



The Power of Dreams

Anti-Counterfeiting &
Brand Protection Strategies

Industry Cases Study
Honda Motor Co. Ltd.

N.Kuji
General Manager
Intellectual Property Division

Honda Products

HONDA
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Middle East



Sales Volume:
24 million units

Facts

- Large Product Range
 - Generating of large IP diversity and costs
 - Protection and Anti-Counterfeiting vital due to diversity & number products
 - Increase in Counterfeit goods - damage to "goodwill" in the market and negative impact on the commercialisation of Genuine goods
 - Genuine goods sales - Counterfeitors market search activities
-

Design Right Infringement

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First infringement case

First Introduced in 1958

Novelty in technical terms	Patent applications
Novelty in appearance	Design applications



(Honda design)

Competitors' Sales
of Similar Products



A design infringement action was filed in 1968.

Damages of 760 million yen were paid.

(Similar design by other Japanese manufacturer)

The Supercub is exhibited permanently at the Design Museum

in London for its distinctive design.

Design Right Infringement: Recent cases

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Genuine Products

Honda CB125T



Honda WAVE



Honda FUSION



Counterfeit Products



Found in
Vietnam



Found in
Thailand



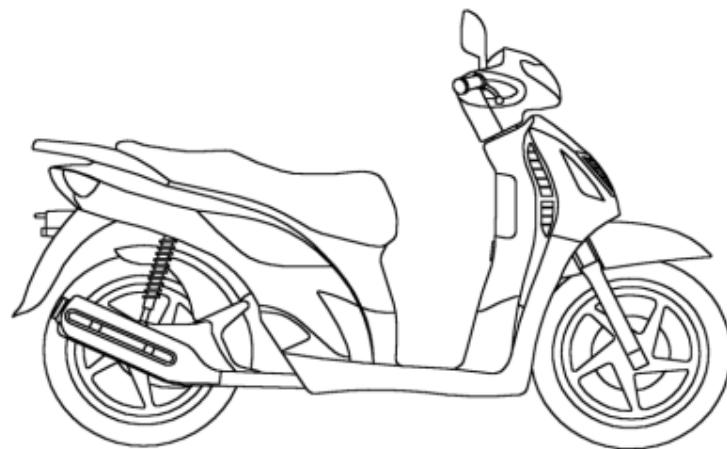
Found in
Japan

Case Study : Scooter

**Honda registered design
and genuine model**



**Copy Scooter,
Chinese manufacturer**



Counterfeit Generators

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Over 80% cases: internet
Network difficult to trace back



Number of case decreasing
consequent monitoring &
using Anti-counterfeiting
Organisation network activities

Counterfeitors' accessory

genuine



fake



Copied advertising materials

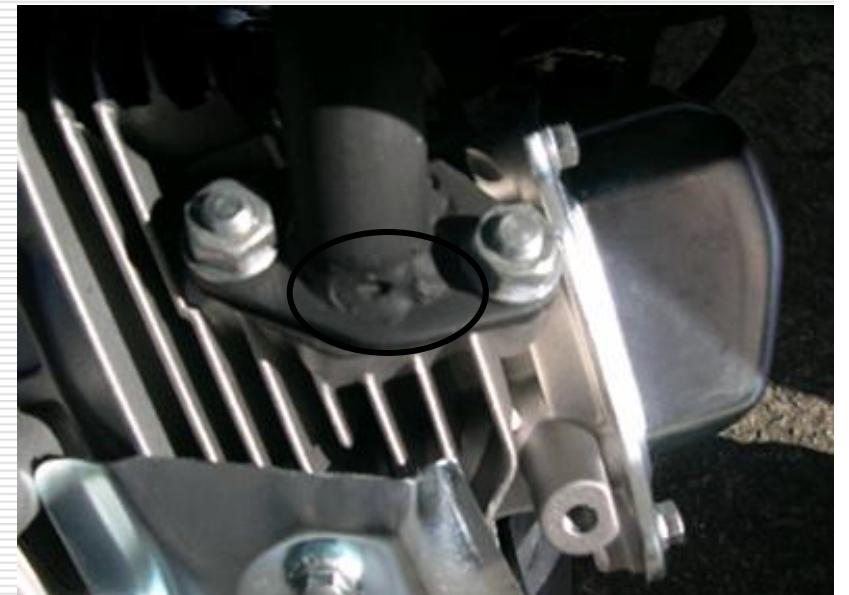
Fake guarantee and business cards
presented by ambulant dealers;
Offers to Honda's own distribution net

Difference of materials : nearly safety issue

Honda GX Engine



Counterfeit Products

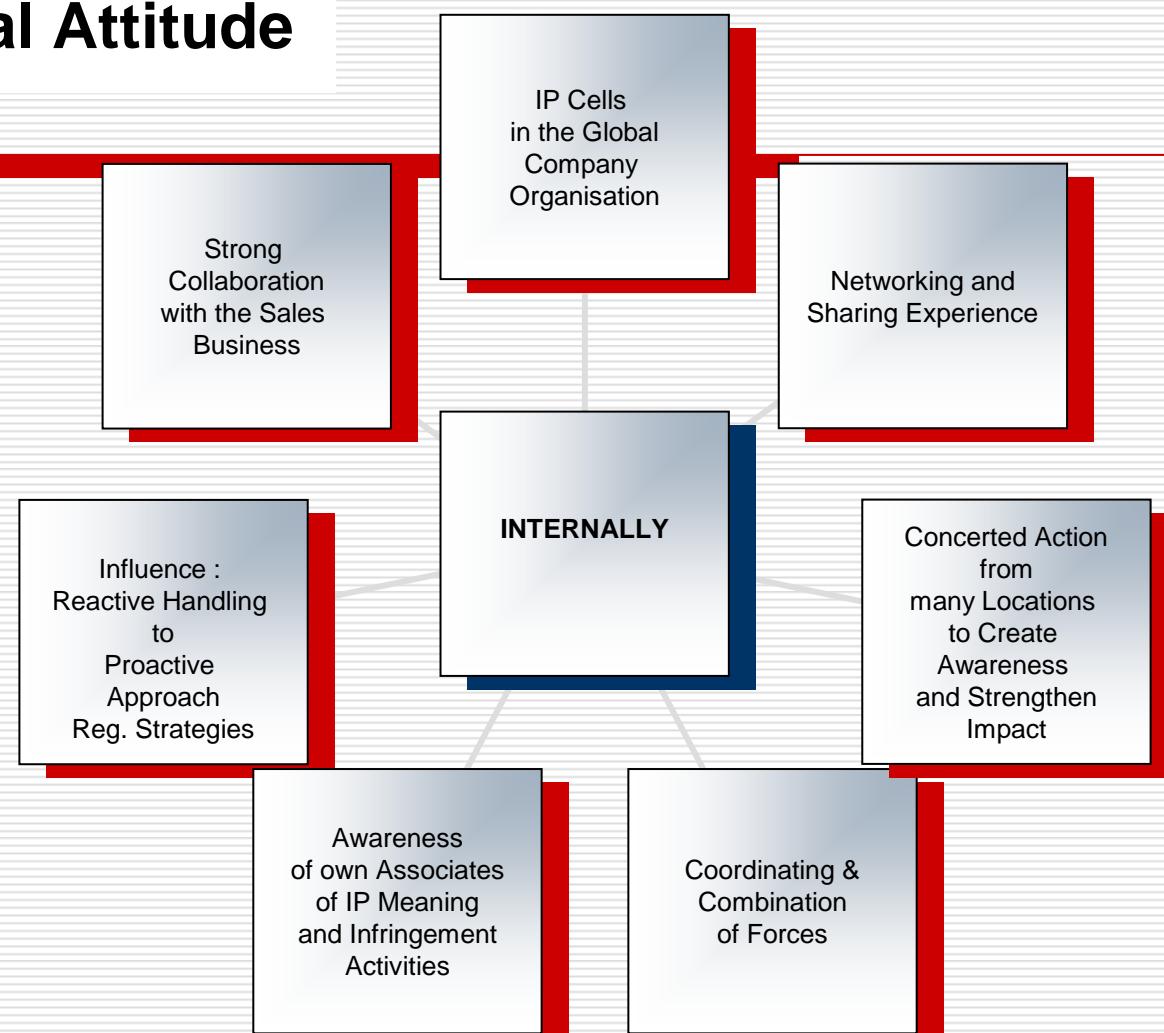


Counterfeit merchandise & accessory

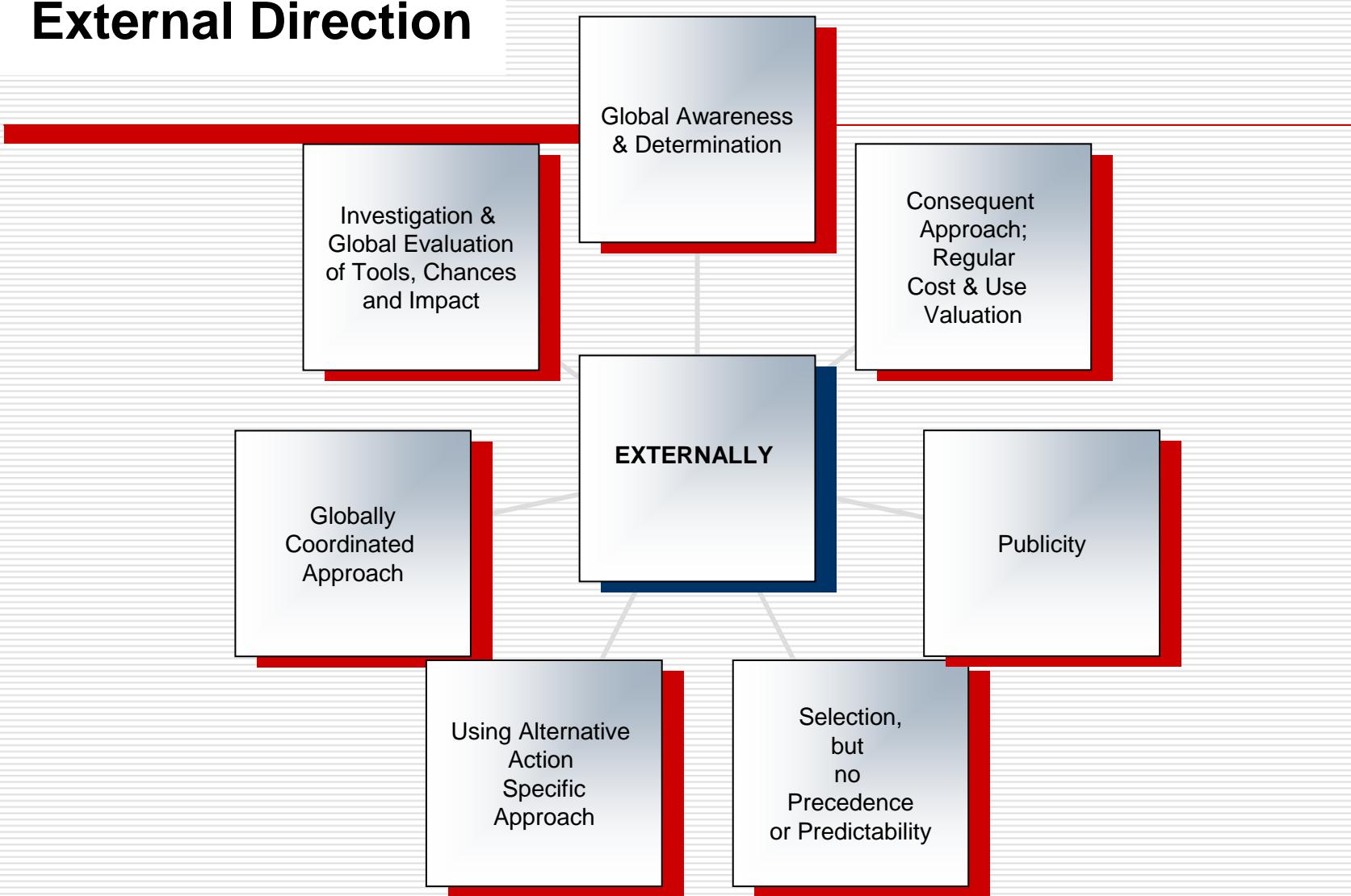


Security
concerns

Internal Attitude



External Direction



Main Measures against Counterfeit

1. Strengthen applications

Result of enforcement fed back in the next application.
Applications filed in the countries of counterfeit manufacture and sales; limited predictability as to sales;
Countries of weaker economic development strengthened focus on registration

2. Enforcement

Warnings, administrative raids, lawsuits

3. PR activities to call attention to the matter

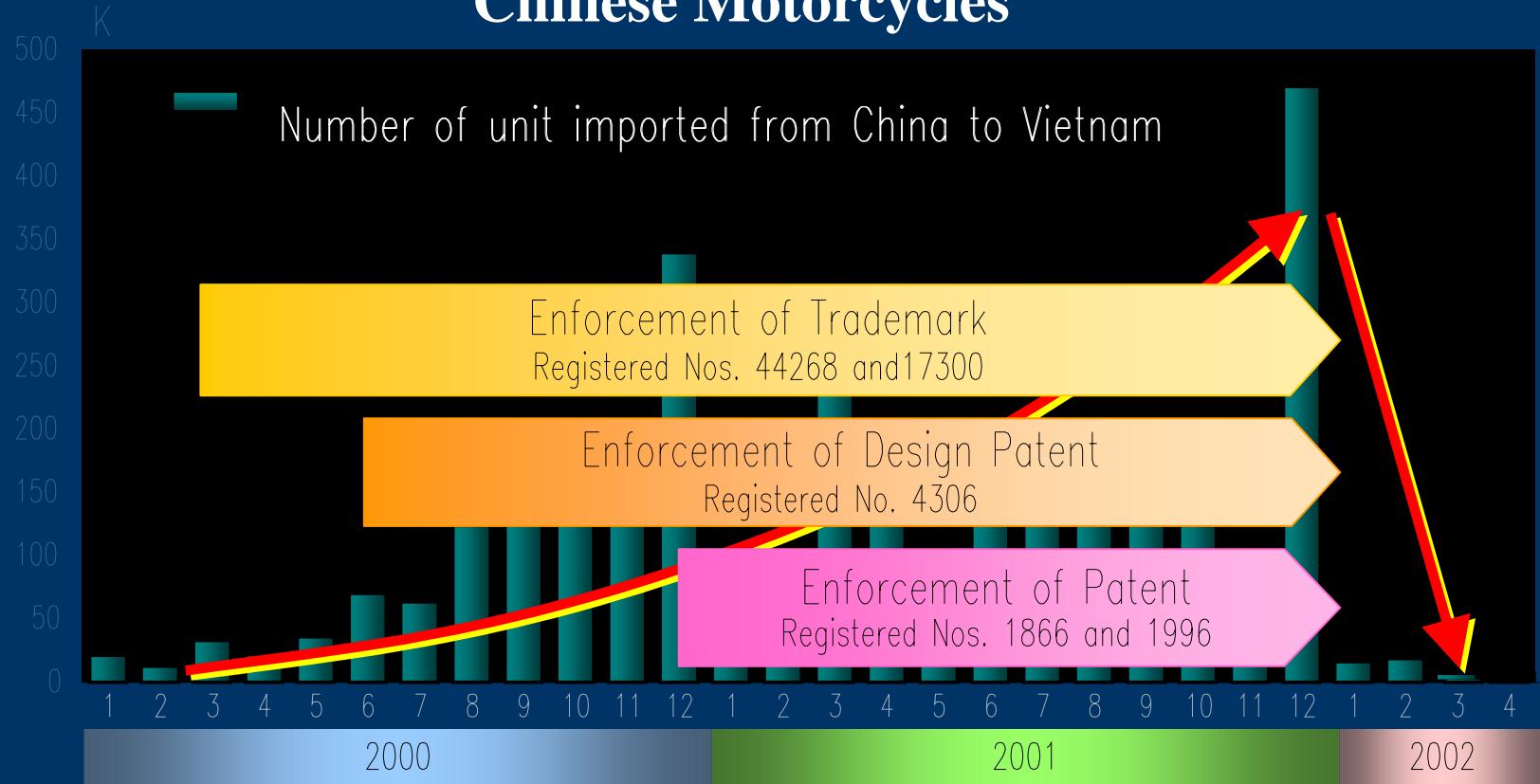
Monitoring activities and advertising campaigns, using personal
Coordination with business lines; Global networks such as distributor networks, etc...

4. Enhance Problem Awareness to official, governmental authorities

Explain the core problem (disadvantage to the consumer).
Actions made in collaboration with the whole industry and Anti-Counterfeiting Organisations

Strong IP power

Chinese Motorcycles

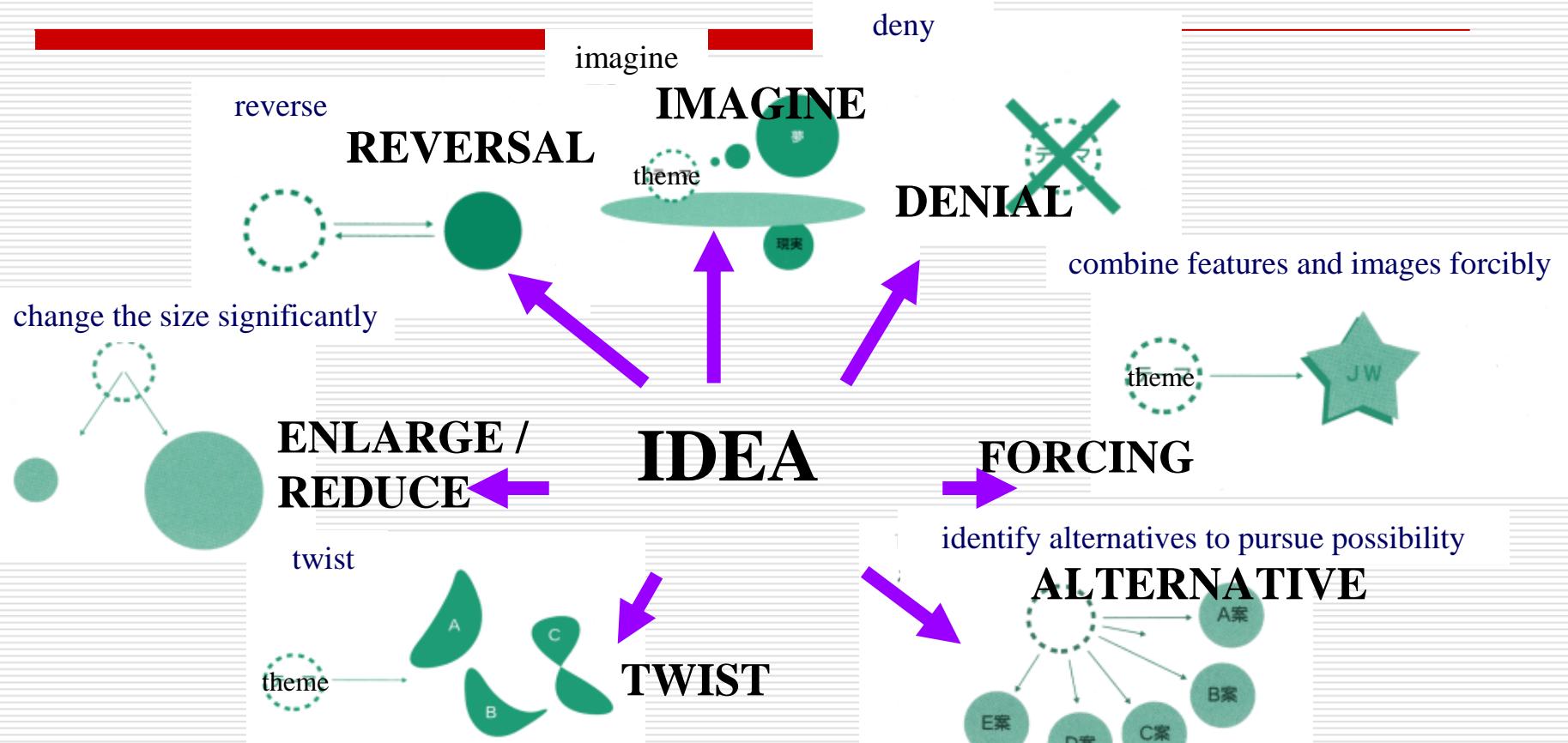


Words of Mr. Honda

“Our product is developed for the first time when it is based on untiring accumulation of original technologies.

I believe that by fully using those original technologies made with our own hands, we will be able to achieve non-superficial, proudful prosperity.”

Training for Creating New Inventions



Conclusion

PARTICULARITY of cases (business sector, company)

HOWEVER

Impact on the fight against counterfeit
Strengthened through

CONCERTED ACTIONS between Businesses

and organising for more Effective Influence
in the framework of Anti-counterfeiting Organisations



Thank you for your attention