

# **HONDA**

The Power of Dreams

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Anti-Counterfeiting &  
Brand Protection Strategies

Industry Cases Study  
**Honda Motor Co. Ltd.**

N.Kuji  
General Manager  
Intellectual Property Division

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# Honda Products

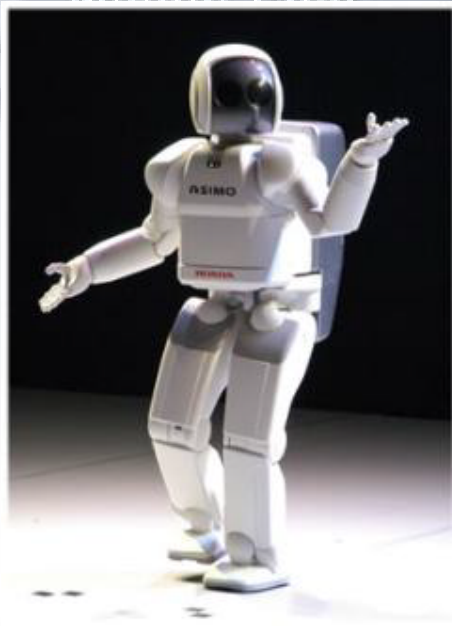
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Middle East

China

Japan



Sales Volume:  
24 million units

## Facts

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- ❑ 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
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# Design Right Infringement

## First infringement case

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First Introduced in 1958

Novelty in technical terms	Patent applications
Novelty in appearance	Design applications



(Honda design)

Competitors' Sales  
of Similar Products



(Similar design by other Japanese manufacturer)

**A design infringement action was filed in 1968.**

Damages of 760 million yen were paid.

**The Supercub is exhibited permanently at the Design Museum  
in London for its distinctive design.**

# Design Right Infringement: Recent cases



## Genuine Products

Honda CB125T



Honda WAVE



Honda FUSION



## Counterfeit Products



**Found in  
Vietnam**



**Found in  
Thailand**



**Found in  
Japan**

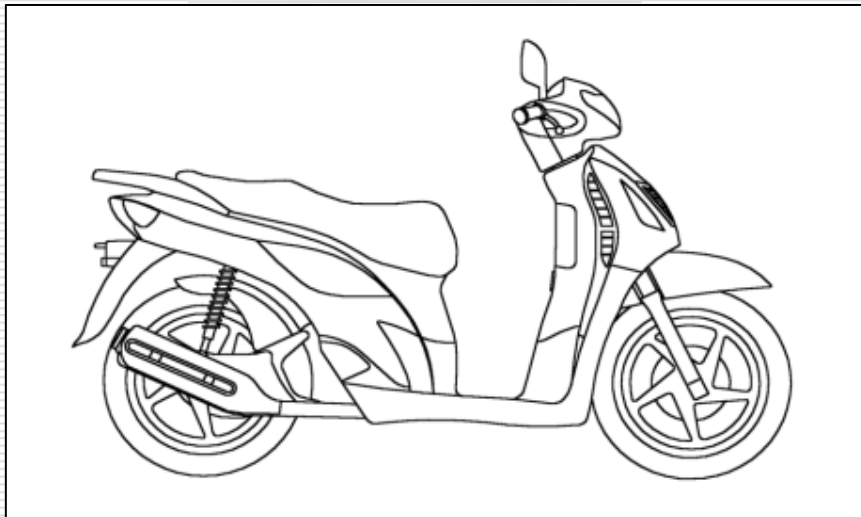


## Case Study : Scooter

**Honda registered design  
and genuine model**



**Copy Scooter,  
Chinese manufacturer**



# Counterfeit Generators



Over 80% cases: internet  
Network difficult to trace back



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

# Counterfeiters' accessory

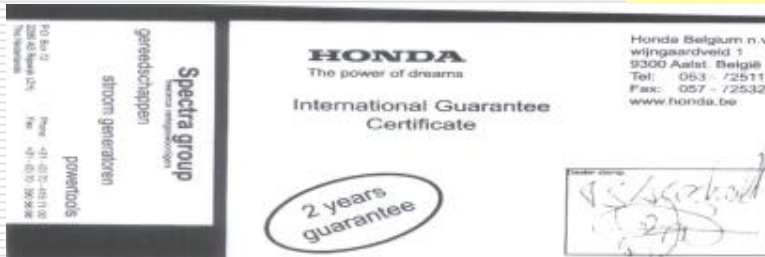
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genuine

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

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**Honda GX Engine**



**Counterfeit Products**



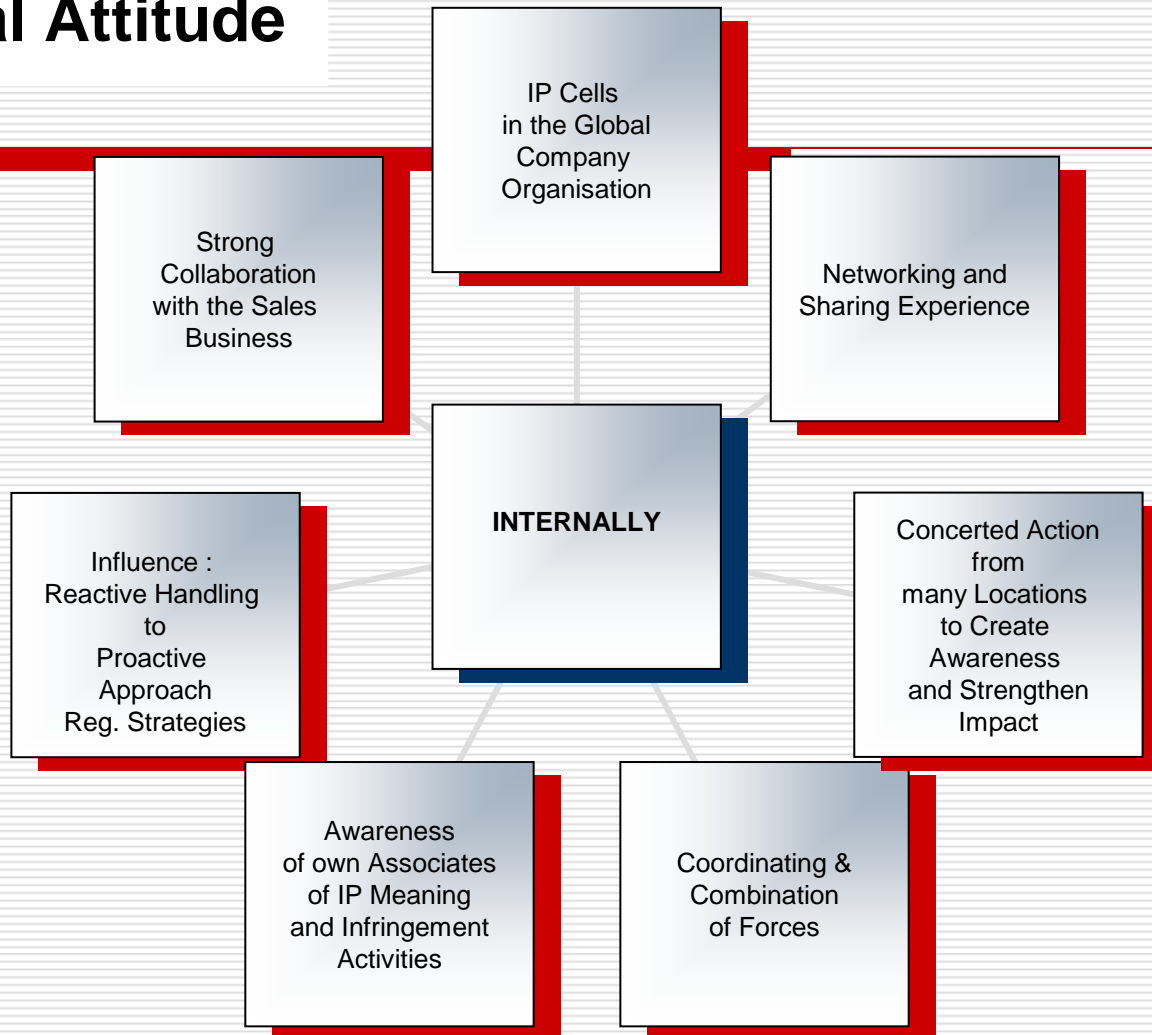
# Counterfeit merchandise & accessory



Security  
concerns



# Internal Attitude

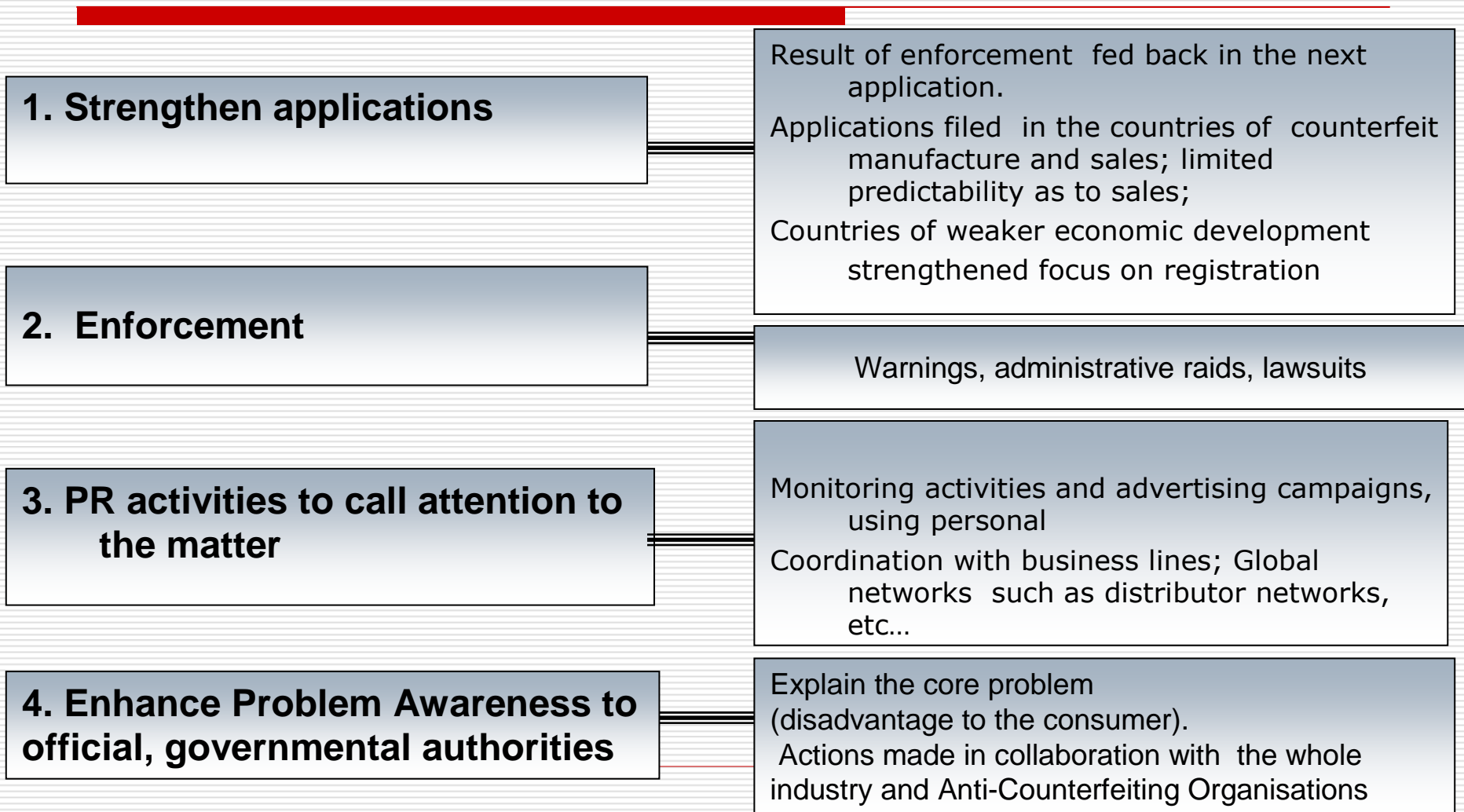


# External Direction



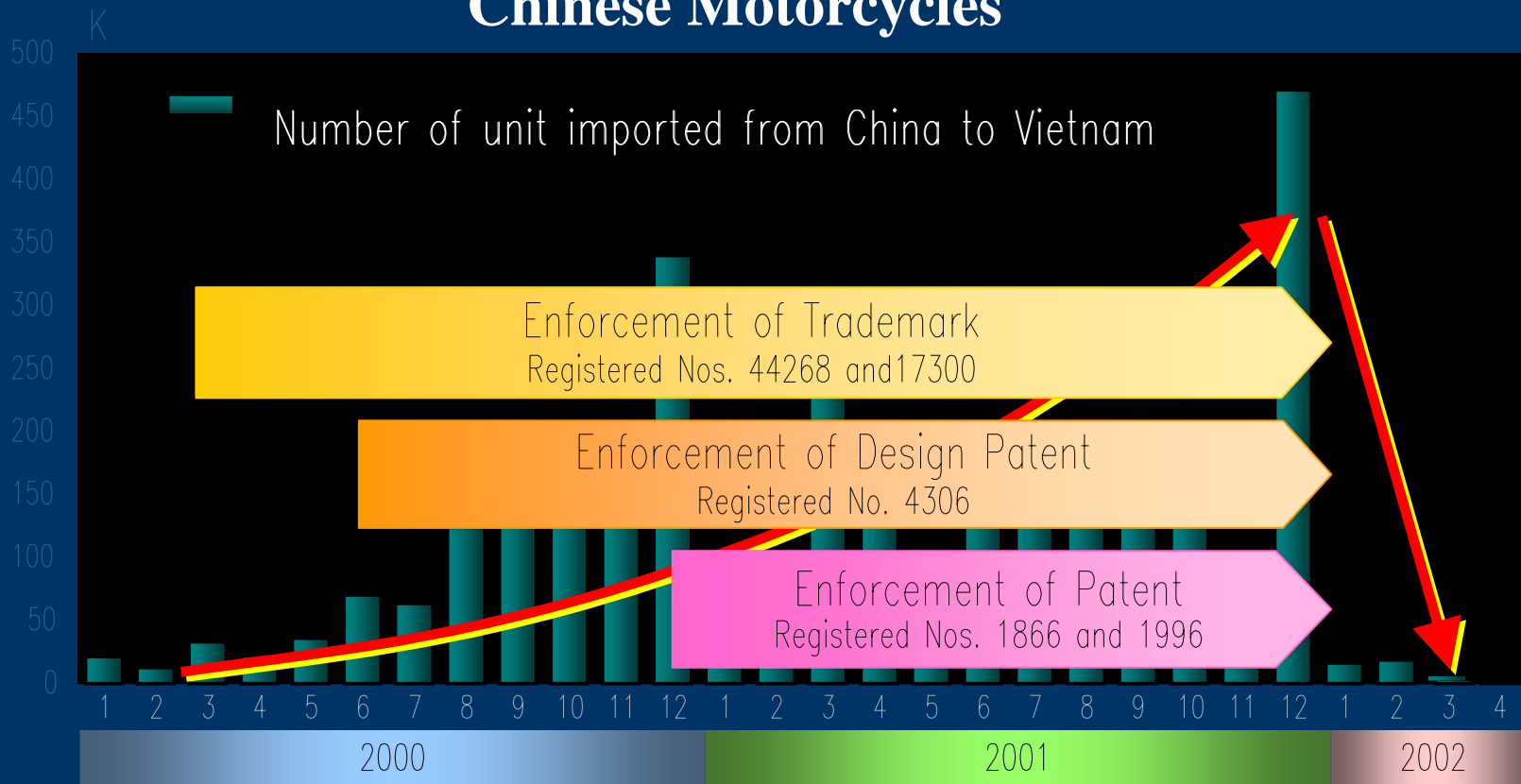


## Main Measures against Counterfeit



# Strong IP power

## Chinese Motorcycles



## Words of Mr. Honda

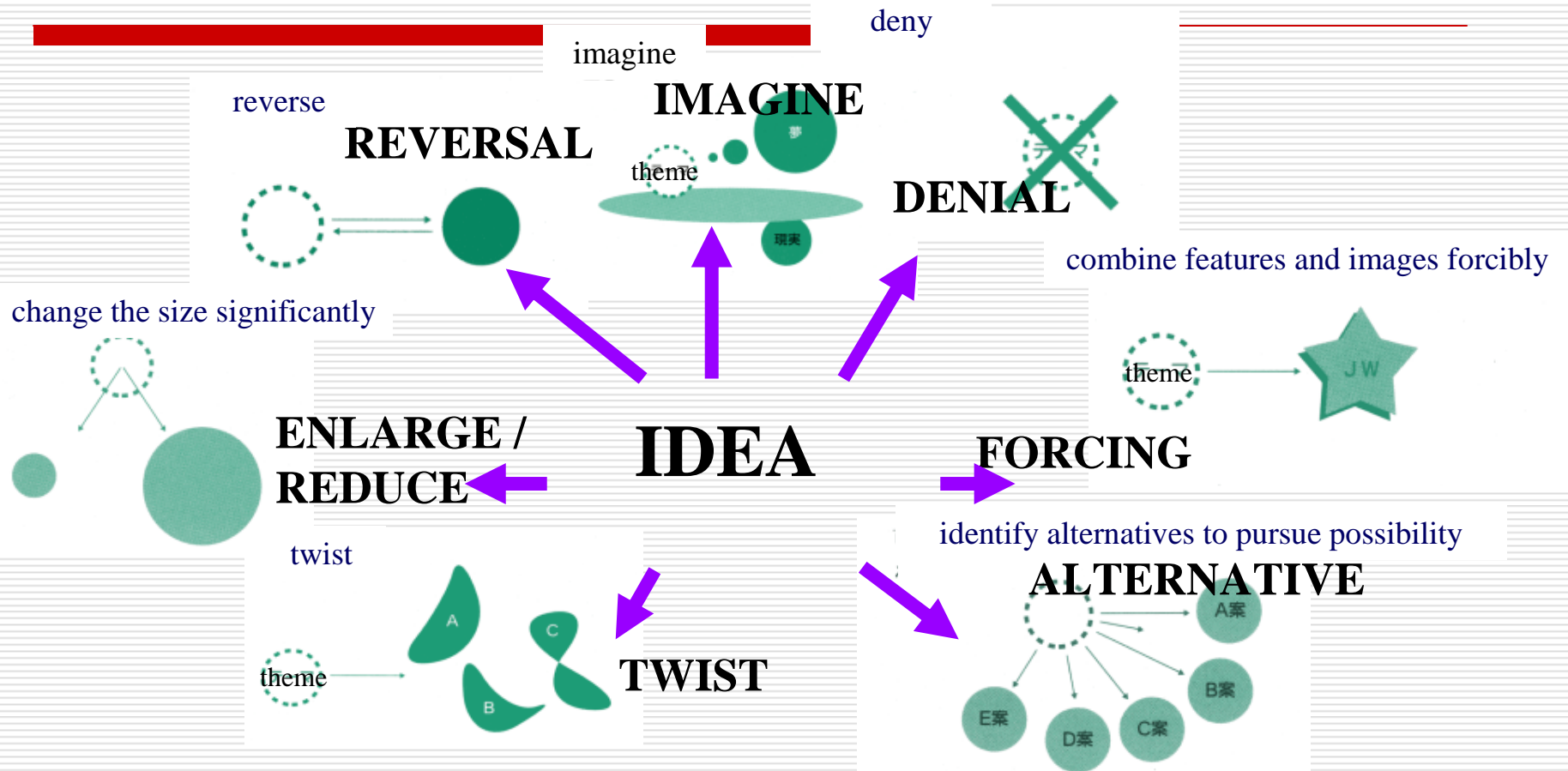
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**“Our product is developed for the first time when it is based on untiring accumulation of original technologies.**

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

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# 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

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