

**The Council for Intellectual Property  
Protection on Internet (CIPP)  
Report for Fiscal Year 2024**

June 2025

Council for Intellectual Property Protection on Internet (CIPP)

[Overview]

## **1. Report from the Effectiveness Verification Committee**

● For this fiscal year (FY2024), we continued to verify the effectiveness of measures against infringement not only on Internet auction services (hereinafter referred to as “Auction”) but also on flea market applications (hereinafter referred to as “Flea-Ma”).

At the same time, we catalogued and organized the verification results by grouping items according to the occurrence rate of infringing goods. This approach allows us to clearly demonstrate the effectiveness of voluntary efforts by rights holders, as well as by C2C (consumer-to-consumer, referring to transactions between individual users) marketplace operators (hereinafter referred to as “digital platform providers”).

In both groups (Group 1 and Group 2), although the overall volume of goods distributed in the markets has continued to expand in recent years, the infringement occurrence rate has remained low. This outcome is believed to reflect the ongoing efforts of both rights holders (organizations) and digital platform providers, as coordinated through discussions at the CIPP.

It should be recognized as commendable that rights holders (organizations) and digital platform providers have collaborated to maintain this level of effectiveness, while taking into account the convenience of C2C marketplaces for users, even in regions adjacent to major sources of infringing goods, such as China, or countries like Vietnam, where the sector has been rapidly emerging.

● Group 1 services: It was confirmed that, as in the previous fiscal year, the level of infringing goods has been kept extremely low, thanks to voluntary patrols conducted by digital platform providers and removal measures based on notifications from rights holders.

● Group 2 services: While it was expected that these services would transition to the level of Group 1, unfortunately, the occurrence rate of infringing goods increased in this fiscal year. More proactive measures are required to reduce the occurrence rate of infringing goods.

## **2. Report from the Guidelines Subcommittee**

● The Guidelines Subcommittee was not formally convened this fiscal year. However, based on requests and inquiries from member companies, revisions to the Guidelines appendix were handled via email.

As a result, provisional amendments to the Guidelines appendix were implemented. Consequently, the expected effects were achieved in the effectiveness verification for FY2024.

## **3. The Third Working Group**

● The group continued to monitor and examine measures against infringing goods on BtoC platforms. Discussions and exchanges of opinions were held regarding the approaches and methods implemented by the platforms.

[Report]

## **1. Report from the Effectiveness Verification Committee**

### **(1) Method of Effectiveness Verification**

As in the previous fiscal year, the Effectiveness Verification Subcommittee, composed of operational staff from rights holders and digital platform providers, established the implementation procedures (see Appendix 1: “Method of Conducting Effectiveness Verification”). Based on these procedures, the effectiveness verification was conducted.

#### **① Services subject to verification**

Six services, including auction and flea market platforms, were targeted for effectiveness verification.

#### **② Items subject to verification**

As in the previous fiscal year, items subject to verification were divided into two categories:

##### **(i) “Infringing Items”**

These are items that, based on on-screen text and images, can be determined to infringe copyrights or trademarks. Rights holders can request digital platform providers to suspend such listings.

##### **(ii) “Items With a High Probability of Infringement”**

Although the information available does not provide a direct basis for removal under the guidelines or other criteria, these items are considered potentially infringing in one of the following ways: ① Items that rights holders, based on on-screen text and images, could determine as infringing copyrights or trademarks, and for which removal could be requested to the platform operator (referred to as “Infringing Items Without Notice”), ② Items that, when considering all available information, would almost certainly be deemed

infringing if purchased and inspected by the rights holder (referred to as “Items With a High Probability of Infringement”).

### ③ Grouping of digital platform providers

To more clearly demonstrate the results of voluntary efforts by rights holders and digital platform providers, services provided by digital platform providers were classified into three groups based on the occurrence rate of infringing items:

(i) Group 1: Average infringement rate over the past three years is less than 2% – 5 services

(ii) Group 2 : Average infringement rate over the past three years is 2% or more but less than 10% – 1 service

(iii) Group 3 : Average infringement rate over the past three years is 10% or more – 0 services

## (2) Verification Results

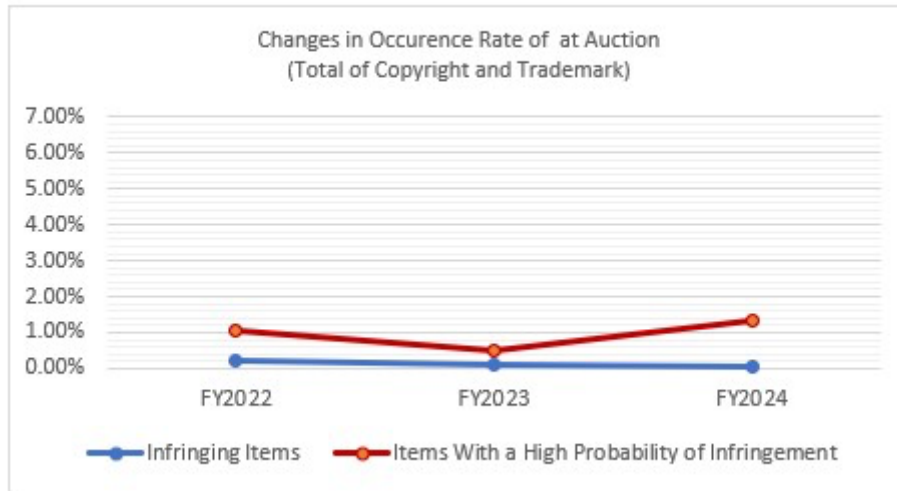
### ① Auctions

#### (i) Occurrence rate of “Infringing Items”

		FY2022		FY2023		FY2024	
		# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate
Copyright	Group 1	1,187	0.08%	1,118	0.00%	829	0.00%
	Group 2	—	—	—	—	—	—
	Group 3	—	—	—	—	—	—
Trademark	Group 1	2,480	0.28%	2,671	0.11%	2,416	0.04%
	Group 2	—	—	—	—	—	—
	Group 3	—	—	—	—	—	—
Total	Group 1	3,667	0.22%	3,789	0.08%	3,245	0.03%
	Group 2	—	—	—	—	—	—
	Group 3	—	—	—	—	—	—

#### (ii) Occurrence rate of “Items With a High Probability of Infringement”

		FY2022		FY2023		FY2024	
		# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate
Copyright	Group 1	1,187	0.17%	1,118	0.27%	829	3.38%
	Group 2	—	—	—	—	—	—
	Group 3	—	—	—	—	—	—
Trademark	Group 1	2,480	1.45%	2,671	0.60%	2,416	0.62%
	Group 2	—	—	—	—	—	—
	Group 3	—	—	—	—	—	—
Total	Group 1	3,667	1.04%	3,789	0.50%	3,245	1.33%
	Group 2	—	—	—	—	—	—
	Group 3	—	—	—	—	—	—



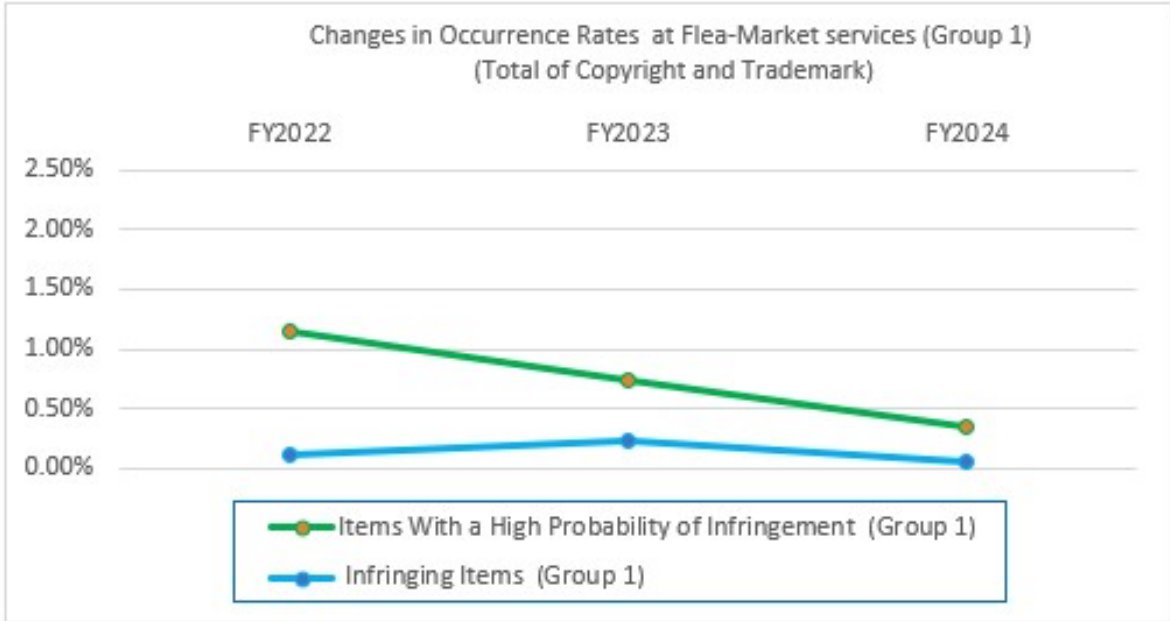
② Flea Markets

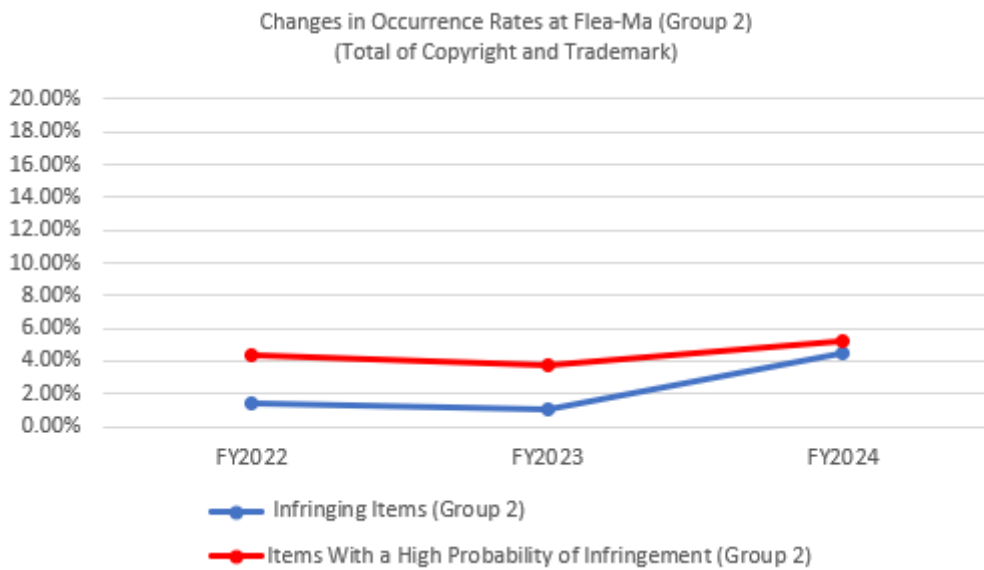
(i) Occurrence rate of “Infringing Items”

		FY2022		FY2023		FY2024	
		# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate
Copyright	Group 1	2,611	0.08%	2,664	0.23%	1,882	0.00%
	Group 2	26	0.00%	453	0.00%	432	0.00%
	Group 3	-	-	-	-	-	-
Trademark	Group 1	4,802	0.12%	4,575	0.24%	4,305	0.07%
	Group 2	731	1.50%	813	1.72%	772	6.99%
	Group 3	-	-	-	-	-	-
Total	Group 1	7,413	0.11%	9,882	0.23%	6,187	0.05%
	Group 2	757	1.45%	1,266	1.11%	1,204	4.49%
	Group 3	-	-	-	-	-	-

(ii) Occurrence rate of “Items With a High Probability of Infringement”

		FY2022		FY2023		FY2024	
		# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate	# of verified items	% of Occurrence Rate
Copyright	Group 1	2,611	0.31%	2,664	0.15%	1,882	0.00%
	Group 2	26	0.00%	453	0.00%	432	0.00%
	Group 3	-	-	-	-	-	-
Trademark	Group 1	4,802	1.42%	4,575	0.70%	4,305	0.42%
	Group 2	731	4.51%	813	5.90%	772	8.16%
	Group 3	-	-	-	-	-	-
Total	Group 1	7,413	1.03%	7,239	0.50%	6,187	0.29%
	Group 2	757	4.36%	1,266	3.79%	1,204	5.23%
	Group 3	-	-	-	-	-	-





### (3) Analysis of Verification Results

#### ① Auction Services

All auction services fall into Group 1, and as in the previous fiscal year, the occurrence rate of “Infringing Items” has been further reduced and maintained at a very low level. The occurrence rate of “Items With a High Probability of Infringement” slightly increased compared to the previous year. This increase is attributed to the confirmation of infringing items that had not been previously reported to digital platform providers but could be addressed if removal requests were submitted by rights holders — in other words, new types of infringing listings.

#### ② Flea Market Services

Effectiveness verification was conducted on four services as in previous years.

Among the three services categorized in Group 1, the occurrence rate of “Infringing Items” has further decreased and remains at a very low level. The occurrence rate of “Items With a High Probability of Infringement” has also declined, indicating that these services have been maintained at an extremely low level.

For the one service categorized in Group 2, the occurrence rate of “Infringing Items”

increased this fiscal year, and the occurrence rate of “Items With a High Probability of Infringement” also rose. It appears that sellers attempting to offer infringing goods are experimenting with listing methods that make removals more difficult, creating a repeated challenge for digital platform providers. Given this situation, continuous and unwavering efforts to implement measures for intellectual property protection remain essential.

### ③ Summary

Overall, it can be concluded that, in this fiscal year as well, the sharing and accumulation of knowledge regarding the identification of infringing items, as well as response know-how within this council, together with the exchange of information on the distribution of infringing goods among digital platform providers, rights holders, and other relevant parties, has contributed to the effective prevention of the circulation of infringing items.

Going forward, it is expected that rights holders and digital platform providers will continue to share information and cooperate in conducting analysis and review. This collaboration will enable further effective measures, such as revisions to the guidelines as necessary.

### (4) Other Considerations

Effectiveness verification serves as an indicator reflecting the results of voluntary efforts by rights holders and digital platform providers within this council. Therefore, it is required that verification be conducted using appropriate and efficient methods that accurately reflect the actual situation. To this end, it is recognized that ongoing consideration is necessary regarding verification methods that can closely capture the characteristics of each platform operator’s services.

Moreover, it is important to make continued use of results from voluntary surveys to conduct detailed analyses of various issues at a given point in time. These analyses can help identify effective countermeasures, including potential revisions to the council’s guidelines and other measures aimed at preventing the distribution of infringing goods.

Without hesitation, new technologies, tools, and methods recently developed — such as AI — should be explored in order to identify economically and temporally efficient measures against infringing goods. At the same time, it is also important to ensure the

proper management and utilization of the long-accumulated information on infringing goods.

## 2. Report from the Guidelines Subcommittee

### (1) Convening and Revision of the Current Guidelines

This fiscal year, given that the current operation of the main guidelines produced favorable results, the Guidelines Subcommittee was not convened. Consequently, no revisions were made to the main guidelines, and the expected effects were achieved in the effectiveness verification for FY2024.

### (2) Revisions to the Guidelines Appendix

Regarding Appendix 3 of the guidelines, several trademark rights holders requested corrections to information, and inquiries were received from platform operator members. The items in question were free-of-charge offerings, which are often temporary or seasonal. It was determined necessary to take prompt action without waiting for a subcommittee meeting. Therefore, the information was verified via email, member companies were briefed on the circumstances, and provisional amendments were implemented, including notifying members and sharing the updated information.

Going forward, discussion in the Guidelines Subcommittee will continue to ensure further improvements in future effectiveness verification, not limited to free-of-charge items or trademark rights.

## 3. Report from the Third Working Group

### (1) Measures Against Infringing Goods on BtoC Platforms

As in the previous fiscal year, presentations and exchanges of opinions were conducted regarding the digital platform providers' measures against infringing goods, including seller screening and post-listing patrols. Discussions will continue on effective mechanisms for providing information on BtoC platforms.

## 4. Summary of Activities for This Fiscal Year

This fiscal year, the Guidelines Appendix was revised through email deliberations, and effectiveness verification was conducted by the Effectiveness Verification Subcommittee. The verification results confirmed that, through the promotion of the “Japanese approach,” in which rights holders and digital platform providers cooperate while respecting each other’s positions to address infringers, the occurrence rate of infringing items remained at an extremely low level overall.

The council has continuously promoted voluntary measures to prevent the distribution of infringing goods through dialogue and consultation between rights holders and digital platform providers. Specifically, rights holders and digital platform providers exchange information and consult on individual infringing items, reflecting outcomes in the guidelines as needed, and improving voluntary patrols using the guidelines. The effectiveness of these measures has been confirmed by the results of the effectiveness verification, highlighting the council’s significant role as a private-sector framework for protecting consumers from intellectual property rights infringements.

Going forward, when relevant government agencies consider policies for consumer protection against infringing goods, it is expected that the council’s activities as a private-sector initiative will serve as a reference, supporting the development of an environment necessary to protect consumers.

Furthermore, the council will continue to disseminate the results of its activities to society in general while advancing discussions on responses to new forms of infringement.

## Statistical Data

### ■ Total Number of Listings (Unit: 10,000 items)

	2022	2023	2024
Total no. of listed items	11,442	13,620	14,341

- ▷ For FY2022, figures represent the total of 6 out of 9 full-member companies.
- ▷ For FY2023, figures represent the total of 5 out of 8 full-member companies.
- ▷ For FY2024, figures represent the total of 5 out of 7 full-member companies.
- ▷ Measurement was conducted by counting the number of active listings at a specific point on each day of December. The daily average was calculated as the “Total Number of Listings.”
- ▷ Because the number of digital platform providers participating in the measurement varies, it is difficult to compare figures across fiscal years and analyse trends.

### ■ Number of Voluntary Removals

	2022	2023	2024
Copyrights	137,317	122,866	176,292
Trademark rights	1,454,671	1,520,088	374,375
Total	1,591,988	1,642,954	550,667

- ▷ FY2022 figures represent the total of 6 out of 9 full-member companies.
- ▷ FY2023 figures represent the total of 5 out of 8 full-member companies.
- ▷ FY2024 figures represent the total of 5 out of 7 full-member companies.
- As with the total number of listings, comparing these figures across fiscal years and analysing trends is difficult.

### ■ Number of Removal Requests from Rights Holders

	2022	2023	2024
Copyrights	199,644	83,708	50,048
Trademark rights	718,856	556,264	987,043
Total	918,500	639,972	1,037,091

- ▷FY2022 figures represent the total of 6 out of 9 full-member companies.
- ▷FY2023 figures represent the total of 5 out of 8 full-member companies.
- ▷FY2024 figures represent the total of 5 out of 7 full-member companies.
- ▷The number of removal requests from rights holders includes individual items that were removed, as well as items removed as a result of suspension measures applied to sellers.
- ▷Some rights holders adjust the services or products they actively monitor to carry out more effective measures against infringing items. Therefore, it is difficult to compare the number of removal requests from rights holders across fiscal years and analyse trends.