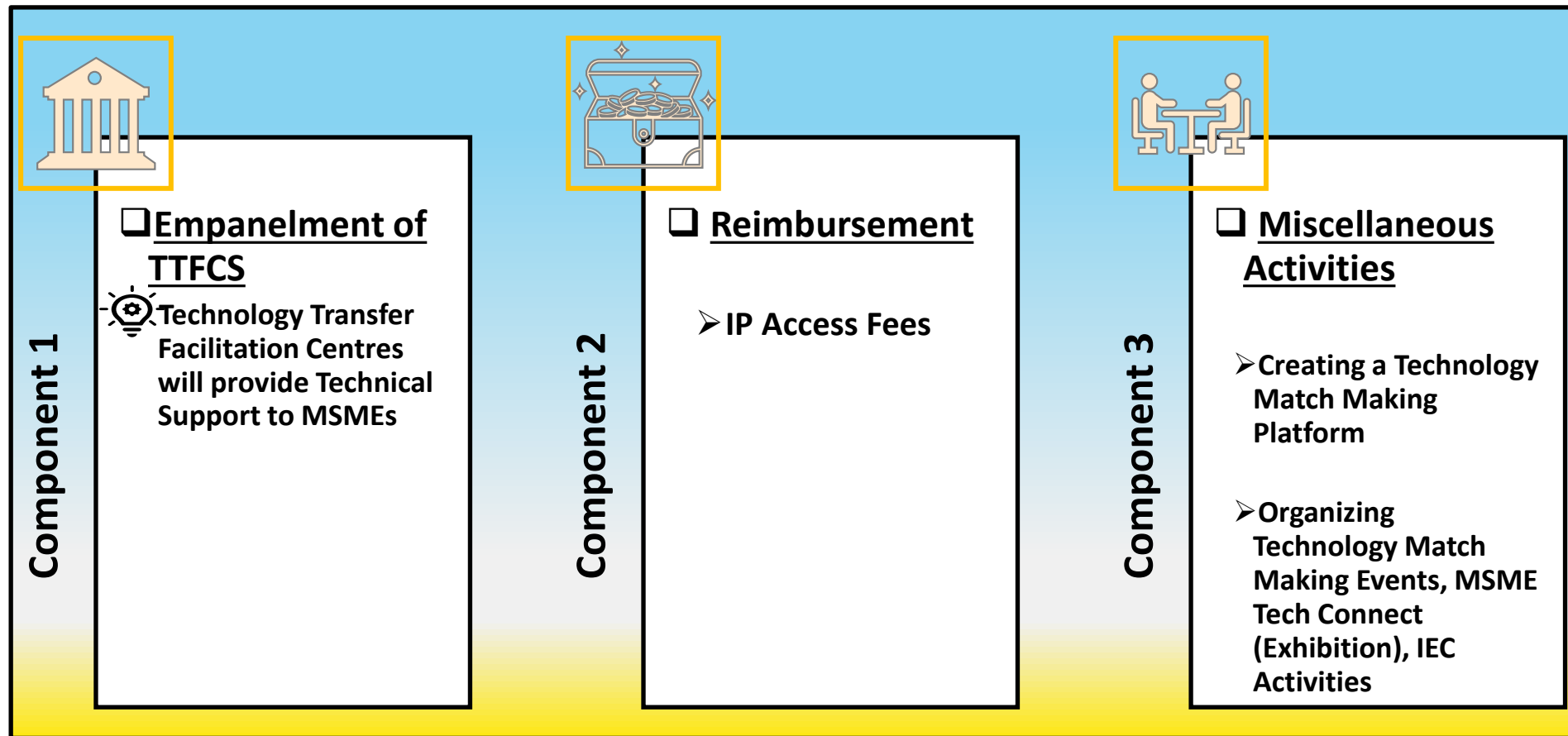
GI Registration

upto 200,000 INR

Design Registration

Upto 15,000 INR International : Upto 150,000 INR

MSME Support for Commercialisation of IP (SCIP) Programme:



TTFCs and Key Roles:

Technology Transfer Facilitation Centre (TTC) : A TTFC is an organization that plays a pivotal role in bridging the gap between research institutions or universities and the MSMEs/Industry. Its primary function is to facilitate the transfer of technology and innovation from the conceptual or development stage to commercial application. These centres are instrumental in identifying promising technologies, protecting intellectual property (IP), and finding commercial partners to bring these innovations to market.



Collaboration with Industry Associations



Enhancement of Technology Readiness Level (TRL)



Conduct Technology assessment and valuation



Capacity Building Workshops

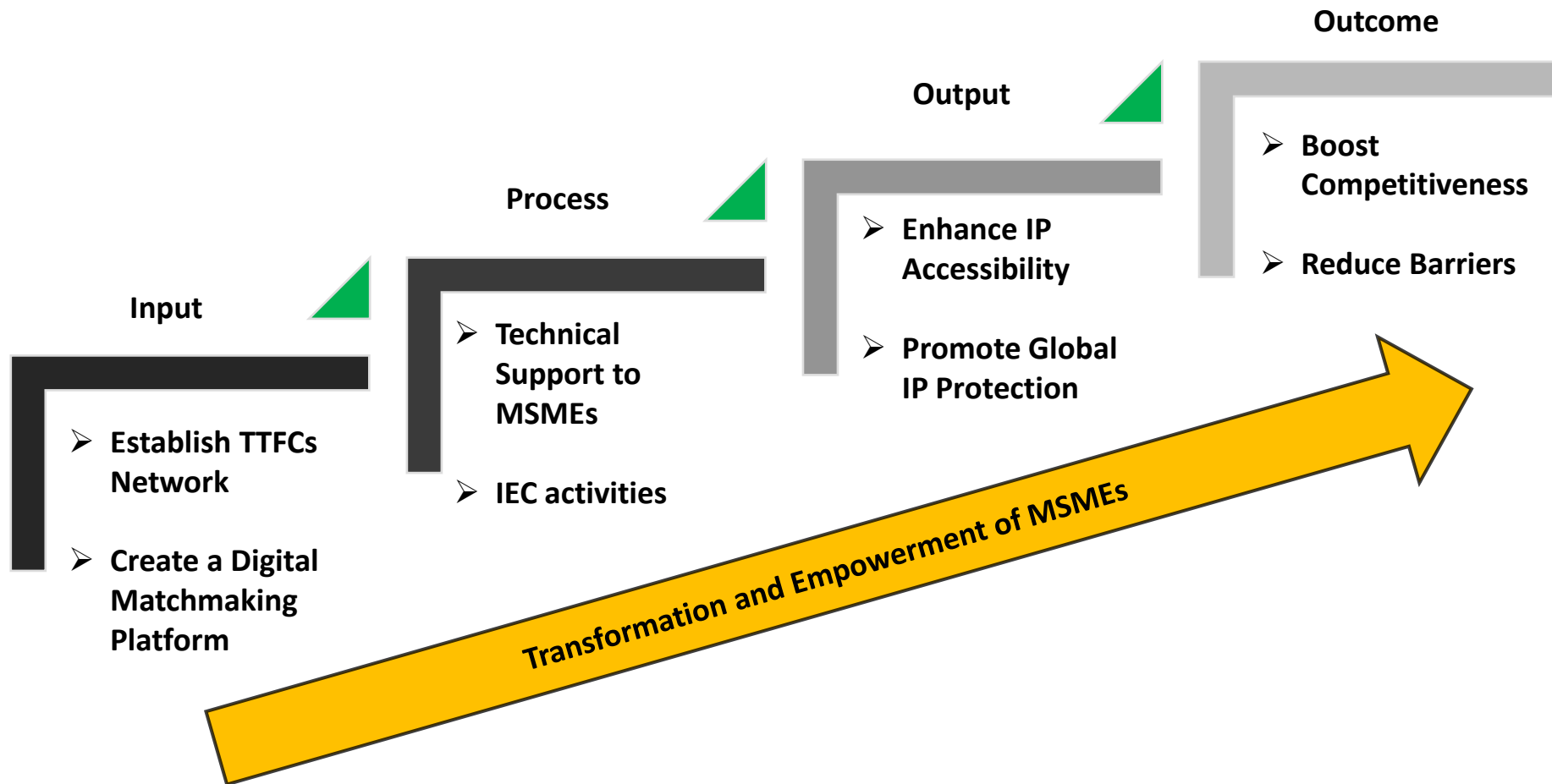


Tailored Technology Transfer and Licensing Services



Coordination with MSME DFOs, State DICs etc.

MSME Support for Commercialisation of IP (SCIP) Programme:



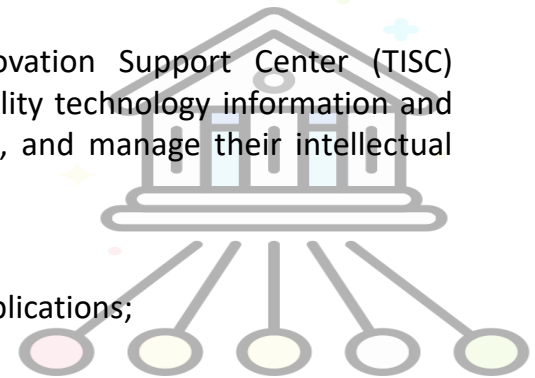
IPR Schemes/Initiatives by other Ministries/Departments:

- ❖ **Technology and Innovation Support Center (TISC):** The WIPO- Technology and Innovation Support Center (TISC) program provides innovators in developing countries with access to locally based, high quality technology information and related services, helping them to exploit their innovative potential and to create, protect, and manage their intellectual property (IP) rights.

Services offered by TISCs:

- Access to online patent and non-patent (scientific and technical) resources and IP-related publications;
- Assistance in searching and retrieving technology information;
- Training in database search;
- On-demand searches (novelty, state-of-the-art and infringement);
- Monitoring technology and competitors;
- Basic information on industrial property laws, management and strategy, and technology commercialization and marketing

- ❖ **SIP-EIT Support for International Patent Protection in E&IT (SIP-EIT) – II for Micro, Small and Medium Enterprises and Technology Startups:** Providing financial support for international filing in Information Communication Technologies and Electronics sector. Reimbursement upto maximum of **Rs 15 Lakhs per invention or 50 % of the expenses** incurred in filing patent, whichever is less. This is a pure grant subject to approval by DeitY and no stake in the supported patent is envisaged under the scheme.



IPR Schemes/Initiatives by other Ministries/Departments:

- ❖ **TIFAC Patent Facilitation Centre (PFC):** TIFAC PFC has been set up with the objective to assisting educational institutions in protecting their inventive work, spreading IPR culture to the state level, evolving policies at the national level, providing technical input to the government on IPR related issues and interacting with other science departments.

Activities under scheme:

- Awareness creation in knowledge institutions
- Facilitation of IP Protection of inventions emanating from academic institutions, , R&D institutions and government agencies
- Training Programmes for Scientists and Technologists from India and abroad.
- Establishing Patent Information Centers (PICs) across the states
- Registering Geographical Indications involving the PICs
- Establishing IPR Cells in Universities to help academicians in matters related to IPR like patent searches, IP audit of universities, protecting their inventions etc

- ❖ **DRDO IPFC:** The objective of the scheme is to provide boost to Indian Industries and Defence Industries with free access to Indian patents by DRDO. The License for use of patent will be a zero license fee and zero royalty payment.

IPFCs provide services general services like advisory about IPRs, IP protection, IP awareness & training, counselling and advisory services. Provide services for patent searches, patent drafting, patent prosecution, facilitation in commercialization of inventions etc



Thank You

Financial Assistance:

The limits for the **reimbursement of IP access or acquisition fees** for registered MSMEs are as under:

S. No.	Components	Sub-Components	Maximum Reimbursement upto (in INR) <i>(70% of the total actual cost or the reimbursement limit or whichever is lower)</i>
i.	IP Access Fees	Indian Patent	1.00 Mn
ii.		Foreign Patent	1.50 Mn
iii.		Copyright	200,000
iv.		Biomaterial or tangible research property	1.0 Mn
v.		Datasets	350,000
vi.		Know-how or Trade secrets	1.00 Mn

Financial Assistance:

Establishment of TTFCs and Miscellaneous activities:

S. No.	Components	Sub-Components	Maximum Reimbursement upto (in INR)
i.	TTFCs	-	1 crore Annually
i.	Miscellaneous Activities	Technology Match Making Platform	As approved by PMAC
ii.		Technology Match Making Events	As per the extant provisions of MSME Innovative scheme guidelines.
iii.		MSME Tech Connect	40 Lakhs

Note: TTFCs are eligible to organize various activities of the existing scheme as per the provisions entailed in the MSME Innovative guidelines.