Anti-Counterfeiting &
Brand Protection Strategies

Industry Cases Study
Honda Motor Co. Ltd.

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Honda Products

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 - Counterfeiters market search activities
## Design Right Infringement

### First infringement case

First Introduced in 1958

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<th>Novelty in technical terms</th>
<th>Patent applications</th>
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<tr>
<td>Novelty in appearance</td>
<td>Design applications</td>
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(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

Genuine Products

Honda CB125i

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

Over 80% cases: internet
Network difficult to trace back

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

Strong Collaboration with the Sales Business

IP Cells in the Global Company Organisation

Networking and Sharing Experience

Influence: Reactive Handling to Proactive Approach Reg. Strategies

INTERNALLY

Concerted Action from many Locations to Create Awareness and Strengthen Impact

Awareness of own Associates of IP Meaning and Infringement Activities

Coordinating & Combination of Forces

Networking and Sharing Experience

Internal Attitude
External Direction

- Investigation & Global Evaluation of Tools, Chances and Impact
- Global Awareness & Determination
- Consequent Approach; Regular Cost & Use Valuation
- Globally Coordinated Approach
- EXTERNALLY
- Using Alternative Action Specific Approach
- Selection, but no Precedence or Predictability
- Publicity
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
Chinese Motorcycles

Number of units imported from China to Vietnam

- Enforcement of Trademark
  Registered Nos. 44268 and 17300

- Enforcement of Design Patent
  Registered No. 4306

- Enforcement of Patent
  Registered Nos. 1866 and 1996

Years:
- 2000
- 2001
- 2002
“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.”
Imagine

Reverse

Enlarge / Reduce

Idea

Imagining

Twist

Denial

Combining features and images forcibly

Identify alternatives to pursue possibility

Forcing

Alternative
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