

Implementation Method of the Effectiveness Verification

This effectiveness verification is designed to verify how effective a series of measures against infringements have been for past two years through numerical measurement to find how many infringing goods / infringements currently exist in Internet auctions.

Description

When to implement:	Several days arbitrarily selected from the period between November 15 and December 10, 2007. There are no constraints on time of day, days of the week, or the like.
Target auctions:	Bidders Auction Yahoo! Auction Rakuten Auction MOBAOKU
Verified goods:	The organizations / companies implementing the verification can select any items but will choose general-purpose items that allow them to carry out a long-term fixed-item verification because it is necessary to verify the same goods in all the target auctions and to continue a similar verification in the future.
Method:	Perform a calculation by dividing the verification parameter by the number of auctioned items related to infringing goods / infringements. Example: If 10 infringing goods are found in 100 auctioned items, the infringement rate is 10%.
Criteria for judgment:	Count, as auctioned items related to infringing goods / infringements, those which are judged as infringement of a copyright or trademark based on their on-screen descriptions and images and allow right holders to make suspension requests to auction operators. Note: Auctioned items that may conflict with the Unfair Competition Prevention Act are not counted because the nature of the said law does

not allow us to make a definitive judgment.

Count, in addition to the above data, **the auctioned items that are highly probable to be infringing goods despite the lack of clear-cut judgment as infringing goods related to copyrights / trademarks.**

How to record:

Recording of the verification is left to the verifier's option.

Note: Verifiers shall keep an evidence on hand to prove that they actually carried out the verification.

How to report:

Fill out the attached Excel sheet and submit the completed sheet to chairman of the committee.