

## Guidelines Committee Report for Fiscal Year 2012

The Guidelines Committee held discussions on the operation status of the “Guidelines for the Prevention of Distribution of Internet IPR Infringing Goods,” revised during FY2010, as well as on the latest infringement cases.

As a result of discussions, it is confirmed that no specific problems have arisen during the approximately two years of operation since the revision made in 2010. In addition, the Guidelines Committee reaffirmed that it is effective for both operators and right holders to exchange up-to-date information including new infringement types because the world of the Internet changes on a daily basis.

### 1. Participants

Union des Fabricants

Recording Industry Association of Japan

Japan and International Motion Picture Copyright Association, Inc.

Japan Merchandising Rights Association

Japanese Society for Rights of Authors, Composers and Publishers

Chanel K.K.

Honda Motor Co., Ltd.

Association of Copyright for Computer Software

Yahoo Japan Corporation

DeNA Co., Ltd.

girls auction Co., Ltd.

Rakuten Auction, Inc.

(Honorifics omitted; listed in random order)

### 2. Date of Meeting

First Guidelines Committee meeting: Thursday, October 11, 2012

Second Guidelines Committee meeting: Wednesday, November 21, 2012

### 3. Details and Results of Discussions

- Review of the guidelines

As a result of discussions based on the current operation status, we found that no specific problem has arisen so far. As for the review of Keyword Annex, no additional requests were

made. Thus, we reached the conclusion that there is no need to revise the guidelines this fiscal year. In addition, it is decided that any information on infringing goods confined to certain products and infringing keywords will be provided by right holders to operators prior to reviewing additions to the guidelines because the latest information should be shared as appropriate.

In order to make the coverage of the guidelines clearer, we discussed expanding them to operators and right holders other than the current members.

- Sharing of information

Operators and right holders shared with each other:

Trend of infringing goods and infringement keywords, and New modes of auctioning infringing goods.