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<input type="checkbox"/>	Doctor's thesis

Subject	International Business	Date	6.12.2009
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		Number of pages	109 p. + appendices
Title	Corporate combat against intellectual property infringements – When intellectual property rights fail to suffice		
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Abstract

Intellectual property infringements are an ever-increasing problem for companies as the past few decades have witnessed an explosion in the level of counterfeiting. As trade in counterfeit products increases companies end up losing more and more to counterfeiting and piracy. Thus companies must seek ways in which they can combat intellectual property infringements. The purpose of this study is to explore the measures that companies with counterfeiting problems have and use in combating intellectual property infringements once intellectual property rights fail to suffice.

The most prominent measures discussed in literature were grouped using the division proposed by Yang, Sonmez & Bosworth (2004) as a basis. They divide measures into three categories: proactive strategies, defensive weapons, and networking means.

This study is a qualitative research conducted using interviews as a research approach. A theme interview was chosen as the research method. Seven interviews were conducted with companies representing various industries.

Based on the research findings Yang et al.'s division of anti-counterfeiting measures was modified and enhanced, however the names of the three categories were retained. According to this modified division corporate combat against counterfeits consists of

- measures used to prevent counterfeiting or make it less attractive
- measures used to eliminate counterfeiting once it has started, and get compensation for damages incurred and
- measures used for spreading information between the company and various parties.

All of these measures are used to combat the counterfeiting phenomenon in various ways. Proactive strategies can be used both for affecting the demand and supply of counterfeit products; defensive weapons can be used for affecting the supply of counterfeit products; and networking means can be used to affect the legal framework and provide a company with resources for other measures, as well as gain information on the counterfeiting phenomenon.

Key words	Counterfeits and counterfeiting, corporate strategies, international business, intellectual property rights
Further information	