



Building IP Awareness

Toshiro FUKURA

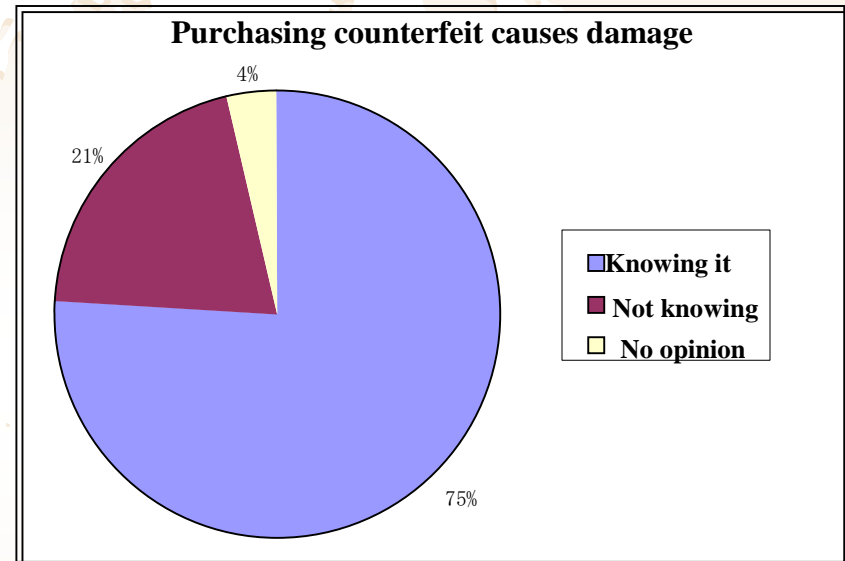
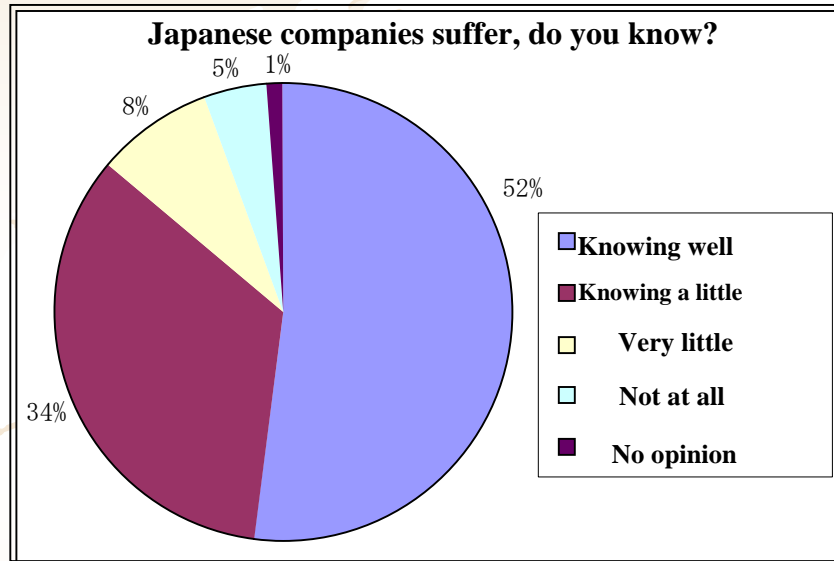
JETRO / IIPPF

Feb. 27, 2008 Mumbai

Introduction

- Counterfeit / piracy hinder the innovation.
- Counterfeit / piracy still prevail, damaging safety / security of consumers.
- Most important is not to tolerate counterfeit / piracy.
- Also important is generating awareness among consumers against counterfeit/piracy.

Consumer Recognition of IP Violation (Japan)

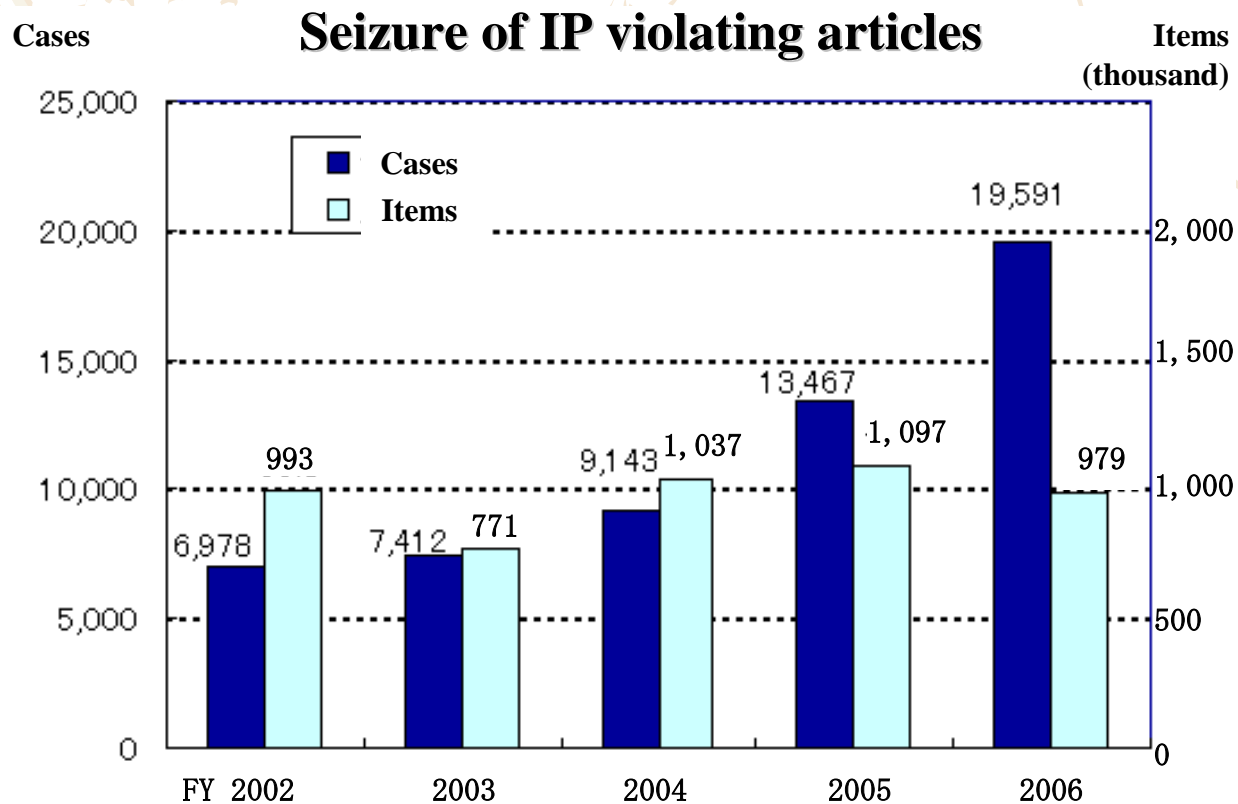


**Source: Cabinet Office, Government of Japan
Surveyed in July 2006 (1,801 respondents)**

Measures for generating awareness

1. Actions by the Japanese government

(1) Intensifying publication of data / information on seizure



Source: Ministry of Finance

(<http://www.mof.go.jp/jouhou/kanzei/ka190301.htm>)

(2) Campaign against counterfeit / piracy



Campaign to Combat Counterfeit and piracies 2007-2008
Heart to heart, authentic gift

(3) Education

General public, international travelers

2. Actions by the Japanese business

The Anti Counterfeiting Association
(in collaboration with the government)



Remember, copying is a crime

IIPPF



IP Culture School

Joy of creation, respect for originality



Science show