

## Implementation Method of the Effectiveness Verification

This effectiveness verification is designed to verify how continuously effective the measures against infringements in Internet auctions are through numerical measurement to find how many infringing goods / infringements currently exist in Internet auctions.

### Description

**When to implement:** One day arbitrarily selected from the period from January 4 to 22, 2010. There are no constraints on time of day, days of the week, or the like.

**Target auctions:** Bidders Auction  
Yahoo! Auction  
Rakuten Auction  
MOBAOKU

However this will not impede the discretionary inspection of auction sites operated by other member and non-member operators.

**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.

Furthermore goods were selected in light of the level of popularity in the marketplace for those goods.

**Method:** Perform a calculation by dividing the number of auctioned items related to infringing goods / infringements by the verification parameter.

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.**

When a verified object article infringes both copyright and trademark rights, either one of the infringed rights will be taken as a count.

The verified object articles that infringe either copyright or trademark rights are stated in the attached Excel sheet.

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.

In addition to the above data, auctioned items were counted **that are highly probable to be infringing goods despite there being no possibility of a suspension request to the auction operators based on the guidelines.**

**How to record:**

Recording of the verification is left to the verifier's option. However the verification results as based on the actually performed operation are recorded taking care to enable logical confirmation by a third party.

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.